

# CaliforniaAvocado.com

## Now Even Faster and Easier to Use



*The recipe redesign is optimized for mobile devices and adapts well to all modern screen sizes.*

In just a little more than half a year since the redesigned CaliforniaAvocado.com launched, the site reached a significant achievement: it ranked first among the competition for site speed on mobile – the primary goal of the website re-launch. In addition, the recipes section of the website was updated to reflect the refined user experience and modern design of the rest of the site, and includes a series of tools to help visitors identify, shop for and cook with California avocados.

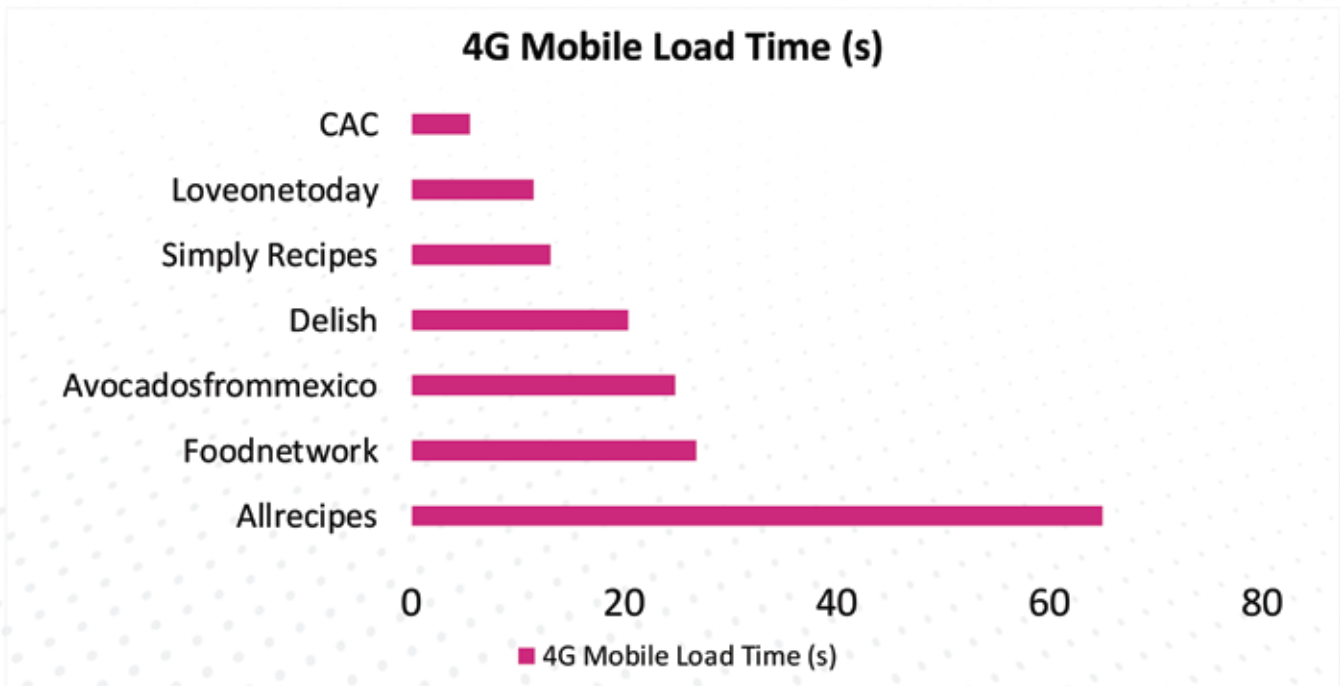
CaliforniaAvocado.com was relaunched with a completely new design and on a new technology platform on September 16, 2020. The Commission saw immediate improvements in the user experience and speed of the site after launch. This is important because site speed increasingly factors into how search engines rank individual websites, which in turn impacts how often consumers reach a site. Due to the amount of content on CaliforniaAvocado.com, there was still work to do this fiscal year to optimize the user experience and improve the speed of the site.

The more visitors there are to CaliforniaAvocado.com, and the more satisfied those visitors are with their experience, the more they are aware of California avocados and likely to

seek them out when they shop. CAC audited the content and functionality of the website and implemented a sequence of content and code optimizations that resulted in significant improvements to the website. Since improving site speed helps attract more visitors, site speed optimization will continue to be an ongoing initiative.

Some of the more popular content on the website that attracts visitors is the recipe section, which showcases recipes featuring California avocados. The recipe pages on the site were not part of the first redesign and were the last remaining major parts of the site that needed to be refreshed with the new design.

The design team created a new recipe detail page template (the page a recipe can be seen on) to adhere to the new user experience and design guidelines established when the rest of the site was updated. The refreshed recipe section lets visitors access those recipes in ways that are better suited to modern devices, such as smartphones, tablets, smart displays and even smart speakers. The new recipe pages also feature a series of tools including one to help visitors easily create shopping lists for the ingredients in each recipe. Naturally, every single recipe showcases California avocados, and having a tool that adds



*CaliforniaAvocado.com is now the fastest loading site on mobile among the competition.*

California avocados to shopping lists encourages sales of the fruit. This recipe redesign went live on April 14, 2021.

In addition to the technical improvements to the recipe pages, the Commission audited the recipe content to ensure the recipes align with the premium quality of California avocados and consumer interests. With the improvement in digital pho-

tography over the years, the visual appeal of some older recipes no longer fit today’s quality standards. New photos were taken of high-performing older recipes to bring their look up to date, while other recipes were saved but removed from the website. On-going new recipe development continues to provide fresh content to CaliforniaAvocado.com visitors. 🥑



*The recipe redesign supports step-by-step instructions on smart speakers and smart displays, allowing consumers to cook with California avocados using only their voice.*