



Sonix Wordpress Redesign Discovery Presentation

August 25, 2021

Executive Summary



The Discovery phase focuses on researching the current state of Sonix.com and the growing needs of the website to support the Sonix business.

The following slides summarize our findings from the Project Kickoff, Working Session Inputs gathered from the core Sonix team, and an analysis of the existing Sonix website as it exists today.

Core outputs from the Discovery phase will be a modified Information Architecture and key page templates that will guide development of wireframes and search engine optimization recommendations.

About Sonix

Since 1986, Sonix has pioneered many of the breakthroughs in defect detection and process productivity that have helped semiconductor manufacturers create a world of new possibilities. Today, manufacturers around the world depend on our scanning acoustic microscope technology for nondestructive inspection of bonded wafers, packaged semiconductors and industrial products. And we continue to lead the way with new ultrasonic technologies and applications to assure the quality of tomorrow's innovations.



WAFER INSPECTION



- Bonded Wafers
- MEMS Inspection
- LED Inspection
- Through-Silicon Vias TSV Inspection
- Backside Illuminated (BSI) Inspection

PACKAGE INSPECTION



- Molded Underfill Inspection
- Stacked DIE Imaging
- Flip Chips
- Chip Sale Packages
- Ball Grid Arrays
- Plastic Encapsulated ICs
- Hybrids & Multichip Modules

INDUSTRIAL INSPECTION



- [Learn more about Industrial Inspection](#)

SEARCH THE
SONIX WEBSITE

SEARCH



RECEIVE A QUOTE



FIND A SONIX
REP



REQUEST A
SAMPLE ANALYSIS



SIGN UP FOR OUR NEWSLETTER

EMAIL ADDRESS



Agenda



- Key Focus Areas in the Redesign
- Website Analytics (*Where we are*)
- Website SEO (*Where we are and where we need to go*)
- Website Personas
- Recommended Information Architecture (Sitemap)
- Proposed Page Templates
- Questions/Feedback
- Next Steps

Redesign Key Focus Areas



- 1** Overall Goals: Redesign and develop new site with updated design and in-line with user experience best practices, as well as a focus on mobile optimization.
- 2** Site Structure: Users are not able to find the content they need easily with current setup of site. Recommend to update and simplify the Information Architecture (site map) to help improve user navigation.
- 3** Page Templates: refresh page layouts to increase scannability for users to more easily find relevant content. When editing or re-writing, the copy should focus on key areas, such as: new developments, highlight growing market needs, and solutions--without giving away the secret sauce.
- 4** Support Resources: Strategically layout informational content on site to assist users with understanding product specifications, as well as to find support to resolve issues. Examples include: FAQ section, product specification sheets, and tutorial videos.
- 5** News & Events: Build out a specific news/events/blog page that would be cross-linked throughout the new Sonix web ecosystem.
- 6** Brand Messaging: Provide positive brand messaging that Sonix is part of Tektronix, including information about the corporate structure and Fortive business systems continual improvement process.

Where We Are: Website Analytics for Redesign



Most visitors came to the site because they **already knew about Sonix** (*Direct* traffic). However, the second-largest group found Sonix through Google (*Organic* traffic), so we know **there is room to grow** our Search traffic. We also know that visitors **don't often engage** with our current content.

Users, all sites, (8/1/20-7/31/21): 40,520

- *By Channel*

- **Direct:** 29,486 (or 71.96% of all Users)
- **Organic:** 9,600 (or 23.43%)
- **Referral:** 1,420 (or 3.47%)
- **Organic Social:** 320 (or 0.78%)
- **Display:** 37 (or 0.09%)

- *By Source and Medium*

- **Direct (none):** 29,486 (or 71.96%)
- **Google Organic:** 7,238 (or 17.66%)
- **Baidu Organic:** 1,020 (2.49%)
- **Bing Organic:** 736 (or 1.80%)
- **Informer.com Referral:** 559 (or 1.36%)
- **Facebook.com Referral:** 238 (or 0.58%)

Engagement metrics, (8/1/20-7/31/20)

- **Bounce Rate:** 81.67%
- **Exit Rate (Homepage):** 61.75%
- **Pages Per Session:** 1.64
- **Average Session Duration:** 0m:38s
- **Average Time on Page (Homepage):** 1m:0s

Engagement Benchmarks for Manufacturing

- **Bounce Rate:** 60.00%
- **Exit Rate:** 40.00%
- **Pages Per Session:** 2.00
- **Average Session Duration:** 2m:00s
- **Average Time on Page:** 1m:0s

Search Engine Optimization (SEO): Overview



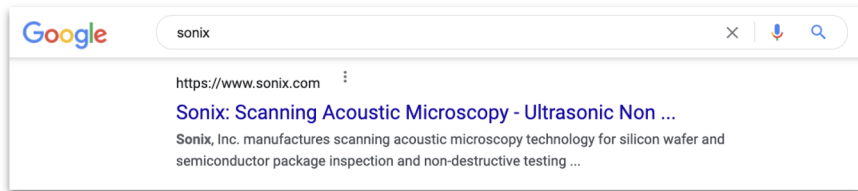
Search Engine Optimization is the art and science of **attracting visitors** to your website, and **keeping them** there.

It's a **long-term** digital marketing strategy that wants to improve your site's **content**, **User Experience**, and **technical efficiency**.

In 2021, **99.54%** of our 18,387 visitors to our site have encountered our current SEO setup:

+ **63%** of visitors came to the site **directly**, either because they heard about it, or because they are return visitors

+ **32%** of visitors reach the site through **organic search**, and **74%** of those visitors found the Sonix site through **Google**



Google's **index of websites changes** many times, every hour, so doing effective SEO is like hitting a moving target.

That's why it is important to make sure your site's content speaks to what potential visitors are **searching, right now**, rather than using **outdated keywords**.

That's also the best reason to keep your site's content **updated, helpful, and easy to find**.

Search Engine Optimization: the Process



Keyword Research: research which keywords have potential to draw the most traffic to the Sonix website



Infrastructure Improvements: retain SEO equity by recommending changes to site structure, and by redirecting old URLs to new & existing URLs



Tagging: send visitor data (e.g. clicks) to analytics software like Google Analytics, to track how users behave

Adding Keywords: incorporate valuable keywords into new and existing content, to attract the visitors Sonix wants



Meta-Data: write meta-titles, meta-descriptions, and meta-keywords to tell Google & users what each page is



Technical SEO: capitalize on SEO equity by assuring the site operates per Google's and W3C's best practices



QA: test and retest our changes to the Sonix site



Personas



Persona: Engineer



FRUSTRATIONS

- Need to be able to understand system capabilities.
- Need applications to support e.g. how to set-up and optimize inspection for different device types/layers.
- Lack of information regarding support on legacy systems. Redirect me to current systems & solutions.
- Budgetary pricing information and delivery information.

GOALS

- Needs information to educate himself about solutions and the opportunity to review pricing.
- As an existing customer requires updates on new products and maintenance protocols. Would like to be kept in the loop regarding industry events.
- As a new customer would like upfront information about what Sonix specializes in.
- Needs to understand the escalation cycle for resolving product issues.

OPPORTUNITIES

- Enhance support content and channels
- Improve data downloads by adding the product specification sheets.
- Provide more robust information to decision makers. Add an events and resources to learn more.

Persona: Operator/Technician



FRUSTRATIONS

- When a system malfunctions, they need access to troubleshooting guides to resolve issues.
- Need access to tutorials, and when possible live resources to help diagnose and fix issues.
- Unable to find specific contact information.

GOALS

- Needs help making measurements and getting results analyzed in a timely fashion.
- Wants to stay current regarding changing industry practices, solutions and techniques.
- Wants to attend industry events and network.

OPPORTUNITIES

- They want to know what new solutions are available.
- New product demonstrations and workshops, provide service and support tutorials for self-help, and technical support.
- Provide an events calendar
- Highlight products and applications documentation.
- Requires Sonix certification information

Persona: Equipment Technician Engineer



FRUSTRATIONS

- If a tool fails and isn't working properly they need to get it back online immediately.
- Needs to determine facilities requirements for a new tool purchasing or initiating a tool move.
- Also, needs to upgrade their HW/SW for site compliance.
- Needs to understand the escalation cycle for resolving product issues.

GOALS

- To determine what Sonix has in the way of solution capabilities.
- How can Sonix help keep my team up to date in training and solutions.
- To replace defective sensors and install replacement parts quickly.
- To learn about what Sonix does in order to inform the team.

OPPORTUNITIES

- Help differentiate Sonix from its competitors.
- Provide a corporate overview, including differentiation as to why they should choose Sonix.
- Provide industry-specific data in the form of product specifications, calendar, and news features.

Persona: Manager



FRUSTRATIONS

- Needs better access to local services, applications, and training management.
- Options and tool configurations and capability specifically linked to applications.
- Access to local service, apps, training

GOALS

- To determine what Sonix has in the way of solution capabilities for their team.
- How can Sonix helps keep their team up to date in training and solutions methodologies.
- To learn about what Sonix does in order to inform the team and make informed decisions.

OPPORTUNITIES

- Help differentiate Sonix from its competitors.
- They want to see events specifically geared towards their skill sets within the product life-cycle.
- Provide industry specific data in the form of product specifications, articles, and news features.

Persona: Procurement



FRUSTRATIONS

- Requires cost estimate of ownership/facilities information.
- Needs better access to pricing, terms, and warranty information.
- Better communication with Sales operations contact, including PO delivery.

GOALS

- Determine what Sonix does – quickly.
- How is Sonix different from its competitors and why should they go with Sonix solutions?
- What are Sonix solution capabilities; a high-level version for end-users who have no engineering background.

OPPORTUNITIES

- Feature local support that Sonix has available and the logical escalation plan to reach a solution.
- A defined escalation path – how can Sonix keep our team trained in servicing and maintenance?
- Need access to industry sales events and calendar
- Requires Sonix certification information

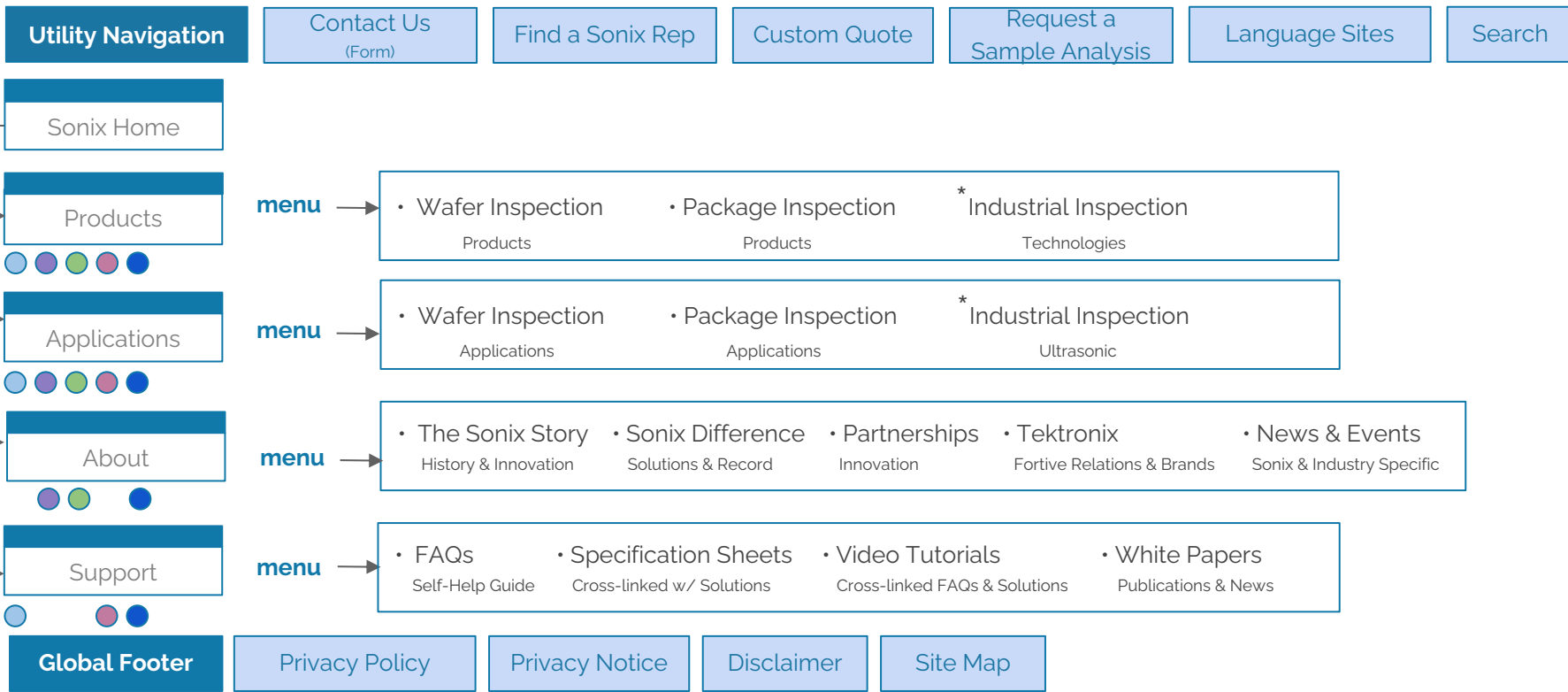
Persona: Erroneous



OPPORTUNITIES

In order to remedy the situation of erroneous traffic, we recommend SEO and content optimization that provides more robust search results that over time should slow the erroneous traffic meant for *Sonix4* and *Sonix* (the phone case company).

Recommended Site Map



Key: ● Engineer ● Operator/Technician ● Equipment Technician Engineer ● Manager ● Procurement

Category: Industrial Applications



- Wafer Inspection
 - Applications
 - Bonded Wafers
 - MEMS Inspection
 - LED Inspection
 - TSV Inspection
 - BSI Sensor Inspection
 - Ultrasonic Imaging for Industrial Parts & Supplies
 - Products
- Package Inspection
- Resources
- About Sonix
- Contact Us

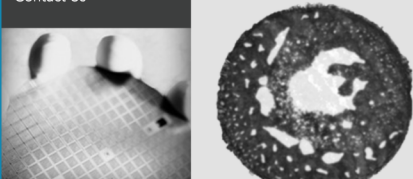
Home ► Wafer Inspection ► Applications ► Ultrasonic Imaging for Industrial Parts & Supplies

Ultrasonic Imaging for Industrial Parts & Supplies

Ultrasonic NDT imaging offers a powerful tool for identifying defects and increasing yield and quality in applications that depend on reliable, void-free bonding of materials.

For example, industrial customers are using our ECHO™ scanning acoustic microscope to inspect for proper bonding of electrical contacts and abrasive materials.

Ultrasonic Electrical Inspection



- Find a rep
 - Contact the Sonix expert nearest you.
 - GO
- Service/Support
 - Get quick, expert help for any issue.
 - GO

QUESTION

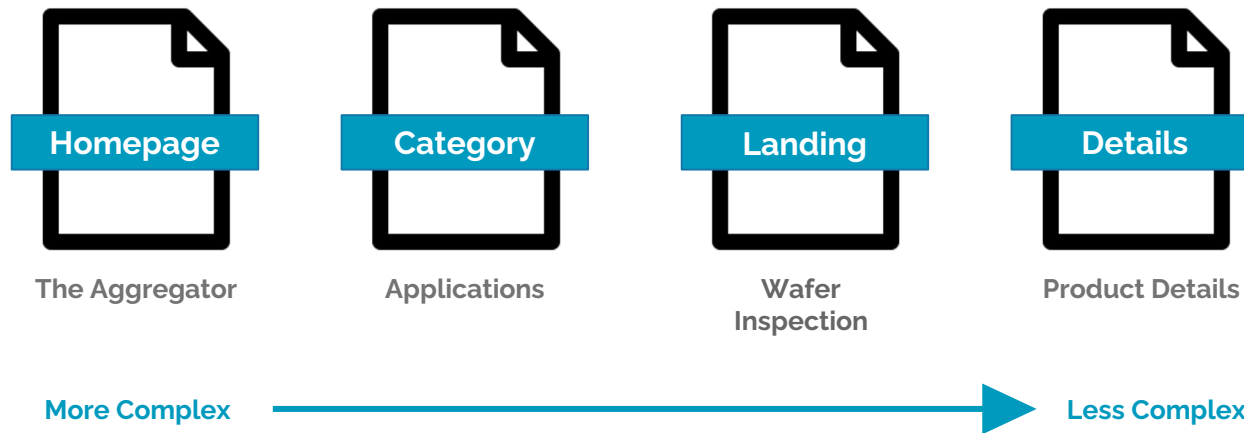
We know Sonix produces machines, software options, transducers, and receivers. However, regarding Industrial applications, how does Sonix want to present this category in the refresh?

Proposed Templates



In scope: 4-6 desktop and mobile wireframe templates

The new *Products & Applications* templates should take priority as they will feature the new product and solutions information architecture. Another important template will be the *Homepage*, as it will act as the site aggregator and set the tone for the information hierarchy.





Questions & Feedback



Next Steps

Next Steps



Sonix to provide feedback and/or approval on Discovery outputs by 8.27:

- Recommended site structure
- Pages for developing desktop and mobile wireframe templates

Symmetri to kickoff Define phase upon approval

- Begin wave 1 wireframe development - week of 8.30

Key Define Milestones

8.30+



Symmetri

Wave 1 wireframe
development
begins

9.10



Sonix

Wave 1 approved

09.13



Symmetri

Wave 2 wireframe
development begins

10.1

Phase Completion



Symmetri

Wave 2 approval & Component
selection complete

Thank you!

We Create
Meaningful
Interactions.

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