

# EagleView & Pictometry Public Content Architecture

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## HOME PAGE

The “About Us” segment would be formed by “History”, “Executives” and “Careers”. We suggest moving the “Contact Us” and “How We Help “ to a different section of the site. Actually, we think that the “Contact” section should be its own section. Regarding “How We Help”, we think that due to its content would be a good approach to include the information of the “How We Help” in a section called “Industries.”

## PRODUCTS

Six categories organize the “Product” segment. “Reports”, “Imagery”, “Analytic Tools”, “Mobile”, “Integrations” and “Estimator.”

The “Reports” section would include links to “Roof”, “Wall”, “Pricing” and “EagleView Guarantee.” We think that each category should have its own section due to the importance and volume of the information that we want to output to users and clients.

“Estimator” will have its own section as well. All the information regarding our “Estimator” tool would be displayed in this segment.

The section for “Analytic Tools” would be more orientated to Pictometry than EagleView. This segment would display links to pages for “Pictometry Connect Sandy”, ”Pictometry Online”, ”Server Edition”, and ”EPS (Electronic Field Study).”

We think that due to our confidence to our mobiles applications, including EagleView and Pictometry, a mobile section would be beneficial to us. A more visible place where we can show our mobile products and their advantages might increase the ratings and downloading of our apps.

In our current site, we include a description of our mobile apps in the “EagleView Extras.” We think that the content for “EV Extras” should be added to different sections. As a consequence, “EV Extras” as a segment would be removed. However, its content would be displayed in different sections of the site. For instance, “Integrations” which is part of the

“EV Extras”, would be moved to a section named “Integrations.” Also, we want to state that according to the stats in Google Analytics, “EV Extras” is not visited very often. During the month of March, “EV Extras” obtained 222 visits while the “Products” section had 427 visits during the same period.

As we mentioned before, “Integrations” would be moved to its own section. Under the “Integrations” segment, links with information regarding Pictometry and EagleView integration software such as ESRI, AccuLynx, or Xactware will be shown for visitors and clients.

The next section under “Products” consists of “Imagery.” This segment will include the types and descriptions of all the Pictometry products including their 3D Model, Critical 360 or StreetView.

## INDUSTRIES

The “Industries” section would be organized with three sections: “Government”, “Commercial” and “Case Studies.”

As we mentioned before the current information of “How We Help” describing how industries rely on EagleView’s patented technology and methods would be displayed in this section. Also, this segment would contain a series of pages with information regarding Insurance companies, Infrastructure, or Real Estate & Financial Services.

Another section under “Government” would describe how Pictometry works close with public safety and federal agencies.

Finally, visitors and clients can learn how organizations of all sizes have reduced operational costs, increased productivity, and improved estimate accuracy, while reading our “Case Studies” section.

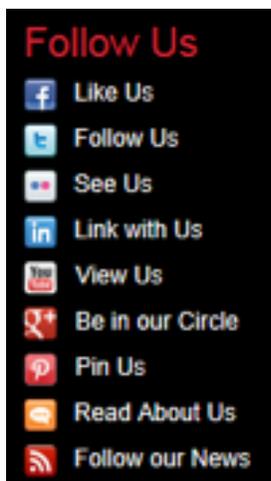
## SUPPORT

We think that the “Support” segment should include the following sections: “Customer Service”, “Videos /Tutorials”, “FAQ”, “Tech Updates “and “Online Help.”

### NEWSROOM

We think that three sections, “Press Releases”, “What’s New”, and “Events” would organize the “Newsroom” unit. Also, a link to our blog would be including in the “What’s New” component.

One major change for this section would be the suppression of the “Social Media” fragment. As suggestion, we propose to incorporate what Pictometry and other sites use. A navigation section included in all the pages with all the icons/links to the different social media sites. Fig 1.



### CONTACT US

Finally, the last segment would be the “Contact Us” section where a form and all the information such as phone, address, and email would be available to the visitor.

## Footer

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The sections that we suggest to be included in the footer consist of “Contact Us”, “Blog”, “Term of Use”, “Privacy Policy”, “Disclaimer”, “Careers” and links to the different social media sites. As a suggestion we think that a YouTube channel would be useful for the users. In this channel all the videos related to Pictometry and EagleView can be accessed.