



Content Strategist Portfolio

2021

Ryan McInally

Introduction

Ryan is a Content Strategist with over five years of writing experience. Over the past few years as a Content Team Lead at OANDA, he has become the primary product owner for OANDA's help portal which acts as a self service site to assist existing and new clients.

He has focused on leading a team of technical and content writers in efforts including:

- Creating training decks
- Re-designing the help portal
- Writing email templates
- Aligning the content strategy with that of Marketing and Product

Ryan has experience working on chatbots, including writing responses and designing escalation flows. This portfolio is intended to be a brief of his work focusing on his efforts as Content Strategist.

However, for full samples of his working including writing samples visit www.ryanmcinally.ca





OANDA Market Research

WHO ARE OUR CLIENTS

71%

Fund their accounts with less than \$2000

13%

Fund their account with less than \$10,000

8%

Fund their account with less than \$20,000

6%

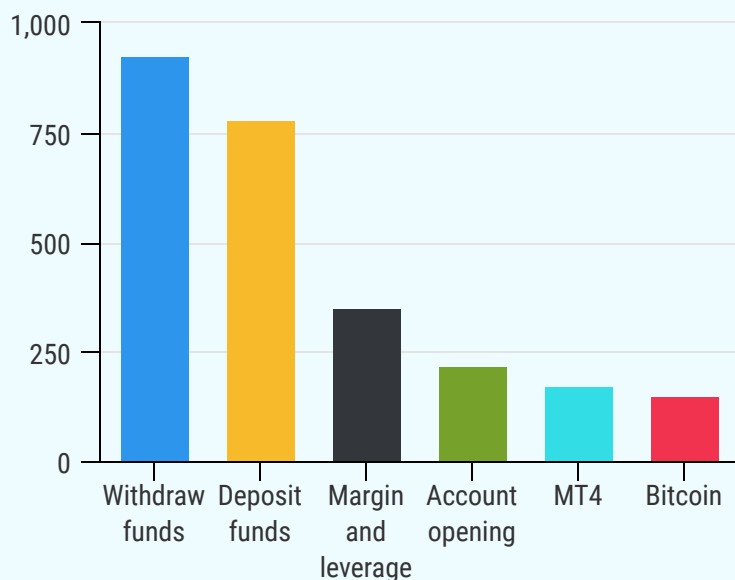
Fund their account with less than \$100,000

2%

Fund their account with more than \$100,000

WHAT USERS NEED HELP WITH

Bi-monthly keyword searches



WHERE CLIENTS ARE LOCATED



38%

United States



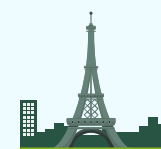
27%

Asia-Pacific



20%

Canada



15%

Europe

<i>Features Available</i>	<i>FOREX.com</i>	<i>CMC Markets</i>	<i>SAXO Bank</i>	<i>IG Markets</i>	<i>OANDA</i>
Dedicated support website	✓	✓	✓	✓	✓
Chatbot	✓	✓			✓
Wide range of content	✓	✓	✓	✓	✓
Customer hours are easy to locate	✓	✓		✓	
Easy to use site layout	✓		✓	✓	✓
Support site is easy to find	✓	✓	✓		
Community features enabled				✓	
Consistent site design between pages	✓	✓	✓	✓	

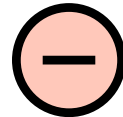
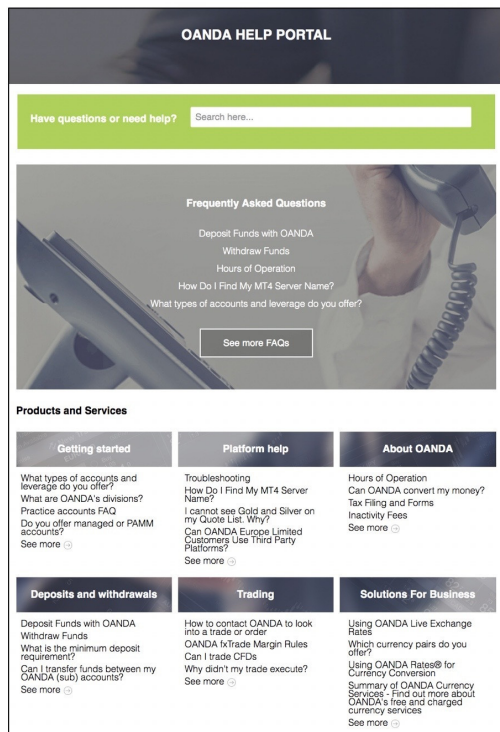
THEN, NOW & THE FUTURE

POSITIVE AND NEGATIVES OF THE HELP PORTAL

THEN



- Search bar is easy to find

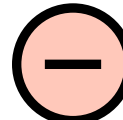
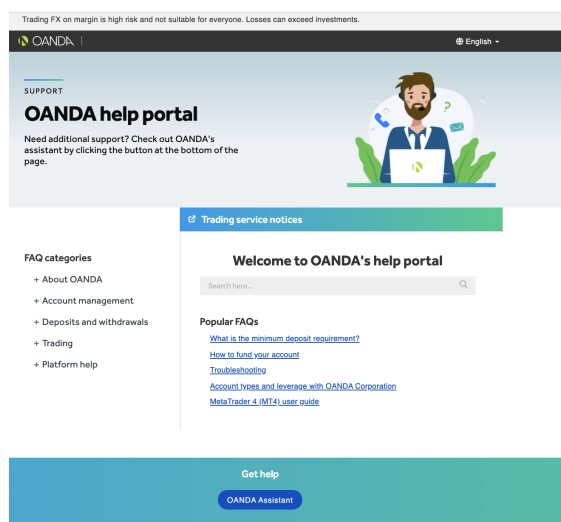


- Too much text on front page
- Both images look awkward
- Colours and dated and not in line with branding
- Website is not regionalized
- Too much text on front page
- Popular FAQs are 100% dynamic

NOW



- Modern/simplistic design
- Trading service notice bar is helpful
- Chat bot link is visible
- Colours are on brand with marketing
- Help portal is regionalized
- Popular FAQs are dynamic based on views

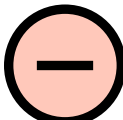
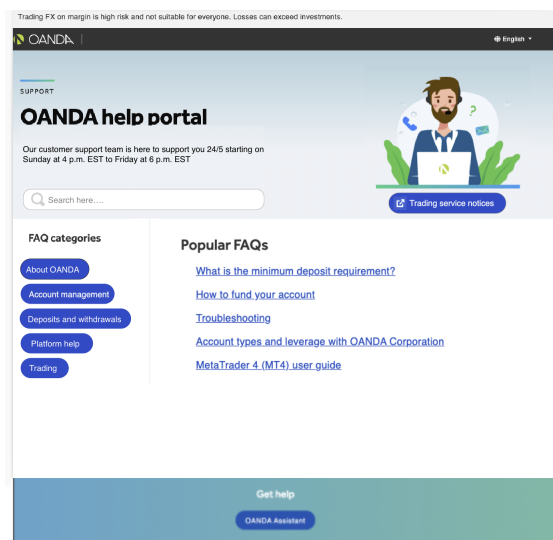


- Search bar is hard to see
- A lot of useless text 'Welcome to OANDA's help portal'
- Trading service notice should be a button
- Popular FAQs are 100% dynamic

FUTURE



- Search bar is easy to see
- Popular FAQs are static and dynamic
- Removes useless text
- Categories replaced with buttons that populate a list when clicked
- Trading service notice bar is a button
- Support hours listed on front page



- Chat bot link is static, it would be better if it floated
- No community integration