

PAGE DESCRIPTIONS

**LANDING PAGES OVERVIEW**

CONTENT TYPE DESCRIPTIONS

**HOME PAGE**

# The role of the home page

## Where are the visitors coming from?

From typing IKEA.xx in the URL bar,  
search engines, external links, top nav.

## What's the role of the home page?

- Mainly supports the **trigger** stage in the consumer decision journey.w
- Give visitors a reason to stay (impact), a reason to explore (inspiration) and a reason to return (vitality).
- The home page is the face of IKEA and should boldly communicate our home furnishing identity.
- Contains unique search keywords, defined by the search team. For more info about SEO, see the content strategy document.

PAGE DESCRIPTIONS

# Homepage and content modules in the Consumer Decision Journey

<b>TRIGGER</b> Stimulate home furnishing interest	<b>INITIAL CONSIDERATION</b> Shows the width of the range	<b>ACTIVE EVALUATION</b> Shows the depth of the range	<b>MOMENT OF PURCHASE</b> Supports visitors to buy	<b>POST PURCHASE</b> Supports customer retention
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PAGES	<ul style="list-style-type: none"><li>• <b>HOMEPAGE</b></li></ul>
CONTENT MODULES	<ul style="list-style-type: none"><li>• <b>Important announcement</b></li><li>• <b>Home page main editorial</b></li><li>• <b>Editorial mini</b></li><li>• <b>National activity mini</b></li><li>• <b>News ticker</b></li></ul> <div><ul style="list-style-type: none"><li>• <b>Product recall</b></li></ul></div>

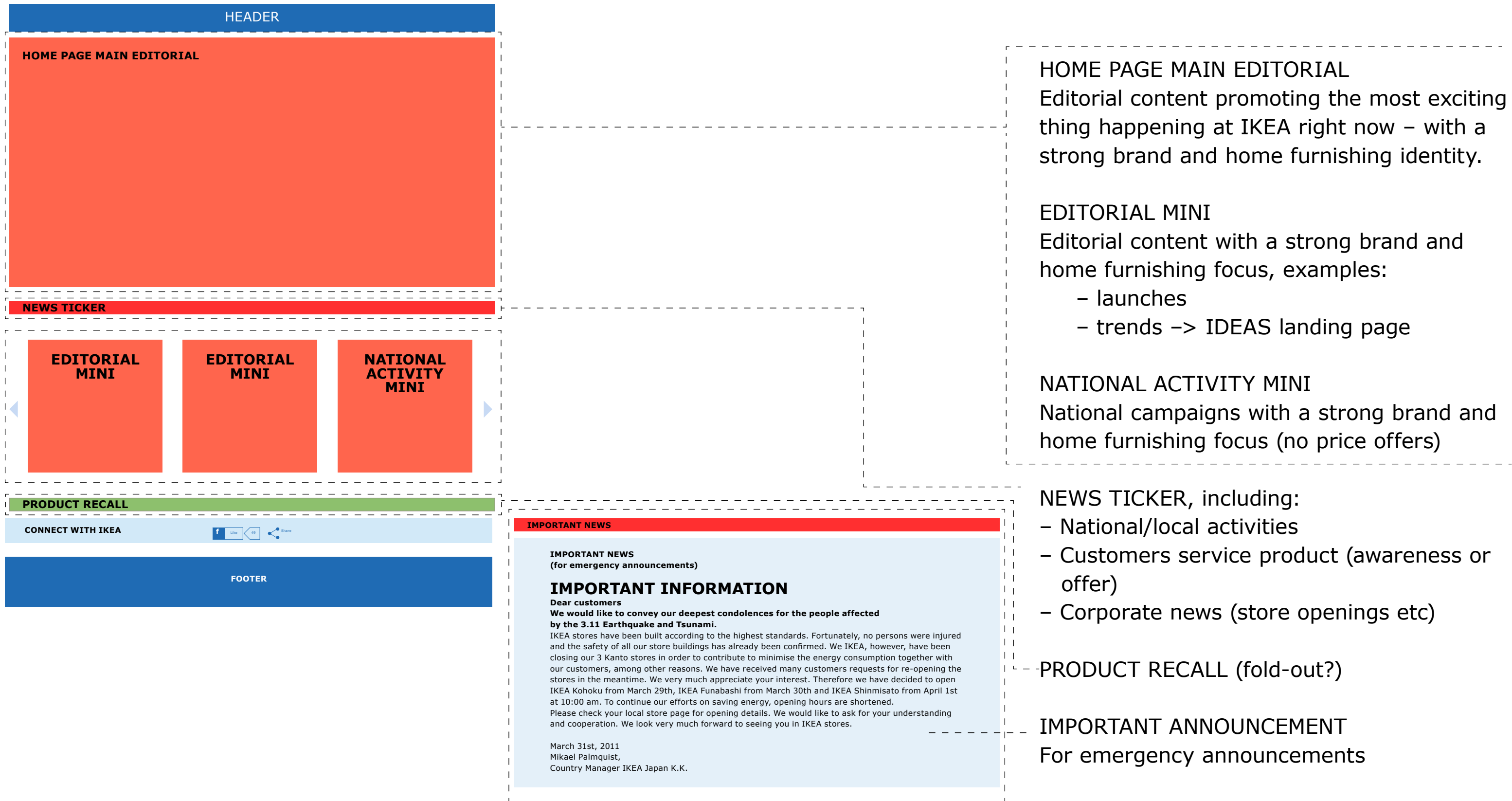
**TRIGGER**

**Stimulates needs, dreams and desires**

Stimulates home furnishing interest by keeping IKEA.com and our visitors up to date with the latest, most relevant, surprising and unique ideas for life at home.

CONTENT TYPE PAGE DESCRIPTION

# Content modules for the home page



PAGE AND CONTENT MODULE DESCRIPTIONS

**ROOM LANDING PAGE**

# The role of the room landing page

## Where are the visitors coming from?

From top nav/rooms, internal and external links, search engines.

## What's the role of the room landing page?

- Mainly supports the **active evaluation** stage
- A place for visitors that are looking for products, solutions and ideas from a room perspective, containing:
  - product sub categories navigation
  - choice solutions connected to the room
  - editorial content
  - planner tools (kitchen only) and customer service products.
- Contains unique search keywords, defined by the search team. For more info about SEO, see the content strategy document.

Room landing page and content modules in the Consumer Decision Journey

<b>TRIGGER</b> Stimulate home furnishing interest	<b>INITIAL CONSIDERATION</b> Shows the width of the range	<b>ACTIVE EVALUATION</b> Shows the depth of the range	<b>MOMENT OF PURCHASE</b> Supports visitors to buy	<b>POST PURCHASE</b> Supports customer retention
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# ACTIVE EVALUATION

**Shows the depth of the range**

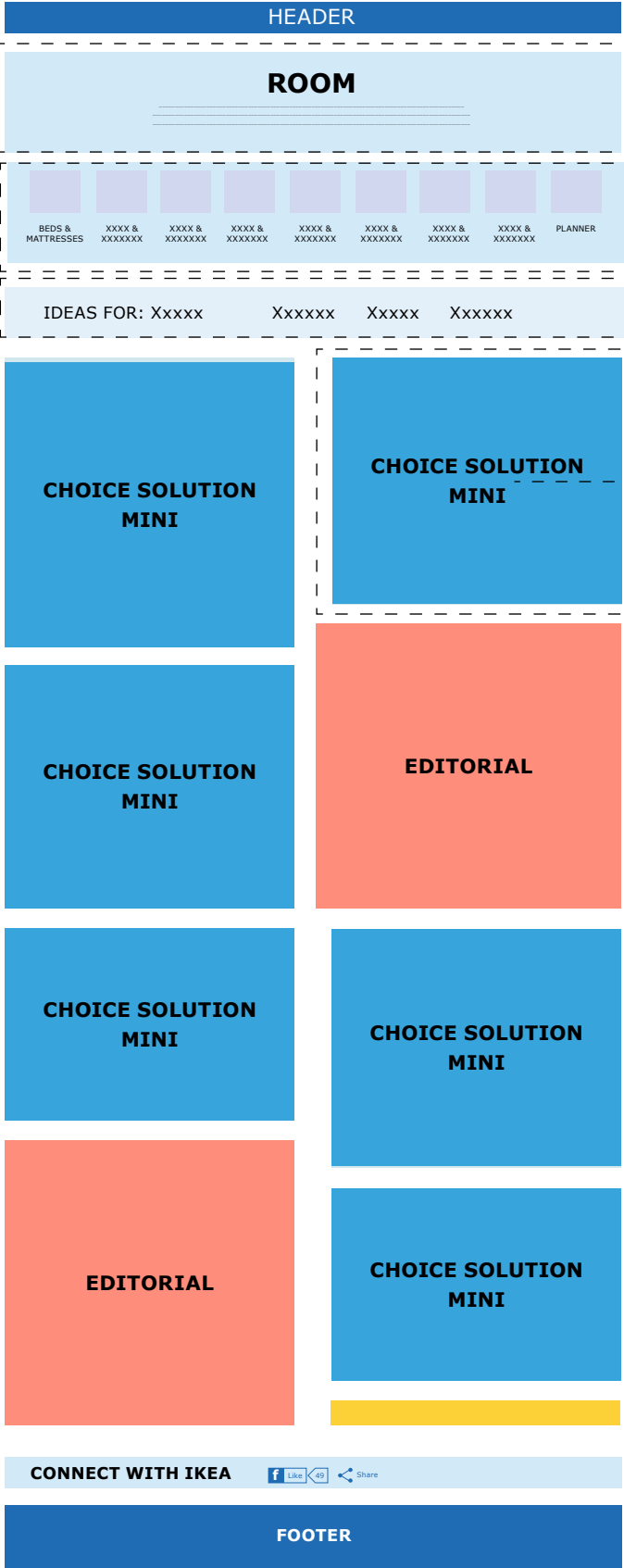
Enables and stimulates visitors to find and evaluate products and solutions that fit them, their life and their home. Makes visitors aware that they can get help.

PAGES	<ul style="list-style-type: none"><li>ROOM LANDING PAGE</li></ul>
CONTENT MODULES	<div>Room introduction</div> <div>Product sub category navigation Series/collection/system navigation Planner navigation (Kitchen only) Navigate on choice activities Choice solution mini Product story</div> <div>Customer service product Customer support</div> <div>Editorial National/store activity</div>



PAGE AND CONTENT MODULE DESCRIPTIONS

# Content modules for the Room page



**ROOM INTRODUCTION**

**NAVIGATION**

PRODUCT SUB CATEGORY NAVIGATION  
SERIES/COLLECTION/SYSTEM NAVIGATION  
PLANNER NAVIGATION (Kitchen only)

FILTER/NAVIGATE ON CHOICE ACTIVITIES

**CHOICE SOLUTION MINI**

**Breakouts that can move in/out on the page:**

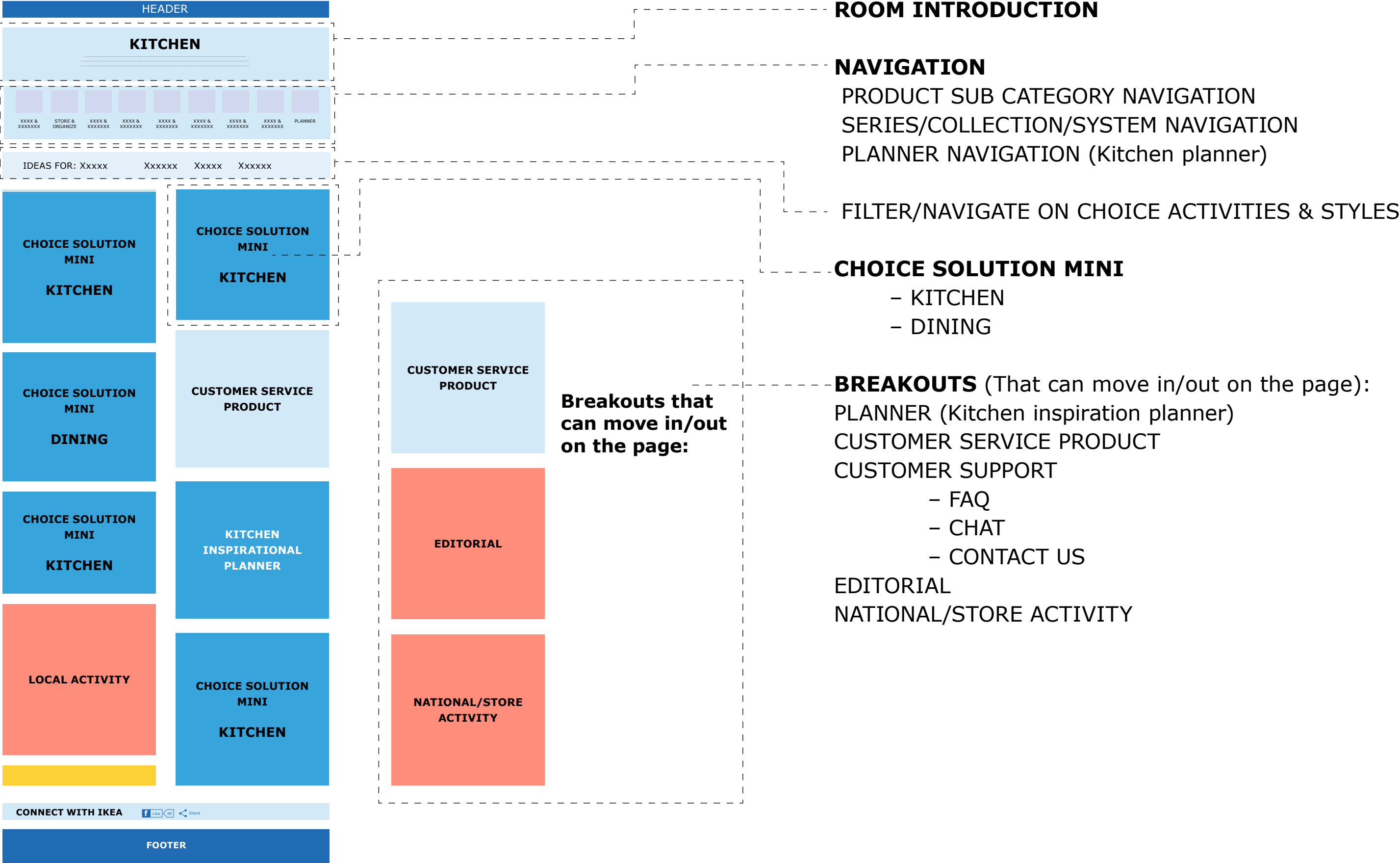
**BREAKOUTS** (NOT IN PRIORITY ORDER)  
CUSTOMER SERVICE PRODUCT  
CUSTOMER SUPPORT (for kitchen perhaps)  
– FAQ  
– CHAT  
– CONTACT US  
EDITORIAL  
NATIONAL/STORE ACTIVITY



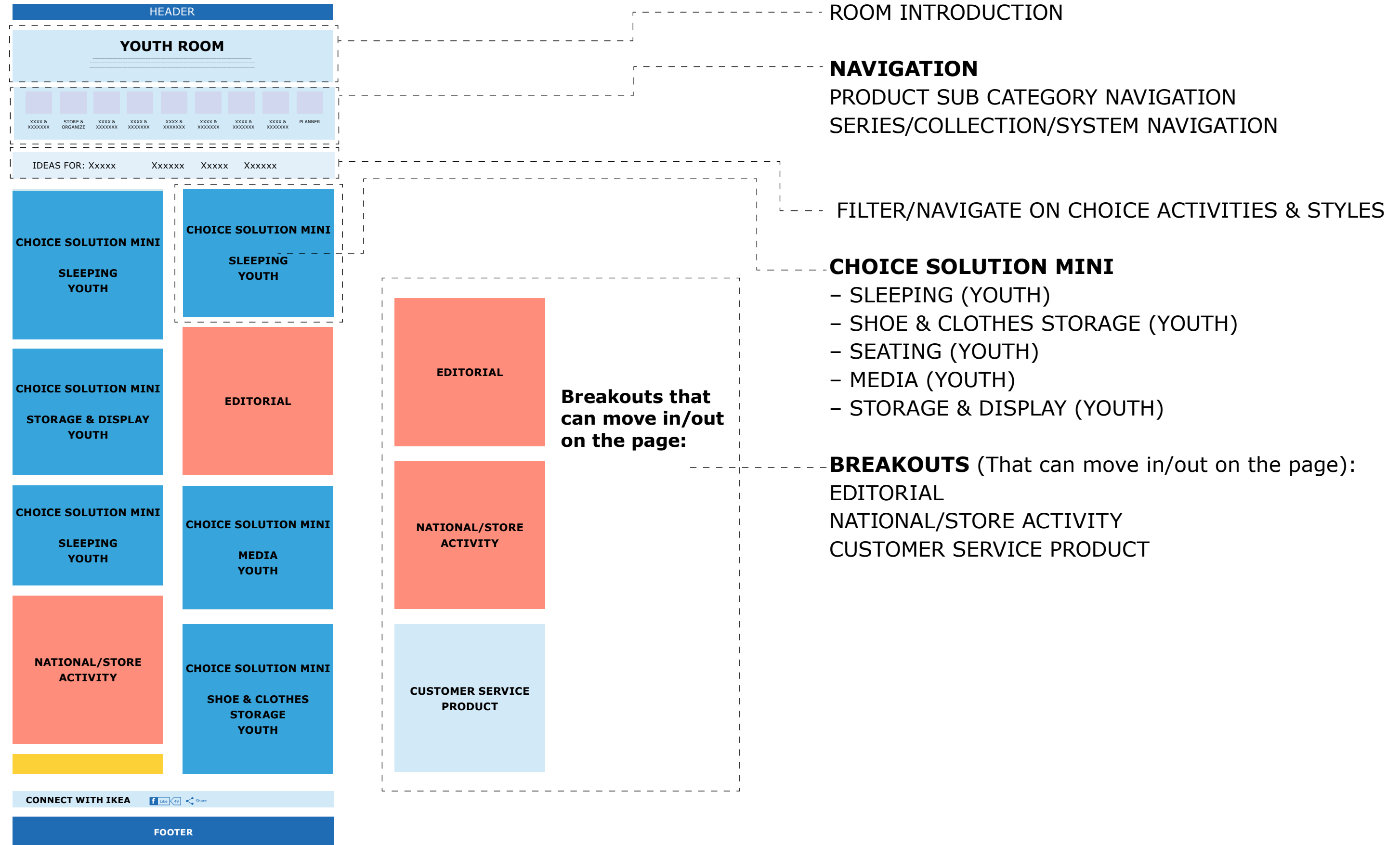


PAGE AND CONTENT MODULE DESCRIPTIONS

Content modules for the room landing page – Example Kitchen



## Content modules for the room landing page – Example Youth room



PAGE AND CONTENT MODULE DESCRIPTIONS

**IDEAS LANDING PAGE**

# The role of the ideas landing page

## Where are the visitors coming from?

From top nav, internal and external links, search engines.

## What's the role of the ideas landing page?

- Mainly supports the **initial consideration** stage in the consumer decision journey
- Demonstrate that IKEA is 'the leader in life at home' and stimulate revisits.
- Invites visitors to explore an inspiring and activating world of home furnishing ideas, based on people's real needs, desires and dreams.
- Provides intuitive navigation or filtering options for visitors that want to explore specific idea topics.

PAGE AND CONTENT MODULE DESCRIPTIONS

**Ideas landing page**

<b>TRIGGER</b> Stimulate home furnishing interest	<b>INITIAL CONSIDERATION</b> Shows the width of the range	<b>ACTIVE EVALUATION</b> Shows the depth of the range	<b>MOMENT OF PURCHASE</b> Supports visitors to buy	<b>POST PURCHASE</b> Supports customer retention
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PAGES	<ul style="list-style-type: none"><li>• <b>IDEAS LANDING PAGE</b></li></ul>
CONTENT MODULES	<ul style="list-style-type: none"><li>• <b>Page introduction</b></li><li>• <b>Ideas navigation</b></li><li>• <b>Ideas</b></li></ul> <ul style="list-style-type: none"><li>• <b>Editorial</b></li><li>• <b>Corporate editorial</b></li></ul>

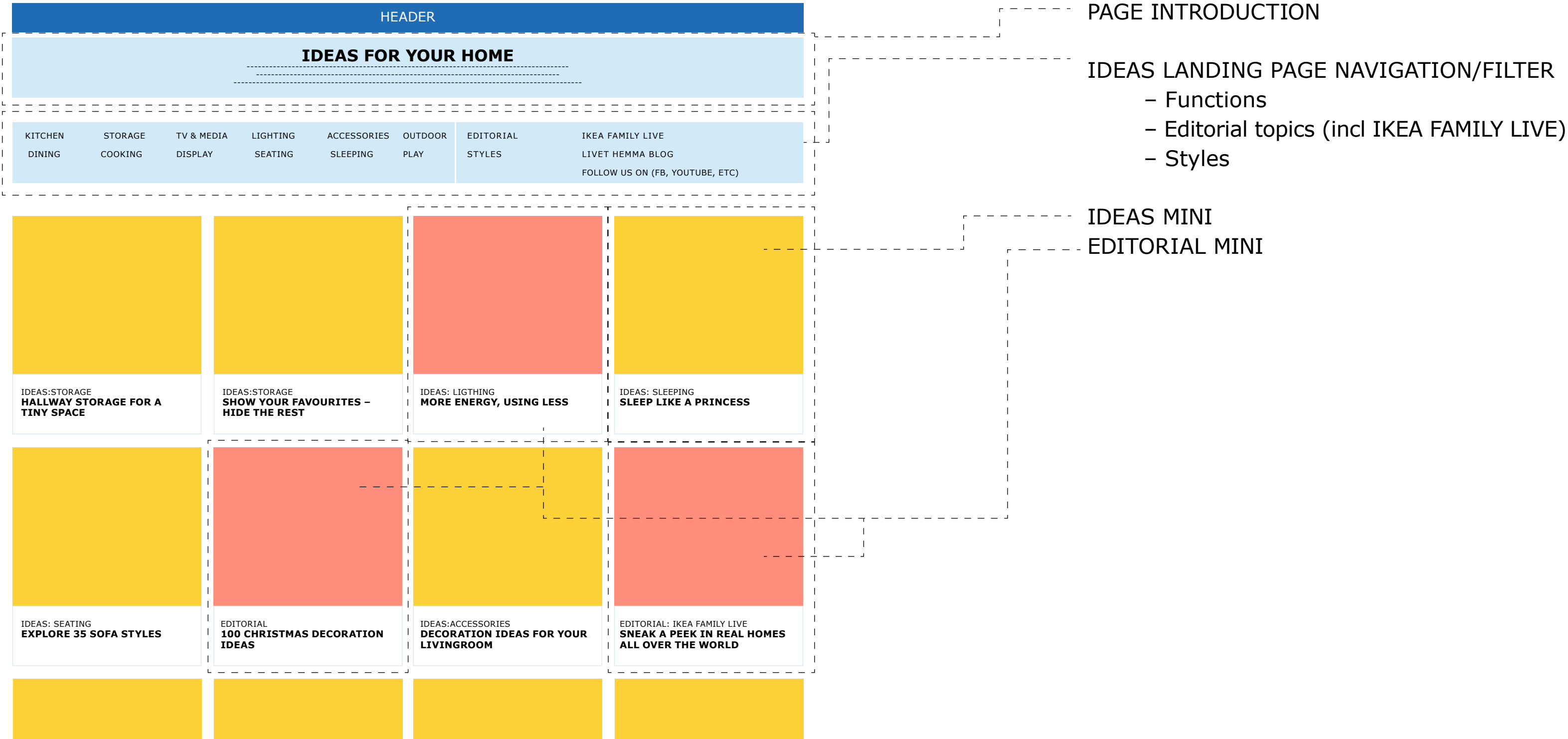
**INITIAL  
CONSIDERATION**

**Shows the width of  
the range**

Help visitors that need  
broader ideas and solu-  
tions to find what they  
like and need.

PAGE AND CONTENT MODULE DESCRIPTIONS

Page and content module descriptions for the ideas landing page





PAGE AND CONTENT MODULE DESCRIPTIONS  
**THIS IS IKEA LANDING PAGE**

## The role of the **THIS IS IKEA** landing page

### **Where are the visitors coming from?**

From top nav, internal and external links, search engines.

### **What's the role of the **THIS IS IKEA** landing page?**

- Mainly supports the **initial consideration** stage in the consumer decision journey
- Tell the IKEA home furnishing story through people; who we are, why we exist and what we believe in.
- Contains unique search keywords, defined by the search team. For more info about SEO, see the content strategy document.

## This is IKEA landing page and content modules in the Consumer Decision Journey

TRIGGER	INITIAL CONSIDERATION	ACTIVE EVALUATION	MOMENT OF PURCHASE	POST PURCHASE
Stimulate home furnishing interest	Shows the width of the range	Shows the depth of the range	Supports visitors to buy	Supports customer retention

PAGES	<ul style="list-style-type: none"><li>• <b>THIS IS IKEA LANDING PAGE</b></li></ul>
CONTENT MODULES	<ul style="list-style-type: none"><li>• <b>Page introduction</b></li><li>• <b>Sub-topic navigation</b></li><li>• <b>Corporate story maxi</b></li><li>• <b>Corporate story mini</b></li><li>• <b>Corporate editorial maxi</b></li><li>• <b>Corporate editorial mini</b></li><li>• <b>Important announcement</b></li><li>• <b>News list or ticker</b></li></ul>

### INITIAL CONSIDERATION

**Shows the width of the range**

Help visitors that need broader ideas and solutions to find what they like and need.

PAGE AND CONTENT MODULE DESCRIPTIONS

Content modules for the this is IKEA landing page



NEWS LIST OR TICKER (the latest news from the IKEA group, like store openings etc)

- PAGE INTRODUCTION
- SUB-TOPIC NAVIGATION (visual navigation)
- HOW WE CREATE OUR PRODUCTS
  - OUR HISTORY
  - IKEA GOVERNANCE
  - WORKING AT IKEA
  - PEOPLE AND PLANET
  - NEWSROOM

CORPORATE STORY MEDIUM (tell the IKEA story)  
CORPORATE EDITORIAL MEDIUM (news article)

**CORPORATE STORIES/EDITORIALS MINI**  
Should not show more than four at a time:

CORPORATE STORY MINI  
(extracts from and links to sub-topics)  
CORPORATE EDITORIAL MINI  
(editorial/articles)

**IMPORTANT NEWS**

**IMPORTANT ANNOUNCEMENT**  
Dear customers  
We would like to convey our deepest condolences for the people affected by the 3.11 Earthquake and Tsunami.  
IKEA stores have been built according to the highest standards. Fortunately, no persons were injured and the safety of all our store buildings has already been confirmed. We IKEA, however, have been closing our 3 Kanto stores in order to contribute to minimise the energy consumption together with our customers, among other reasons. We have received many customers requests for re-opening the stores in the meantime. We very much appreciate your interest. Therefore we have decided to open IKEA Kohoku from March 29th, IKEA Funabashi from March 30th and IKEA Shinmisato from April 1st at 10:00 am. To continue our efforts on saving energy, opening hours are shortened. Please check your local store page for opening details. We would like to ask for your understanding and cooperation. We look very much forward to seeing you in IKEA stores.

March 31st, 2011  
Mikael Palmquist,  
Country Manager IKEA Japan K.K.

IMPORTANT ANNOUNCEMENT (for emergencies)

PAGE AND CONTENT MODULE DESCRIPTIONS

**CONTENT CLOSE-UP PAGES**

# The role of the Choice solution close-up page

## Where are the visitors coming from?

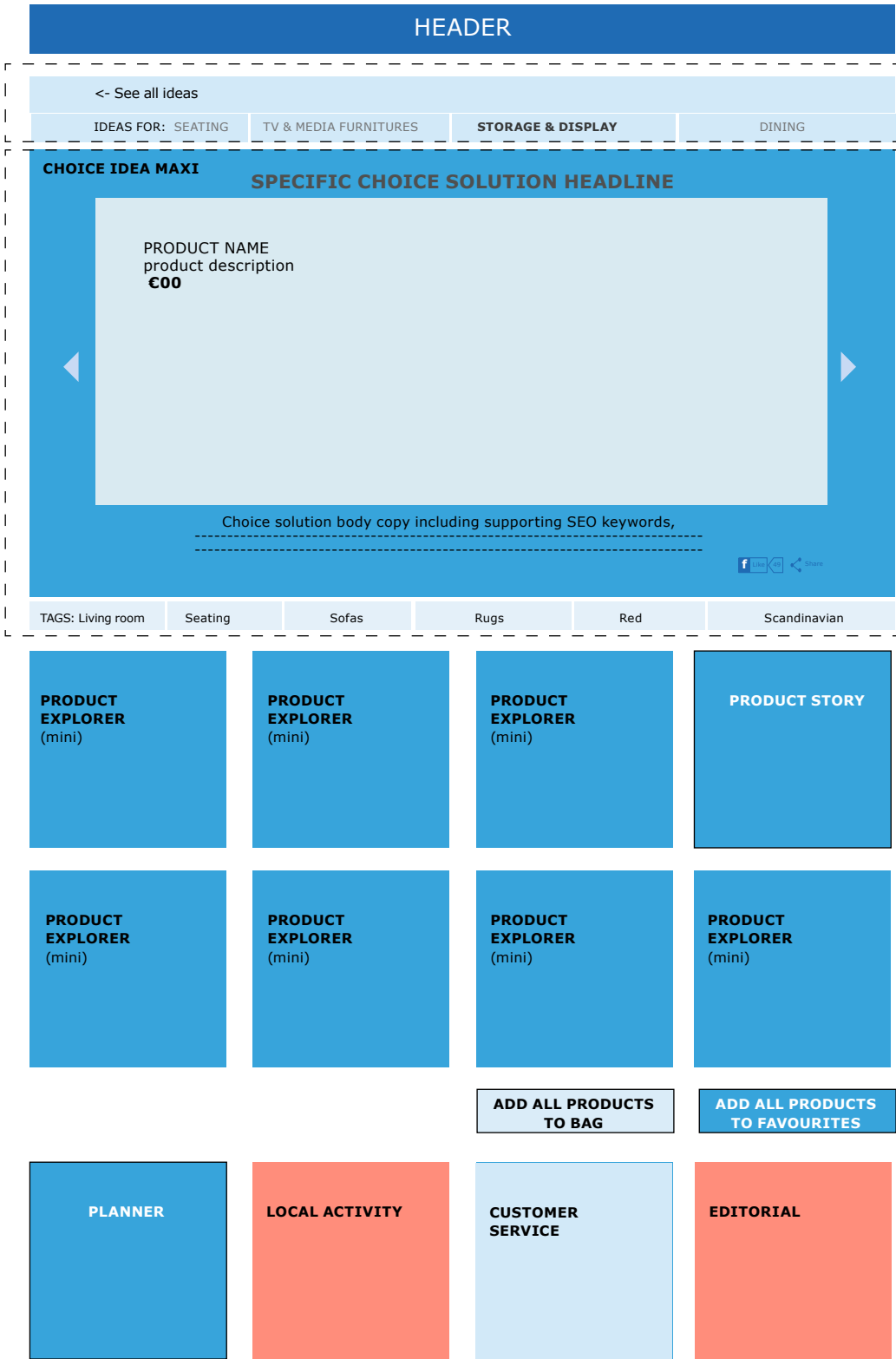
Idea-, room-, container- and product listing landing pages. PIP, internal and external search.

## What's the role of the choice solution close-up page?

- Mainly supports the **active evaluation** stage of the consumer decision journey
- Explores a specific choice solution close-up and in depth
- Provides a recipe of the products that make up the specific choice solution
- Contains unique search keywords, defined by the search team. For more info about SEO, see the content strategy document.

PAGE AND CONTENT MODULE DESCRIPTIONS

# Content modules for content close-up pages– CHOICE SOLUTION



CHOICE NAVIGATION

CHOICE SOLUTION MAXI (including specific headline and body copy, containing SEO keywords)

PRODUCT EXPLORER MINI  
PRODUCT EXPLORER MEDIUM (QUICK-VIEW)

ADD ALL PRODUCTS TO BAG  
ADD ALL PRODUCTS TO FAVOURITES

**BREAKOUTS**  
Can move in / out on the page. Perhaps all of them (except product story) should be collected at the bottom of the page, not disturbing the product listing recipe.

PRODUCT STORY  
EDITORIAL  
LOCAL ACTIVITY  
PLANNER  
CUSTOMER SERVICE PRODUCT

## The role of the Idea close-up page

### Where are the visitors coming from?

Idea-, room-, container- and product listing landing pages. PIP, internal and external search.

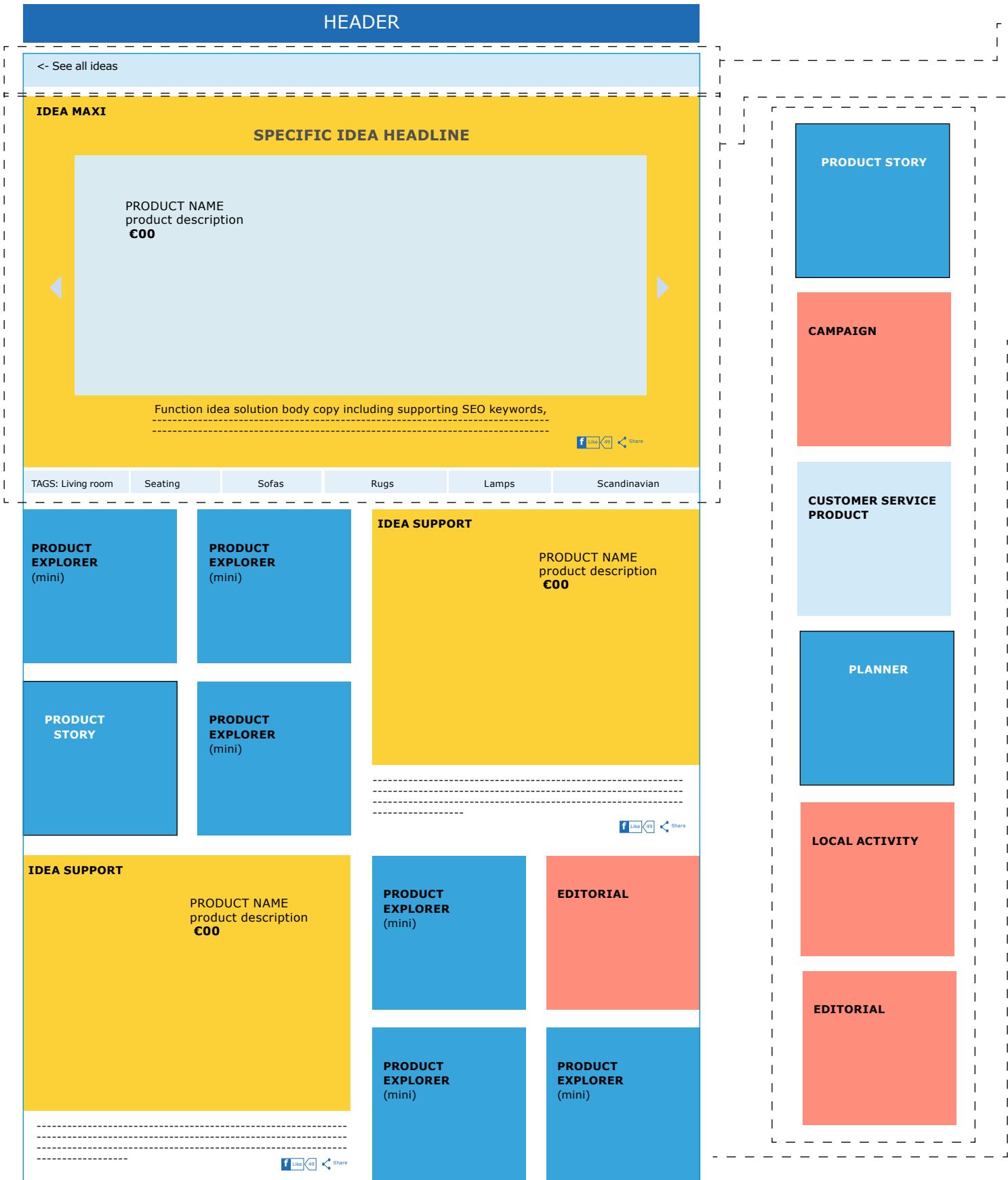
### What's the role of the idea close-up page?

- Mainly supports the **initial consideration** stage of the consumer decision journey
- Presents home furnishing ideas – close up and in depth – and how to realise them.
- Makes it easy and attractive to share the idea.
- Stimulates visitors to evaluate and buy products connected to the idea.
- Contains unique search keywords, defined by the search team. For more info about SEO, see the content strategy document.



CONTENT TYPE DESCRIPTION

Content modules for content close-up pages – IDEA



- IDEAS NAVIGATION
- IDEA MAXI (including specific headline and body copy, containing SEO keywords)
- IDEA MEDIUM (home furnishing ideas supporting the main idea)
- PRODUCT EXPLORER MINI  
PRODUCT EXPLORER MEDIUM
- BREAKOUTS** (That can move in / out on the page)

PRODUCT STORY  
PLANNER  
CUSTOMER SERVICE PRODUCT  
EDITORIAL  
LOCAL ACTIVITY

# The role of the EDITORIAL close-up page

## Where are the visitors coming from?

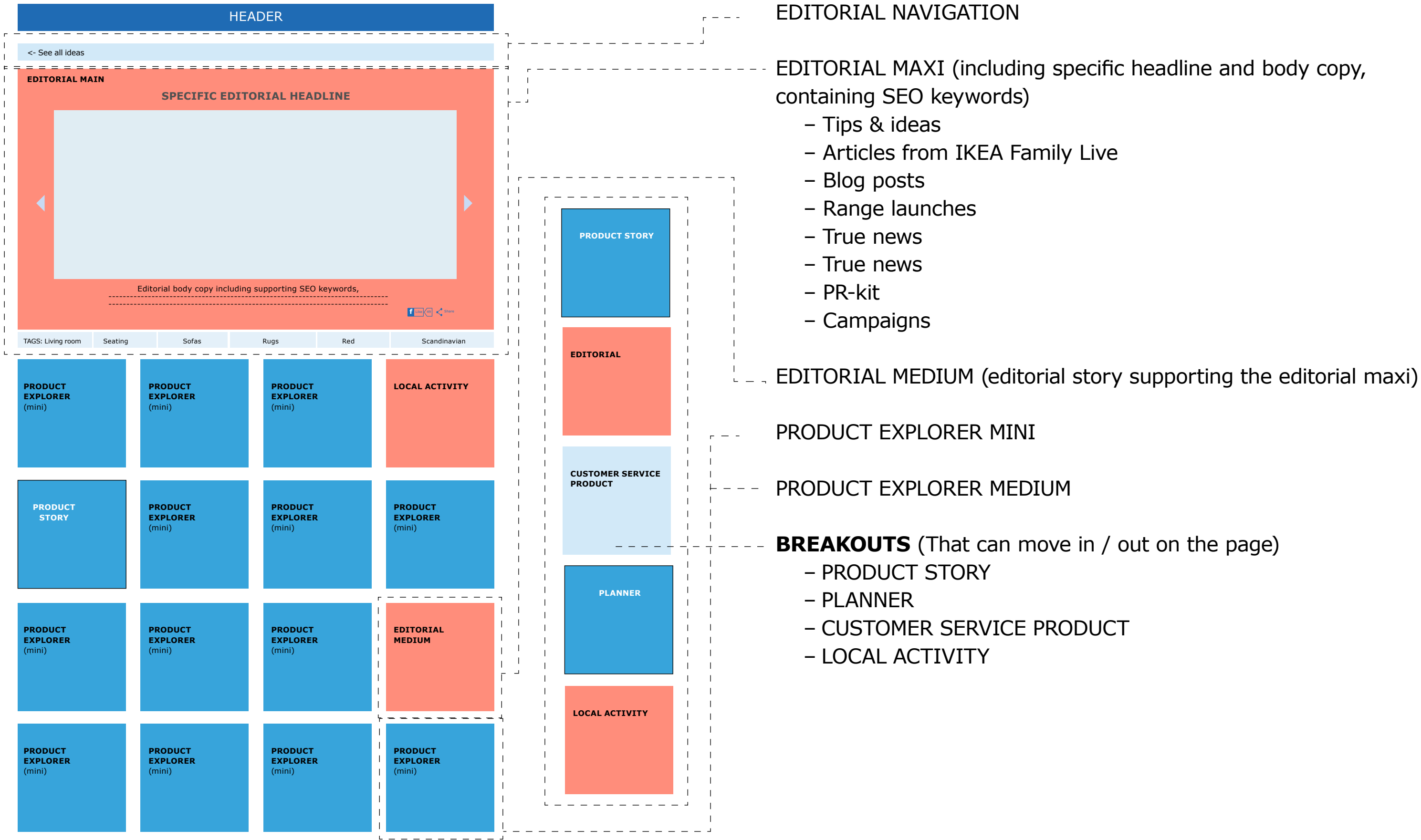
Idea-, room-, container- and product listing landing pages. PIP, internal and external search.

## What's the role of the editorial idea close-up page?

- Mainly supports the **trigger** stage of the consumer decision journey
- Explore the editorial, close up and in depth.
- Stimulate visitors to evaluate and buy products connected to the editorial.
- Make it easy and attractive to share the content
- Contains unique search keywords, defined by the search team. For more info about SEO, see the content strategy document.

CONTENT TYPE DESCRIPTION

# Content modules for content close-up pages – EDITORIAL



## The role of the THIS IS IKEA close-up page

### Where are the visitors coming from?

Idea-, room-, container- and product listing landing pages. PIP, internal and external search.

### What's the role of the THIS IS IKEA close-up page?

- Mainly supports the **active evaluation** stage of the consumer decision journey
- Present content that provides a deeper understanding of IKEA and/or help visitors perform a specific action.
- Contains unique search keywords, defined by the search team. For more info about SEO, see the content strategy document.

CONTENT TYPE DESCRIPTION

Content modules for content close-up pages – THIS IS IKEA

