



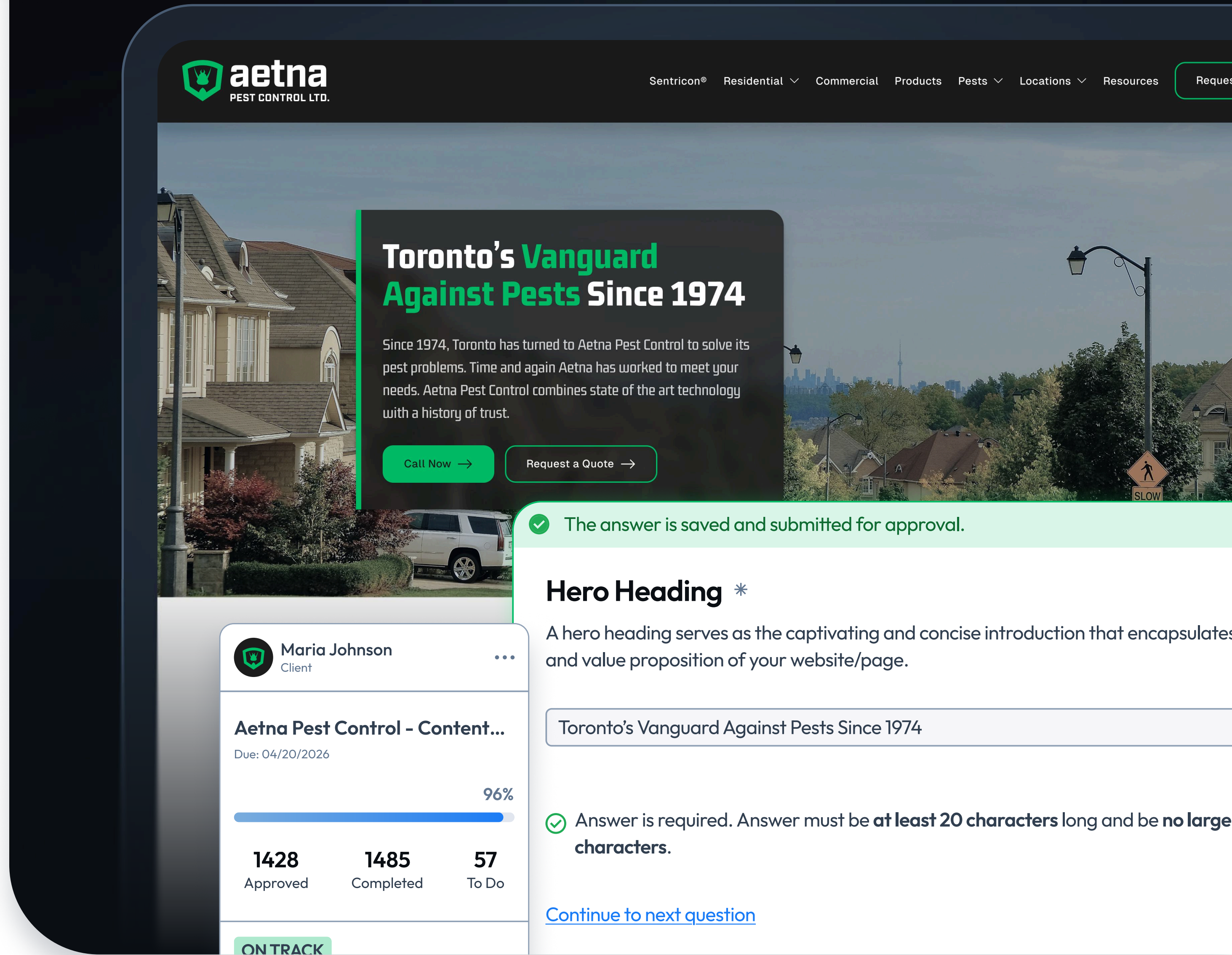
# Implementing Content Snare to Transform Web Content Collection

This case study explores how seoplus+ transformed its web content collection process by replacing a cumbersome Google Doc system with Content Snare. The pilot project aimed to streamline workflows, improve client experience, and reduce internal inefficiencies.

Relevant Tag

“Game-changer doesn’t even cover it. Content Snare has tightened up the handoff between writers and designers, cutting the back-and-forth and making it easier for both teams to do their best work.”

**Cecelia Feor**  
Content Coordinator, seoplus+



## The Challenge

Before implementing Content Snare, the web team relied on a large, complex Google Doc template to collect client content. This system created significant friction across departments. Designers found it time-consuming to customize, while the document’s size frequently caused browser lag and crashes. Clients often felt overwhelmed and confused navigating the lengthy file, leading to incomplete or misaligned submissions. Project Managers struggled to track progress or identify updated sections, and designers had difficulty determining what still required revision. These inefficiencies resulted in repeated follow-ups, frequent clarification requests, delayed timelines, and added frustration for both internal teams and clients.

## The Approach

To resolve these issues, a pilot program introduced Content Snare as a structured content collection tool during the Aetna Pest Control website redesign. A customized template was built directly from approved wireframes, organizing requests by page and section with clear instructions, character limits, and image upload fields. Internal testing ensured clarity before client launch, and a walkthrough video supported client onboarding. Progress tracking allowed PMs to monitor submissions in real time, while designers reviewed content as it was submitted to ensure alignment. The template was refined throughout the pilot to improve clarity, usability, and overall workflow integration.

## The Results

The pilot delivered measurable improvements across the web process. The client completed more than 20 pages of content within one week—significantly faster than previous projects. Designers saved over eight hours during implementation due to cleaner formatting, accurate character limits, and properly sized images. Content aligned closely with approved wireframes, resulting in minimal revisions and fewer design disruptions. PMs benefited from clearer tracking and reduced follow-ups, while developers received well-structured, build-ready content. Based on these efficiencies and positive client feedback, Content Snare is now being integrated into the standard seoplus+ web workflow for future projects.