

EmberHouse - A Study of Content

Executive Summary:

To Lisa Dieter, the wealth advisory and the financial field does not have to be drab and unapproachable. She believes that personal and empathetic practices can build her client's finances while giving them confidence and peace of mind. After realizing that the "financial industry was broken," she needed room to grow into her own. Dieter founded [EmberHouse](#), a wealth advisory firm so that she could help people grow in the most comfortable and honest way.

In this study, I explore the EmberHouse's website, branding, content, and metadata to demonstrate how content and its presentation is important to even the smallest startups. By using a tool called [SEO Spider](#) from Screaming Frog, I was able to take a look at the back-end of the website to identify if EmberHouse was off to a good start as a business.

After conducting my research, I found that EmberHouse was built in a very cohesive way. The minimal amount of HTML pages allow for a condensed experience that helped hammer home Dieter's vision of making wealth advisory easy to understand. Each detail was carefully thought out as none of the page links, elements, or files were broken or missing. Although there could have been more specificity within the meta descriptions, the back-end was clean and well organized. In this area, they were well ahead of other independent wealth advisory companies that paid little to no attention to these details or overloaded it with keywords. EmberHouse needs to improve the consistency of their content, specifically their articles, and expand their presence on to social media, especially if they would like to garner some lift. Overall, I was very impressed by this company and look forward to their growth.



Content Audit:

15 HTML Pages

23 Images

12 Meta Descriptions

12 Title Tags

EmberHouse site has an extremely minimal approach to HTML and metadata when compared to competition. The website's pages have beautifully designed interactive elements to make for a fun viewing experience. Motion is heavily involved in this website and the animations make a noticeable impact; allowing the user to really feel integrated in the process - just like Dieter wants. While this design appeals to modernist tastes, some audiences might find it gimmicky and hard to use. The automatically scrolling home page could easily disorient first-time users and make the already difficult material harder to absorb. Perhaps a hybrid approach could be considered, such as keeping the minimalist styles and dialing back the animations. Conducting some form of testing would be beneficial to determine the best balance of design and function for maximum user confidence and satisfaction.

Throughout the site, the branding and imagery is consistent with duotone images and ember-like elements. For ease of viewing, all of the pages are completely scalable and responsive.

To ensure that EmberHouse's site is optimized for search engines and to organize the site's content, metadata is implemented. Metadata is defined as data that provides information about other data. This can help to heighten discoverability and organization, but it can also be used to indicate site structure. In EmberHouse's case, the [meta descriptions](#) and the [title tags](#) were very interesting as they tried to keep strict consistency. The meta description, that was listed 12 times, was simply "Wealth Advisory." This simple description tanks searchability as it is very basic and doesn't tell the searcher anything that is unique about the company. The title tags also followed this consistency and contained the name of the page and then ended in the same identifier, for example, "Page Name - EmberHouse." For the most impact Dieter should take a second look at these elements.

EmberHouse: Home

[emberhouse.com/](#) ▼

Wealth Advisory.

Our Story

[Our Story](#) · [Our Difference](#) · [Our Services](#) · [Articles](#) · [Contact Us](#) ...

Our Difference

[Our Story](#) · [Our Difference](#) · [Our Services](#) · [Articles](#) · [Contact Us](#) ...

[More results from emberhouse.com](#) »

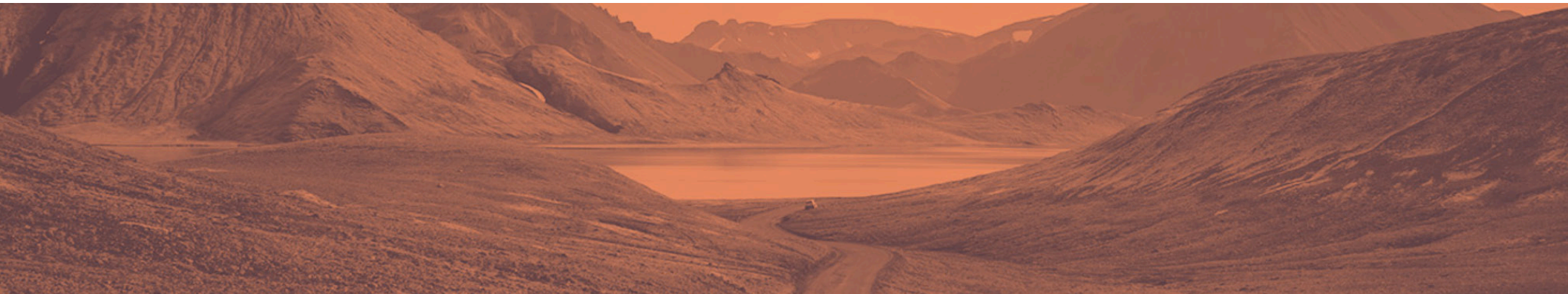
Contact Us

We're stoked about helping others feel good financially – contact ...

Our Services

... fizzle, we sizzle – offering the highest level of financial ...

Fig. 1 Screenshot showing EmberHouse's meta description and title tags



Content Analysis & Navigation:

As previously mentioned, EmberHouse is a very new business with only over a year underneath its belt. With that being said, I can imagine that the team was way more focused on getting it off the ground than creating content. On the website, there is a section in the headers called “Articles” in which there are the very first inklings of content.

After perusing the two articles, it was very obvious that the writer, Dieter, wanted to use approachable language in order to attract and retain readers. As someone who has read many materials from wealth management websites, I can attest that it is easy to get lost in the industry mumbo-jumbo and misunderstand key points of information. The positioning and writing style of these articles can allow anyone to feel as though they have a better grasp of financial planning. Although I feel as though the written portion of the article fits in with the EmberHouse brand and website, I believe the article images do not. They are taken from stock imagery sites and/or borrow from well-known pop culture references, like *The Peanuts*, for example. This is not the most stimulating, and there might be a couple of rules broken there, especially when it comes to image licensing and copyright.

Unfortunately, besides the two articles on their site and the newsletter I was not able to see, despite subscribing, EmberHouse does not have any social media platforms to expand the reach of its content. This is probably due to it being a very new business and Dieter wants to create the right foundation before pushing things out onto social media - a move I agree with. However, I do feel as though they should solidify plans to create a few social media profiles so that they may keep up and reach potential clients like their competitors are doing.

The navigation on the EmberHouse site, from my perspective, is flawless and is super interesting. On the home page, users start at the bottom of the page and scroll upward through EmberHouse’s Ignite strategy. This unique set up is a nod to the fact that an ember is the starting point of any good fire, and in order to grow financially and otherwise, one must make the journey to ascend. To help users along, helpful animated mouse widgets reside above areas of text and all buttons are clearly displayed. Minimal clicking is needed in order to navigate around the site. While this modern UI/UX is great for a tech-savvy user like myself, it could be hard for people of different background to understand and adapt to.



Competitive Analysis:

To get a better idea of how EmberHouse stacks up against the competition, I took a look at two other independent wealth advisory businesses:

[Weath Advisory Group](#)

[Bone Fide Wealth, LLC](#)

After doing a light analysis, I could see that EmberHouse is really off to a good start when compared to similar competition. The design gives it great starting point, and the well-defined Ignite strategy makes the viewer feel secure and valued.

With these two competitors, I noticed that they either had meta descriptions that were a bit obnoxious or had none at all. At this stage in the game, EmberHouse is in a good position to refine their current SEO strategy.

What EmberHouse really needs to do is get on social media and be more committed to their blog and newsletter. The competition, like Bone Fide Wealth, LLC who caters to the same Millennial audience, is clearly using these platforms in order to become an authority and interact with potential clients. By taking this step, EmberHouse will also be able to vary content offerings (video, infographics, etc.) and heighten brand awareness and industry status. I'm excited to see their growth!

EMBERHOUSE

Meta Description: 1 basic meta description that doesn't do much for searchability

Title Tags: Formatted title tags, Page + Company Name

Content: Blog on website and emailed newsletter

Social Media: No social media profiles

Website Quality: Modern design with exciting features, but could be cumbersome. 8.5/10

WEALTH ADVISORY GROUP

Meta Description: No meta description, pulls name and address (Fig. 2)

Title Tags: Brief, appropriate title tags that do enough to inform but not overwhelm

Content: No maintained content could be found

Social Media: No social media profile besides a dead corporate LinkedIn page

Website Quality: Tries to be "current" but has no personality, lacks specificity 6/10

BONE FIDE WEALTH, LLC

Meta Description: Comprehensive and specific description that defines audience (Fig. 3)

Title Tags: Detailed (and a bit overkill) title tags that introduce the pages

Content: Manages an informative blog on their website that has a decent following

Social Media: No corporate social media but leadership maintains an online presence

Website Quality: Simple and effective design, coherent navigation 9/10

Appendix

Wealth Advisory Group: Home

<https://wagadvisors.com/> ▼

Wealth Advisory Group. A Premier Registered Investment Advisory (RIA) Firm Serving Businesses, Individuals & Families ...

[Business](#) · [Individual](#) · [Who we are](#) · [Contact Us](#)

Fig. 2 Screenshot showing Wealth Advisory Group's meta description and title tags

Bone Fide Wealth: NYC Financial Advisor & Planner for Millennials

<https://bonefidewealth.com/> ▼

Bone Fide Wealth is a financial advisor committed to our clients' success. We are a CFP firm in NYC with a focus on helping Millennials achieve their goals.

About

About. The economic challenges we face are new. The way ...

The Team

Our Team: Bone Fide Wealth, LLC helps Millennials, young ...

Blog

Get the latest news on our blog for wealth management and ...

[More results from bonefidewealth.com](#) »

Work With Us

Work With Us. Request A Complimentary Consultation:.

Bone Fide Wealth Meets City ...

Bone Fide Wealth Meets City Expectations. With a Suburban ...

Press

Check out hundreds of features, articles and videos on personal ...

Fig. 3 Screenshot showing Bona Fide Wealth's meta description and title tags

