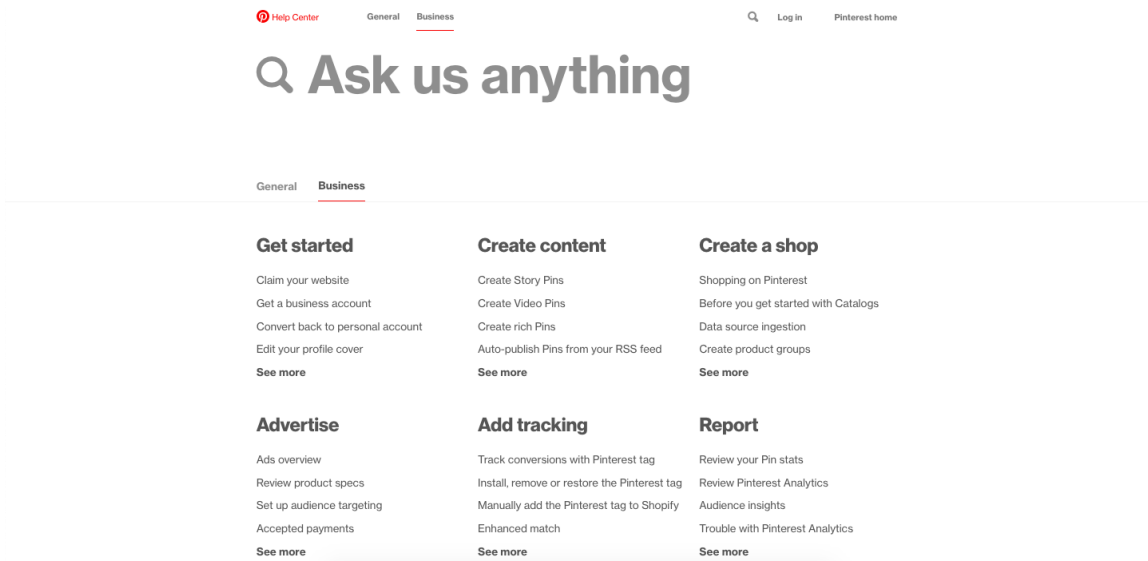# Pinterest Help Center: Business article navigation

[View live site](#)

Purpose

The Help Center's article navigation has traditionally been organized by grouping articles according to topic. In order to create a better user experience, the User Education team decided to improve the article's navigation in order to better reflect user needs and the growing content catalog. This will be done to both sides of the Help Center (General and Business), and the Business Help Center's improved article navigation is now live.

As the vertical owner and SME of Creators content on the Help Center, I worked on:
- Performing a content audit to understand which content is relevant for Creators.
- Conducting market research to understand how industry peers group and organize their help center content, with special focus on how to organize Creator related content.
- Consulting the Senior Content Strategist on what content is most relevant for Creators and what their user journey is from account creation to publishing content on the platform in comparison to how merchants and advertisers utilize the platform.
- Creating easy categories to more clearly guide business users through their journey on Pinterest from setting up their account to creating and reporting on their success.
- Surfacing top performing content to cut down search time for users to find the content they're looking for.
- Conducting brainstorm sessions with stakeholders to gather their insights, feedback, and expertise on how to address user pain points.

Results

90 days after launch, we worked with the Analytics team to pull a report looking at the total number of people who viewed either the General or Business Help Center homepage and then went on to view either an article or a topic page (for the US only):

- On the Business side of the Help Center, the articles featured on the homepage saw a **362% lift in article views** from the homepage
- The Business side of the Help Center also saw a **1347% lift in topic views** from the homepage

Skills/Techniques

- HTML coding - formatting, links, images
- Content strategy
- Stakeholder management (User education content strategist and specialists, Customer Operations, Customer Support, Community Managers, Product Marketing Managers, Localization)
- Data analysis

Tools

- Drupal content management system
- Google Sheets
- Google Analytics
- HTML

BEFORE UPDATE

Q **Ask us anything**

General   **Business**

Manage your business profile

Get a business account

Claim your website

Create an advertiser account

Verified accounts

See more

Ads reporting

Review reporting

Customize your reporting table

Create, edit and review custom reports

View your change history

See more

Ads measurement

Track conversions with Pinterest tag

Add third-party and dynamic tracking to your ads

Pinterest Tag Helper Chrome extension

Add the Pinterest tag using Shopify

See more

Ads billing and payment

How billing works

Accepted payments

Update business and billing information

View billing history and receipts

See more

Build your organic presence on Pinterest

Build a Pin

Create rich Pins

Review your Pin stats

Review Pinterest Analytics

See more

Advertise on Pinterest

Ads overview

Create and edit a campaign

Create and edit an ad group

Set and edit your bid

See more

Shopping on Pinterest

Create product groups

Shopping on Pinterest

Before you get started with Catalogs

Data source ingestion

See more

AFTER UPDATE

🔍 Ask us anything

General   **Business**

Get started

Claim your website

Get a business account

Convert back to personal account

Edit your profile cover

See more

Create content

Create Story Pins

Create Video Pins

Create rich Pins

Auto-publish Pins from your RSS feed

See more

Create a shop

Shopping on Pinterest

Before you get started with Catalogs

Data source ingestion

Create product groups

See more

Advertise

Ads overview

Review product specs

Set up audience targeting

Accepted payments

See more

Add tracking

Track conversions with Pinterest tag

Install, remove or restore the Pinterest tag

Manually add the Pinterest tag to Shopify

Enhanced match

See more

Report

Review your Pin stats

Review Pinterest Analytics

Audience insights

Trouble with Pinterest Analytics

See more