

# CONTENT AUDIT



by Monica Howe

ID	PAGE	NAV	URL	CONTENT	COMMENTS	RECOMMENDATIONS
0.0	Home		<a href="https://www.okcupid.com/home">https://www.okcupid.com/home</a>	DoubleTake		A more traditional home page that highlights other key areas, such as messages and matches, rather than just focusing on DoubleTake.
1.0	Double Take	Top nav	<a href="https://www.okcupid.com/doubletake">https://www.okcupid.com/doubletake</a>	Browse through abbreviated profiles with Like/Pass buttons and a link to Full Profile	This is a swipe feature on mobile	
2.0	Discover	Top nav	<a href="https://www.okcupid.com/discovery">https://www.okcupid.com/discovery</a>	Browse through rows of profile thumbs, prompt & quiz answers, Instagram feeds, and other modules, all linking out to profile pages.	Shows users with shared interests, traits, and values—an interesting way to discover people you might not browse across or search for.	
3.0	Search	Top nav	<a href="https://www.okcupid.com/match">https://www.okcupid.com/match</a>	Search filters, including free and premium parameters. Results are shown via profile thumbs that click to full profile.		Combine the Search and Discover pages like it is on mobile.
4.0	Likes	Top nav	<a href="https://www.okcupid.com/who-likes-you">https://www.okcupid.com/who-likes-you</a>	Container for the three tabs below.		Nix this whole area.
4.1	Likes You	Likes	<a href="https://www.okcupid.com/who-likes-you?cf=likesIncoming">https://www.okcupid.com/who-likes-you?cf=likesIncoming</a>	Premium feature showing who likes you	Free members see blurred photos and a prompt to upgrade	Couple this with the swiping area (DoubleTake), like Tinder does.
4.2	Intros	Likes	<a href="https://www.okcupid.com/intros?cf=likesIncoming">https://www.okcupid.com/intros?cf=likesIncoming</a>	Premium feature showing who has sent you an intro message	Free members see blurred photos (except 1) and a prompt to upgrade	Get rid of "Intros." Messages should be sent only after two people have matched.

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4.3	Matches	Likes	<a href="https://www.okcupid.com/who-you-like?cf=intros">https://www.okcupid.com/who-you-like?cf=intros</a>	Section 1: "You've matched / Send them a message." Section 2: "People you like / Send an intro message to them!"	Encourages you to message others with whom you've matched, which is good. But the intro thing is so stupid. You can send an intro to those you like, but they won't see until they like you back. If that's months later, then your intro may be very outdated.	Nix all of this. Matches are already paried with Messages.
5.0	Messages	Top nav	<a href="https://www.okcupid.com/messages">https://www.okcupid.com/messages</a>	Section 1: Matches (not yet messaged). Section 2: Messages (recent). Section 3: Old Conversations	From another page, clicking "Messages" produces a drop-down showing message blurbs. Users can then click to full page.	Nix the drop-down; it takes too long to load. Clicking should take you straight to the page.
6.0	Account	Top nav	-	User name & thumb, clicks to reveal dropdown		Make Account a clickable page where you can then click between the subcategories.
6.1	Profile	Account	<a href="https://www.okcupid.com/profile">https://www.okcupid.com/profile</a>	View and edit profile (photos, basic info, prompt answers, Match Questions, IG feed)		
6.2.0	Settings	Account	<a href="https://www.okcupid.com/settings">https://www.okcupid.com/settings</a>			
6.2.1	My Account	Settings	<a href="https://www.okcupid.com/settings">https://www.okcupid.com/settings</a>	Main page of Settings. User can edit name, email, bday, location, phone and pw.		
6.2.2	Notifications & Apps	Settings	<a href="https://www.okcupid.com/settings/notifsapps">https://www.okcupid.com/settings/notifsapps</a>	notification prefs and connected social accounts		"Apps" sounds like it's gonna be about the OkC app; this should be called "Connected Accounts" and be separate from notifications.

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6.2.3	Privacy	Settings	<a href="https://www.okcupid.com/settings/privacy">https://www.okcupid.com/settings/privacy</a>	Blocked, hidden, and unmatched users; reset passes (swipes left); "I don't want to be seen by straight people"; "Disable auto login links"	A hodgepodge of prefs that mostly don't feel like "privacy" issues.	Relabel this page "Hidden Users," and move the top two toggle items to more relevant pages.
6.2.4	Subscriptions	Settings	<a href="https://www.okcupid.com/settings/subscriptions">https://www.okcupid.com/settings/subscriptions</a>	A-List upgrade and Payment Details		
6.3	Help	Account	<a href="https://help.okcupid.com/">https://help.okcupid.com/</a>	help articles	Clicking this in the nav opens a new tab on a 3rd-party platform.	Remove this from the top nav. It's already covered in the footer.
6.4.0	Review Photos	Account	<a href="https://www.okcupid.com/flagmod">https://www.okcupid.com/flagmod</a>	Container for the two tabs below.	Presumably visible only to Moderators.	
6.4.1	Reports	Review Photos	<a href="https://www.okcupid.com/flagmod">https://www.okcupid.com/flagmod</a>	Main page of "Review Photos." Allows moderators to vote on flagged images.		
6.4.2	Guidelines	Review Photos		Guidelines for voting on flagged images		
6.5	Sign Out	Account	<a href="https://www.okcupid.com/logout">https://www.okcupid.com/logout</a>	Instant log out, then shows login		Move this to the footer.
7.0	Upgrade to A-List	Top nav	<a href="https://www.okcupid.com/upgrade?cf=desktopnavbar">https://www.okcupid.com/upgrade?cf=desktopnavbar</a>	Nav button links to container for below two tabs		Offer a side-by-side plan comparison.
7.1	A-List Basic	Upgrade to A-List	<a href="https://www.okcupid.com/upgrade?cf=desktopnavbar">https://www.okcupid.com/upgrade?cf=desktopnavbar</a>	Features and payment plans		Include pop-ups for each A-List feature that show how it works.

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7.2	A-List Premium	Upgrade to A-List	<a href="https://www.okcupid.com/upgrade?cf=desktopnavbar&amp;premium=1">https://www.okcupid.com/upgrade?cf=desktopnavbar&amp;premium=1</a>	Features and payment plans		
8.0	Boost	Top nav	-	Pop-up selling boost packs.	Offers "a day's worth of attention in one 30-minute boost," so you "get more likes faster."	Group these options with the subscription info for comparison., and offer more explanation of how it works before they buy.
9.1	About	Footer: Company	<a href="https://www.okcupid.com/about">https://www.okcupid.com/about</a>	Join messaging, marketing infographics, Our Team	App marketing and Our Team don't belong on the same page.	Move the marketing stuff to its own page. Combine with info from Community Guidelines about how the app works.
9.2	Careers	Footer: Company	<a href="https://www.okcupid.com/careers">https://www.okcupid.com/careers</a>	Job listings		
9.3	Press	Footer: Company	<a href="https://www.okcupid.com/press">https://www.okcupid.com/press</a>	Media kit, press contact, feature articles		
9.4	Ad Choices	Footer: Company	<a href="https://www.okcupid.com/legal/privacy#third-parties">https://www.okcupid.com/legal/privacy#third-parties</a>	Links to Legal Information/Privacy tab	It is unclear what "ad choices" means. Do I get to choose what types of ads I see, or can I choose not to see ads at all? In any case, this appears to be a broken anchor link.	Remove this from the nav.
10.1.0	Legal Information	Footer: Conditions	-	A container for T&Cs, Privacy, Cookies, Profiling, Arbitration, and Safety Tips		
10.1.1	Terms & Conditions	Footer: Conditions	<a href="https://www.okcupid.com/legal/terms">https://www.okcupid.com/legal/terms</a>	T&Cs		

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10.1.2	Privacy	Footer: Conditions	<a href="https://www.okcupid.com/legal/privacy">https://www.okcupid.com/legal/privacy</a>	privacy policy		
10.1.3	Cookies	Footer: Conditions	<a href="https://www.okcupid.com/legal/cookies">https://www.okcupid.com/legal/cookies</a>	cookie prefs & policies		
10.1.4	Profiling	-	<a href="https://www.okcupid.com/legal/profiling">https://www.okcupid.com/legal/profiling</a>	Explanation of what automated decision-making and profiling are		
10.1.5	Arbitration	-	<a href="https://www.okcupid.com/legal/arbitration">https://www.okcupid.com/legal/arbitration</a>	Arbitration legalese		
10.1.6	Safety Tips	Footer: Contact	<a href="https://www.okcupid.com/legal/safety-tips">https://www.okcupid.com/legal/safety-tips</a>	goes to Legal Information/Safety Tips tab	why is this listed under Contact nav and then housed under Legal? This is similar to the Community Guidelines above.	Combine this with Community Guidelines, and include on relevant pages. These tips should be available to someone about to go on a date, not buried in legal footers.
10.1.7	Community Guidelines	Footer: Contact	<a href="https://help.okcupid.com/article/142-community-guidelines">https://help.okcupid.com/article/142-community-guidelines</a>	An extensive collection of articles including how-to's, best dating practices, how the site works, and much more	Takes the user to a third-party platform.	Keep this content on-site, and disperse the info as tips on relevant pages.
11.1	Help	Footer: Contact	<a href="https://help.okcupid.com/">https://help.okcupid.com/</a>	Same as "Help" above	Clicking this in the nav opens a new tab on a 3rd-party platform.	Keep this content on-site.

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11.2	Security	Footer: Contact	<a href="https://www.okcupid.com/security">https://www.okcupid.com/security</a>	site security practices		Remove this from Contact nav. Move to Legal, or combine with Tech Blog under a dedicated Tech section. Rename "Site Security"
12.1	OkCupid Blog	Footer: Follow	<a href="https://theblog.okcupid.com/">https://theblog.okcupid.com/</a>	An off-site, outdated blog housed on Medium platform	Nix it if you can't keep it updated!	get rid of this
12.2	OkCupid Engineering Blog	Footer: Follow	<a href="https://tech.okcupid.com/">https://tech.okcupid.com/</a>	Off-site OkC-specific tech blog by various authors	Not sure why this exists for the average user to read—maybe so we are impressed by the tech and therefore have faith that we're in the right place?	combine with Security and create a Tech section.
12.3	Facebook	Footer: Follow		Links out to social site		Social links should be footer buttons, not menu items
12.4	Instagram	Footer: Follow		Links out to social site		Social links should be footer buttons, not menu items
12.5	Twitter	Footer: Follow		Links out to social site		Social links should be footer buttons, not menu items
13.1	Download Apps	Footer: Special	<a href="https://www.okcupid.com/mobile">https://www.okcupid.com/mobile</a>	Marketing and links for the mobile app	Apps are already advertised in other, more prominent places on the site.	Remove this.

# SUMMARY



OkCupid has been around since 2004, and it shows. The website has become a patched-together repository for both the outdated features of yore and the newer ones adopted to keep up with Tinder and the mobile generation. The site would benefit from an overall cleanup and consolidation among several key areas.

The company was wise to introduce DoubleTake and place it front and center; users have become accustomed to swipe functionality on other apps. And OkCupid still features its traditional Discover and Search pages, which other contenders do not. This gives them a leg up among users who take dating seriously and want more ways to discover matches with shared traits and interests.

One element that is especially outdated is known as "Intros." This is left over from the days before swiping, when you could message a user cold, whether or not they'd "liked" you. Nowadays, the user won't see the message until they've swiped right, but by that point, the intro may be weeks or months old. A-List members can view Intros, and all members are encouraged to write them, but this defeats the purpose of the double-blind match.