



DigitasLBi +

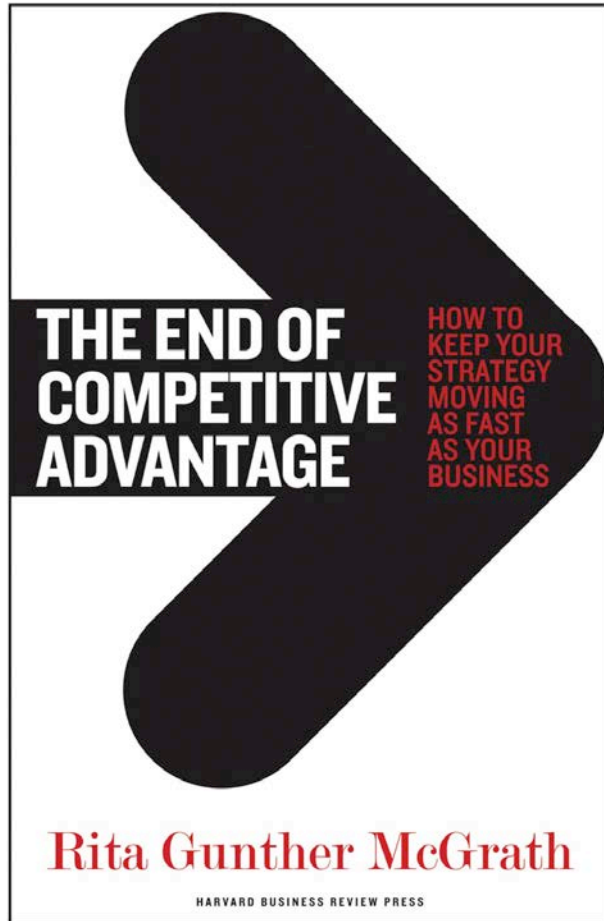


Emerson Evolve:
Content Strategy Review
Inventory, audit, competitive assessment

09.24.13

Section 1: Introduction

In the Business World, Evolution Means Adapt or Die



The end of competitive advantage means that more companies will come and go in shorter periods of time than ever before. Technology erodes moats of safety. The most successful companies tend to constantly innovate and differentiate.

In the Business World, Evolution Means Adapt or Die

How Content Strategy Helps Meet Today's Competitive Challenges

- TELL YOUR STORY
- CREATE BUZZ
- ALLOW CUSTOMERS TO MORE EASILY FIND WHAT THEY NEED
- IMBUE COMMODITY PRODUCTS WITH DEEPER BRAND MEANING
- PIQUE INVESTOR INTEREST
- EXCITE FUTURE EMPLOYEES
- EARN WORD-OF-MOUTH CREDIBILITY IN SOCIAL and MEDIA CHANNELS

Real Change Comes through Evolutionary Innovation



To breathe outside of water for the first time. To stand erect. To make fire. To harness electricity.

Some Are Too Slow or Refuse to Mutate



The
Washington
Post



To Evolve Is to Develop Digital Authenticity Along the Way

What Emerson
represents through
its digital presence



What Emerson wants
to represent through its
digital presence

EVOLVE



Aligning the authentic Emerson with its desired future

Developing Digital Authenticity

What's authentic about Emerson Electric?

- Midwestern Roots, Rooted in Manufacturing Electric Motors and Fans since the 1890s
- Old School Engineer Work Ethic - No B.S. - #123 on the Fortune 500
- They keep our stores and homes air conditioned
- They help extract, deliver, and manage energy resources to keep America and the globe moving
- Energy Life Cycle Company – An American Infrastructure Play making possible the standard of living everyone in this room enjoys
- Pushing into New Frontiers with intelligent networks, wireless monitoring, and power plants of the future

Developing Digital Authenticity

What's authentic about Emerson Electric?

#enginerds

#enginerding

Maybe Emerson is ... a little bolder than we thought?

BUILD.POWER.SERVICE.PROTECT.

[About Us](#)

[Services](#)

[Investor Relations](#)

[News](#)

[Careers](#)

SEARCH

**BIG
PIPE**

Being fabricated for an **ENERGY** project in Texas.



... a little more innovative?

Raytheon

MISSILE DEFENSE CYBER GLOBAL ISR **ELECTRONIC WARFARE** C4I TRAINING

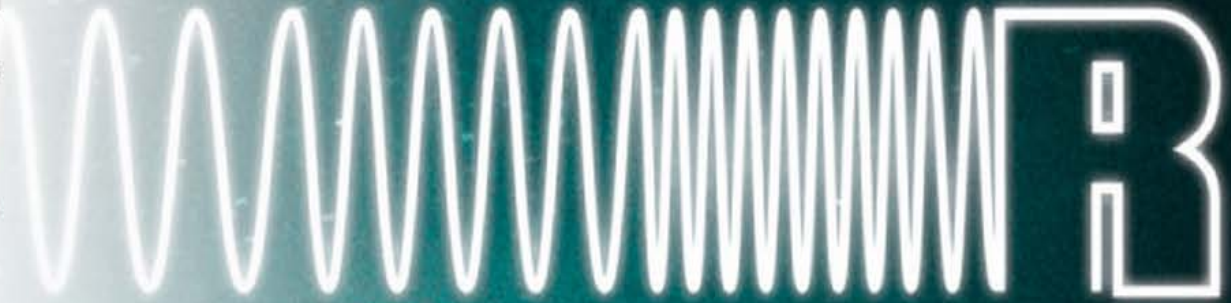
MATHMOVESU CAREERS

MISSION:

SUCCEED ACROSS THE SPECTRUM

From airborne and shipboard jammers and electronic attack and support programs – and from soldier-carried applications to battle-management solutions – Raytheon innovation delivers untold mission advantages at the speed of light.

[Visit Electronic Warfare Homepage >](#)



RAYTHEON ELECTRONIC WARFARE FIRSTS

MORE ↓

... a little more rugged?



PRODUCTS

PARTS

SUPPORT

COMPANY

US - English



BUILT FOR IT.



EQUIPMENT



POWER SYSTEMS



ATTACHMENTS



PARTS



**NEED A PART?
FIND IT HERE.**

Part #

GO

Emerson Is Starting to Evolve

- ✓ Annual reports full of engaging video interviews
- ✓ A bright, bold, informational Careers section
- ✓ Big steps into social business (LinkedIn) and community building (Emerson Exchange 365)
- ✓ An award-winning blog with Charlie Peters
- ✓ Move towards brand storytelling with the Never Been Done Before campaign
- ✓ Digital tools from all divisions that help make customers lives easier
- ✓ New products that embody HCD principles

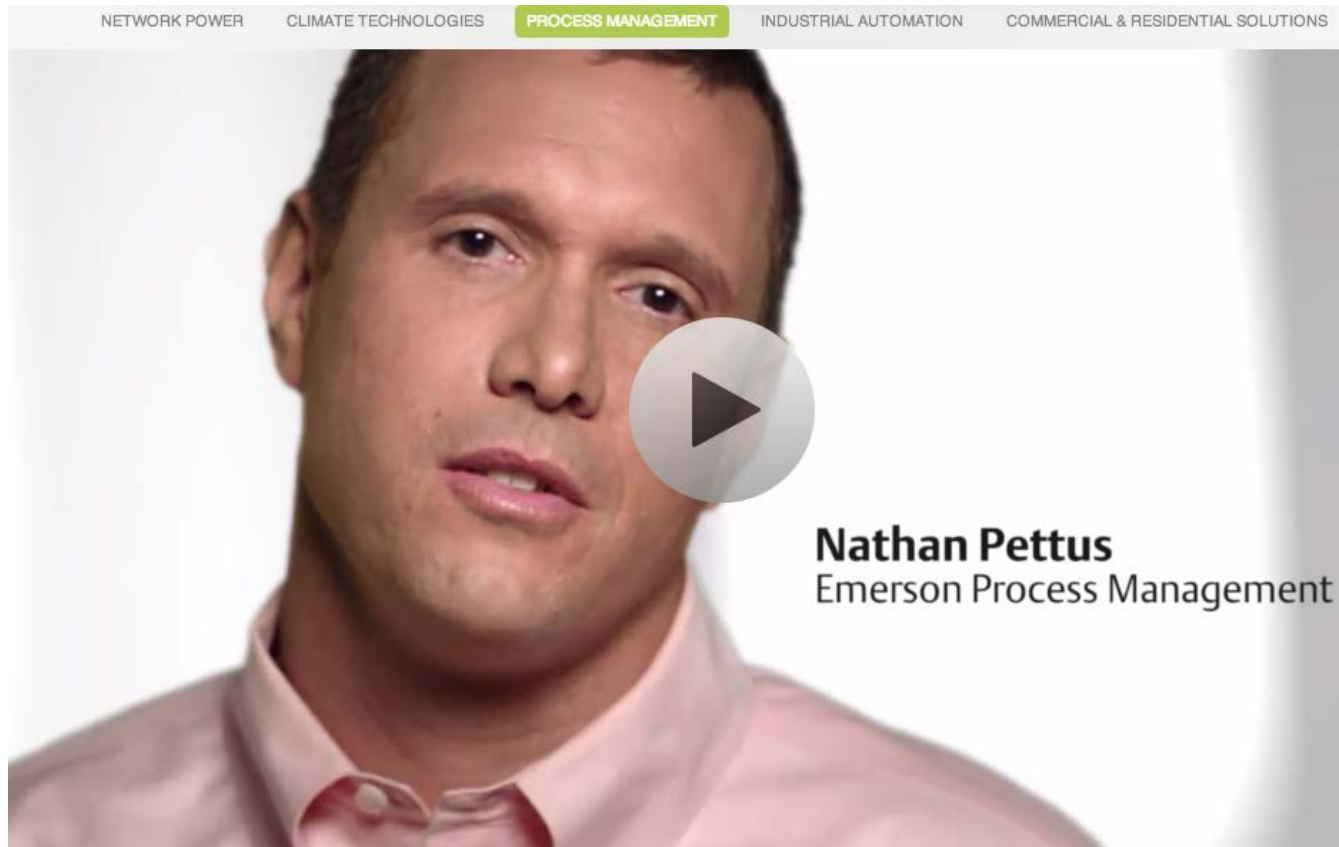
The screenshot shows the Emerson website homepage. At the top, there is a navigation bar with the Emerson logo, a language selector set to "ENGLISH (UNITED STATES)", and links for "CONTACT US", "CAREERS", "EXPLORE OUR BUSINESSES", "INNOVATION AND LEADERSHIP", "EMERSON NEWS", and "ABOUT US".

The main content area features a large green background image of a plant. A featured article titled "Technology Drives Copeland Scroll™ Compressor Success" is highlighted. The article text reads: "Global demand for heating and cooling systems with increased energy efficiency and superior performance requires a smart compressor. Emerson is meeting this challenge with its next-generation Copeland Scroll compressors that feature advanced intelligent electronics." Below the text are two buttons: "More »" and "Watch Video »".

Below the main content, there are several columns of information:

- Explore Our Businesses:** A quick look at what products, services, and technology solutions Emerson's five business platforms offer to our customers around the world. Visit [Explore Our Businesses](#). From there, you can link to our business websites for more information.
- Featured Video:** FORTUNE Magazine: Leadership Series. Includes a video thumbnail of David N. Farr, Emerson's Chairman and CEO, being interviewed.
- Investor Relations:** Past Events: 3rd Quarter 2013 Investor Conference Call & Webcast (August 6, 2013, 2:00 p.m. ET). Includes a link to "Emerson senior management discussed the company's third quarter earnings during an investor call and webcast on August 6." Below this are links for "Latest Quarterly Earnings", "Investor Events Calendar", "Corporate Governance", "Corporate Citizenship", "Stock Price / Chart", and "Investor Fact Sheet".
- Latest News:** Emerson Network Power Extends Data Center Infrastructure Management Leadership with New Trellis™ Platform Capabilities (September 05, 2013); Emerson Wins \$17 Million Contract to Automate Premier Oil Platform on UK Continental Shelf (September 03, 2013); Emerson's InSinkErator Business Celebrates 75th Year (August 28, 2013).
- Connect With Emerson:** Social media icons for Facebook, LinkedIn, Twitter, and YouTube.
- IT'S NEVER BEEN DONE BEFORE:** A campaign featuring a kangaroo and a button to "Explore our innovation stories".
- Download our iPad app >** and **View website >** buttons.

Annual Reports – Best of Breed



50% 

Labor savings to install wiring and instrumentation that can be achieved by use of Emerson's electronic marshalling with CHARMs technology.

Careers – Designed to Attract Top Talent

Why Emerson?

If you have talent, knowledge and experience — and want to work at a company that will value your abilities — it's time to learn more about what Emerson has to offer.

Discover Emerson »

70
countries



122
years

135,000 employees



Meet Our People »
See what makes our next generation of leaders excited about Emerson.

Career Search

Search for current opportunities and apply online.

Search and Apply »

Find Us On



Download our iPad App »
Visit web version »



Corporate Citizenship

Emerson takes seriously our responsibility to help enhance the quality of life in the communities in which we operate and to protect the environment.

Read Our Approach »



Culture & Diversity

Emerson works hard to create a global workplace that supports and promotes diversity, embraces inclusion, and cultivates respect for the individual.

Learn About Our Commitment »



Students & MBA Programs

Whether you are an undergraduate student exploring career options or recently received your MBA degree and are ready to join a global company, Emerson offers a wide range of opportunities for high-potential people to achieve their professional goals in an exciting and dynamic work environment.


See Our Opportunities »

IT'S NEVER BEEN DONE BEFORE

Our commitment to continually combine and advance technology and engineering enables Emerson to produce solutions that provide a competitive advantage for our customers.

Explore Our Innovation Stories »

Social Business – Cutting Edge




Emerson

70,105 followers

✓ Following

[Home](#) [Careers](#) [Services](#) [Insights](#)

✓ You are now following Emerson. [Undo](#)



**Groundbreaking innovations. High-impact people.
Welcome to our remarkable world.**


Recent Updates

Emerson Our business is innovation, and engineering is at the heart of everything we do. That's why we're launching the "Engineers In Leadership" rotational program for recent graduates and #EngineeringAmbition. Attend one of our campus recruiting sessions... [more](#)

Engineers in Leadership - Recruiting Schedule

[emerson.com](#) · Emerson representatives will be making recruiting visits to select engineering schools this fall to provide information on the Engineers in Leadership Program. Please check back for updates to the schedule below. If your school is not on our...

How You're Connected




12 second-degree connections

38,375 Employees on LinkedIn

[See all](#)

Careers



Interested in Emerson?

Learn about our company and culture.

885 jobs posted

[Learn more](#)

Never Been Done Before – Improved Storytelling

IT'S NEVER
BEEN DONE
BEFORE



Emerson Technology Helps A City Better Maintain Its **DRINKING WATER SYSTEM**

The City of Bay Village, Ohio is a community of 17,000 residents located 15 miles west of Cleveland on Lake Erie's southern shore. The city prides itself on being just far enough off of the beaten path to provide a safe, healthy and peaceful environment of suburban living.

Protecting the quality of the city's drinking water supply is paramount. But like thousands of other communities, Bay Village's city government must maintain an aging potable and waste water system infrastructure with limited taxpayer dollars. That's why Bay Village has turned to Emerson Professional Tools and its RIDGID® brand for help.

Share: [!\[\]\(e3f8612927870f2e0f9f5989e6dd3064_img.jpg\)](#) [!\[\]\(a86c7d1c9cb81c81614634a31267440d_img.jpg\)](#) [!\[\]\(ce158fc5e55633398941d0898ae45661_img.jpg\)](#)



Pat Sly on RIDGIDConnect

RELATED LINKS

[Visit: Emerson Commercial & Residential Solutions](#)

[Visit: RIDGID](#)

[Learn More: RIDGIDConnect](#)

[Learn More: RIDGID Software Solutions](#)

An Array of Apps and Digital Tools



Section 2: Content Strategy Structure Review

Emerson.com by the Numbers

What We Reviewed

Corporate website (scored)

Corporate mobile website (scored)

Gateway to Emerson mobile app and website (not scored)

The Extra Mile with Charlie blog (not scored)

Insights Provided

Content structure best practices

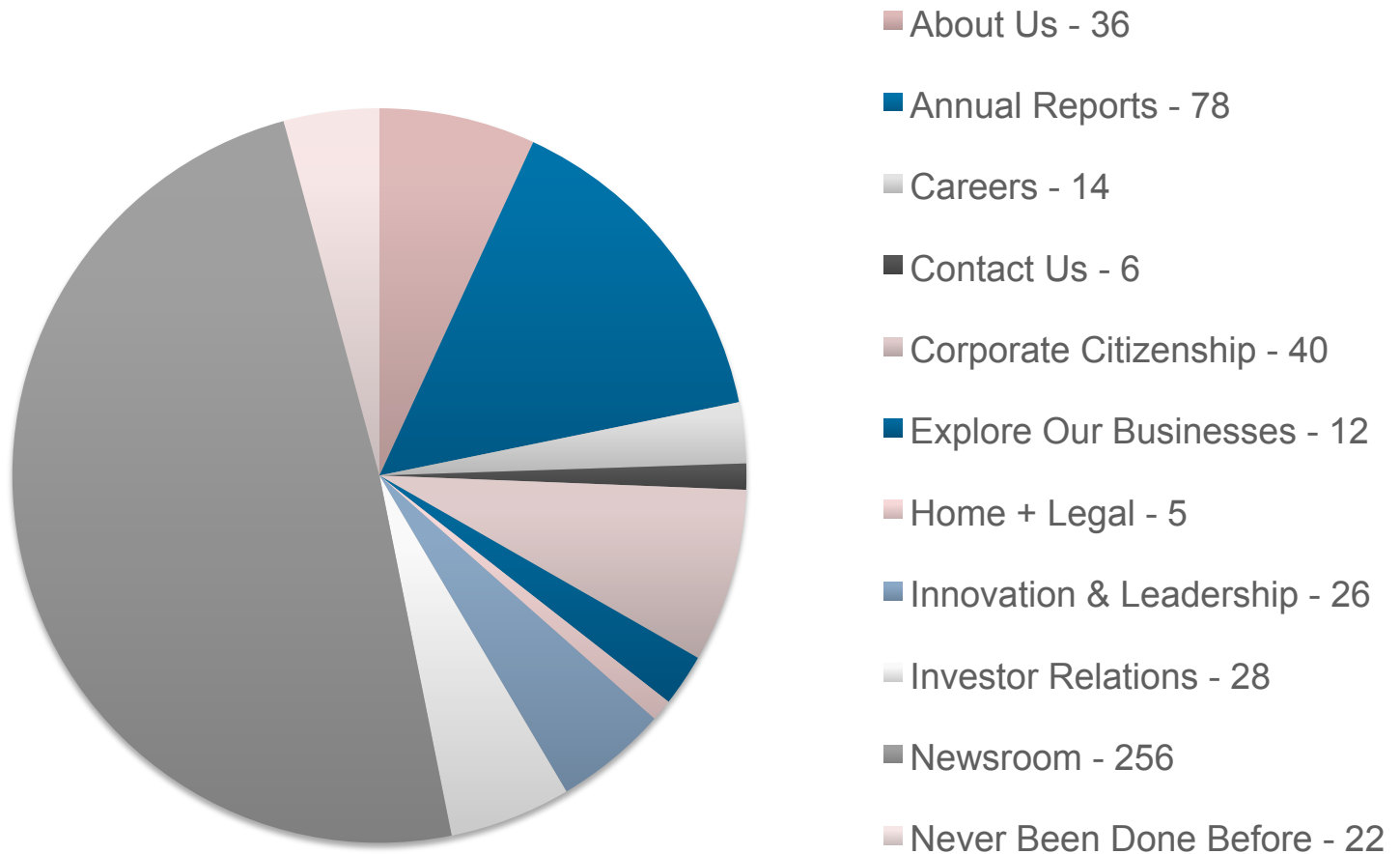
Content experience best practices

Competitive content analysis

Recommendations of possible next steps

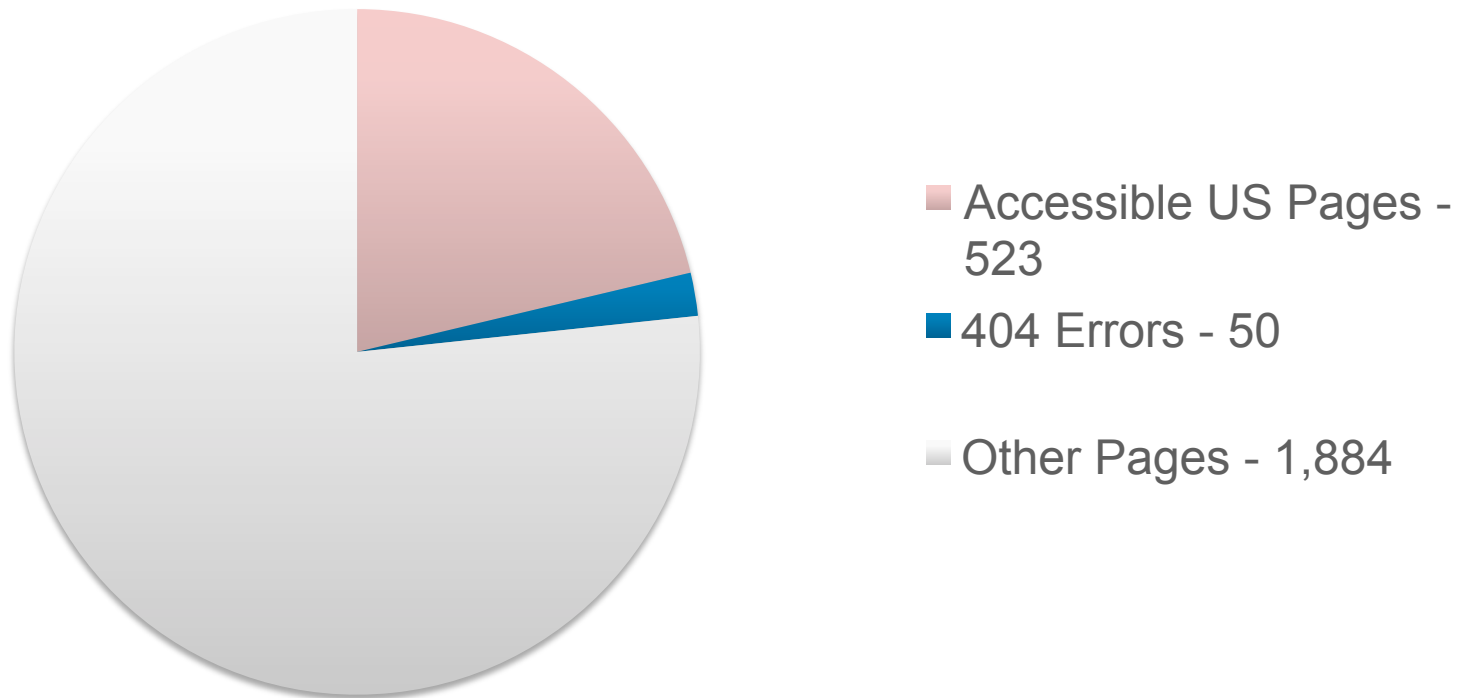
Emerson.com by the Numbers

There are ~523 desktop site pages accessible to United States visitors. 75% of all traffic visited “en-us” pages in August 2013. Other nation’s pages were excluded from this audit.







Emerson.com by the Numbers

There are ~1884 desktop site pages (ASPX, HTML, PDF) index-able by site crawlers. A subset of these URLs are duplicate due most likely to a Windows server configuration issue. This issue needs to be resolved to provide final accurate number of URLs.



Emerson.com by the Numbers











Top Ten Traffic by Location (Google Analytics - August 2013)

Language	Visits	% Visits	
1. en-us	206,319		75.87%
2. zh-cn	13,497		4.96%
3. en-gb	6,177		2.27%
4. es	5,431		2.00%
5. en	3,567		1.31%
6. fr	3,139		1.15%
7. de	3,050		1.12%
8. de-de	2,979		1.10%
9. pt-br	2,761		1.02%
10. es-es	2,717		1.00%

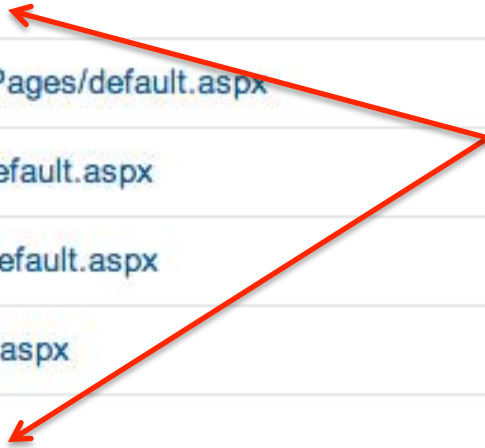


Emerson.com by the Numbers

Page Traffic Based on Device (Google Analytics - August 2013)

1.	/en-US/Pages/Default.aspx		157,004
2.	/en-US/about/careers/search/Pages/default.aspx		86,220
3.	/en-US/about/careers/pages/default.aspx		31,965
4.	/en-US/about/careers/Pages/default.aspx		19,932
5.	/en-us/contacts/pages/default.aspx		17,755
6.	/en-US/Pages/default.aspx		9,970
7.	/zh-CN/Pages/Default.aspx		9,867
8.	/en-US/explore-our-businesses/process-management/Pages/default.aspx		9,807
9.	/en-mobile/Pages/Default.aspx		9,159
10.	/en-US/explore-our-businesses/Pages/default.aspx		8,892

**DUPLICATE URLS
IMPACT ANALYTIC AND
SEARCH ENGINE
RESULTS**



Emerson.com by the Numbers

Device Traffic (Google Analytics - August 2013)

	271,941 <small>% of Total: 100.00% (271,941)</small>
1. desktop	245,137
2. mobile	19,066
3. tablet	7,738

Content Strategy Structure Review

Five key content areas were reviewed to evaluate site content structure.

Criteria	Evaluation
Headlines	Keyword-rich, descriptive, accurate
Copy	Reading level, chunked, readable, accessible
Links	Semantic, keyword-rich, clicked vs. non-clicked states, easily distinguishable
Navigation	Menu structure, categorization, prioritization
Meta/Title/Alt/URLs	Descriptive, accurate, keyword-appropriate, logical directories, search engine optimized

Headlines – Each Page Should Have a Main Topic

- Headlines do not follow the best practice of using <H1> tags as the main topic and <H2> and <H3> for subsequent sub-topics.
- The home page uses multiple <H1> tags, which dilutes a primary search engine signal.

Multiple H1 Tags on Emerson Home Page

<h1>Technology Drives Copeland Scroll Compressor Success </h1>

<h1>Marshalling Mastered with CHARMs </h1>

<h1>A Better Way to Manage a Data Center</h1>

<h1>Leading the Smart Wireless Transformation</h1>

<h1 id=gateway-title>GATEWAY to EMERSON</h1>

Headlines – Semantic, Keep Information Scent Strong

- Headlines generally match the user’s expectations and affirm that they are on the expected page. 1) Some exceptions exist, for example, when users move from a “Success Stories” link they land on an “Intelligence Is Power” page.
- ✓ Story headlines and news headlines are most often keyword-rich and align to the intended user.



FEATURED STORIES

Marshalling Mastered With CHARMS

Bringing Efficiency to Industrial Power Plants

Leading the Smart Wireless Transformation

A Better Way to Manage a Data Center

Getting a Handle on Retail Store Energy Costs

ARCHIVED STORIES

1

Intelligence is Power

Industries today need solutions that help them predict the next wave of demand, stay ahead of quickly changing environments, and prevent potential problems. Emerson technologies deliver more than power and energy efficiency, they deliver intelligence that drives business forward.

Technology Drives Copeland Scroll Compressor Success

Global demand for heating and cooling systems with increased energy efficiency and superior performance requires a smart compressor. Emerson is meeting this challenge with its next-generation Copeland Scroll compressors that feature advanced intelligent electronics. >>

Copy

- Copy tends to run long. New search algorithms favor quality, variety, and context over quantity.
- Copy should be chunked and edited. Value brevity and visualizations over words.
- ✓ Reading level is appropriate for target audience.



Corporate Citizenship

Applying the Best Technology and Greatest Human Talent to Benefit Our Customers and the World

Few companies can rival Emerson's steady rise during the last half century to rank among the most innovative and successful industrial enterprises, widely known for our management process, sustained financial performance and operational excellence. What began in 1890 as a single plant producing electric motors and fans in St. Louis, Missouri, has grown into a global technology and solutions provider that meets some of the world's most significant challenges.

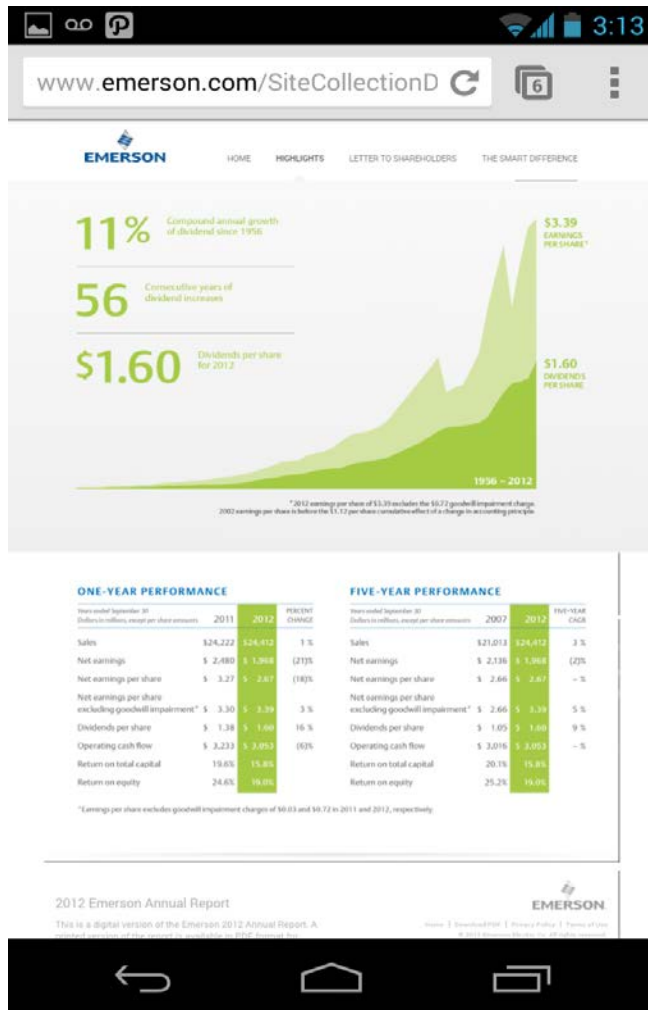
Emerson holds prime global market positions in each core business: Network Power, Process Management, Industrial Automation, Climate Technologies, and Commercial & Residential Solutions. While we drive our achievements with a multitude of sophisticated processes, operations and skills, our fundamental approach follows this simple proposition: *Emerson combines the best technology and the world's greatest human talent to create solutions for the benefit of our customers and the world.* We succeed by thoughtfully applying this principle to help our customers grow, to improve quality of life and to meet important business and social challenges.

Emerson's long-term success ultimately depends on our management team's ability to maintain our conviction and continually reshape our approach in a dynamic world. Our management values and beliefs begin with integrity: *We insist on integrity in everything we do.* In



Copy – Mobile Breakpoints Versus Desktop Version

- Priority content such as the Annual Reports section is not optimized for mobile, making it hard to read proof points.



Copy – Duplicate Copy

- There is some duplicate copy, particularly as it relates to business line descriptions. Duplicate copy is penalized by search engines.

DUPLICATE CONTENT EXAMPLE BELOW

Company Overview

INTRO Copy

Emerson (NYSE: EMR) is a diversified global manufacturing and technology company. We offer a wide range of products and services in the industrial, commercial and consumer markets through our Process Management, Industrial Automation, Network Power, Climate Technologies, and Commercial & Residential Solutions businesses. Recognized widely for our engineering capabilities and management excellence, Emerson has approximately 135,000 employees and 235 manufacturing locations worldwide.

About Us

Emerson (NYSE: EMR) is a diversified global manufacturing and technology company. We offer a wide range of products and services in the industrial, commercial, and consumer markets through our Process Management, Industrial Automation, Network Power, Climate Technologies, and Commercial & Residential Solutions businesses. Recognized widely for our engineering capabilities and management excellence, Emerson has approximately 135,000 employees and 235 manufacturing locations worldwide.

Links

- Links are inconsistently colored and formatted.
- A uniform approach to 1) color, clicked state, and 2) not underlining links should be applied in the style sheets for improved user way-finding.

Message from David N. Farr, Chairman and Chief Executive Officer

Emerson is committed to earning the trust and confidence of our stockholders, employees, business partners, customers and suppliers. Our company is managed in accordance with [Corporate Governance Principles and Practices](#) that ensure our businesses and our employees operate within New York Stock Exchange requirements and applicable legal statutes in the countries in which we manufacture and market our products and services.

We are also committed to the highest standards in business and personal conduct by our directors, officers and employees. Our guidelines are set forth in the [Emerson Business Ethics Program](#). This ethics code applies to our directors, officers and employees around the world. In addition, our [Code of Ethics and Senior Financial Officer Code of Ethics](#) states the role and responsibilities of our top officers in promoting integrity throughout the company and in providing accurate and timely reporting of Emerson's financial results and condition.

Explore the Emerson Businesses

Click on the tabs above to explore Emerson's five business platforms and learn what products, services and integrated technology solutions we offer to our customers around the world. To find a specific Emerson company or brand, go to our [A - Z Companies & Brands List](#). Or click on the links below to go to the websites of our business platforms.

[Visit Emerson Process Management™](#)

[Visit Emerson Industrial Automation™](#)

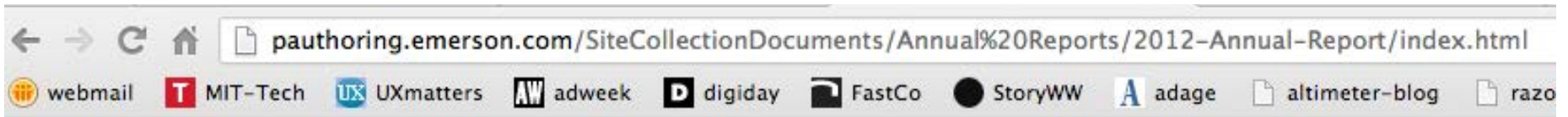
[Visit Emerson Network Power™](#)

[Visit Emerson Climate Technologies™](#)

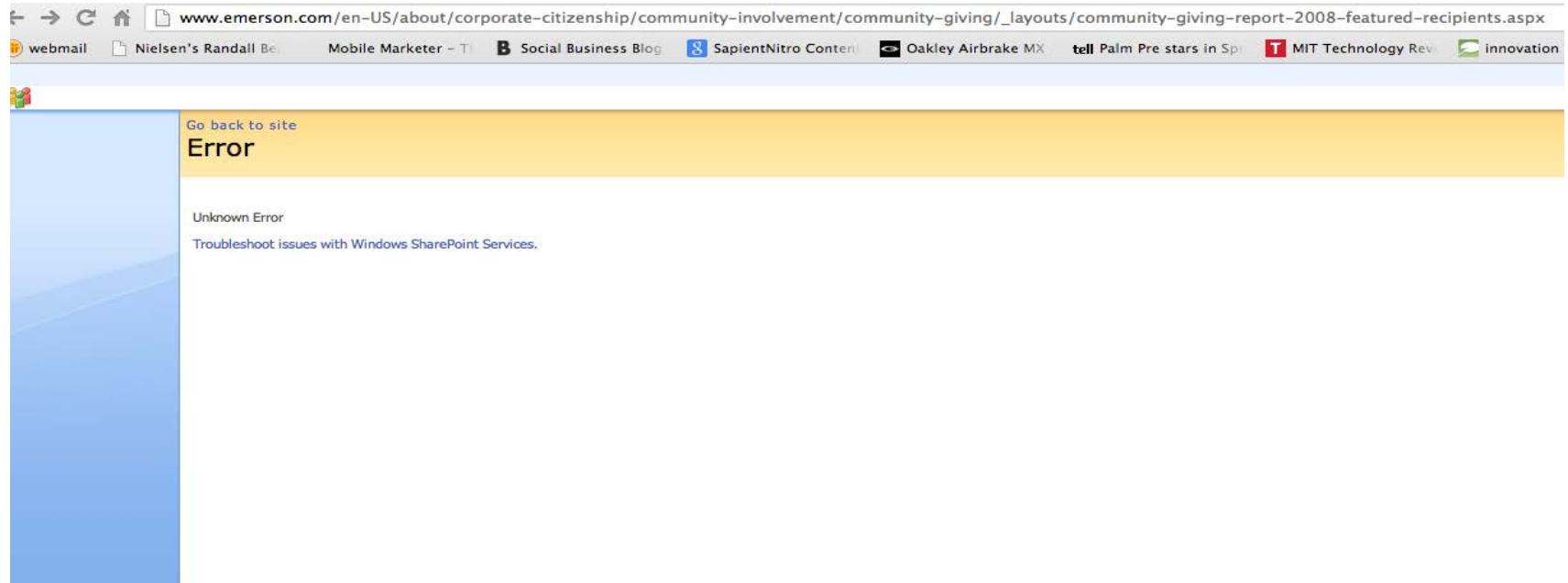
[Visit Emerson Commercial & Residential Solutions™](#)

Links

- Consider setting up targeted error messaging for those “oops” moments



Bad Request (Invalid Hostname)



Navigation

- Finding the users' top tasks is not optimized in the current desktop navigation.
- The dropdown menu behaves differently on different browsers.
- Navigational priorities differ for desktop vs. mobile, but recent studies suggest mobile and desktop use cases are mostly the same.



Meta Description – Titles – Alt Tags - URLs

- There often duplicate and triplicate URLs for a given page, which makes tracking analytics more difficult and leads to 1) duplicate search results
- Alt tags are inconsistently applied to links and images across the site. Not all links or image have these tags, which are essential for vision-impaired users.
- Title tags and meta descriptions appear to be auto-generated based on headlines, which is often standard practice but might lack the flexibility needed in cases where search optimization is a top site priority.

The screenshot shows a search engine results page for the query "emerson commercial residential solutions". The search bar at the top contains the text "emerson commercial residential solutions". Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The search results indicate "About 1,880,000 results (0.27 seconds)".

The first result is an advertisement related to "emerson commercial residential solutions". The ad title is "Communication Solutions - communities.att.com" with a URL "communities.att.com/". The ad text describes "Uverse, HIS & VoIP Services w/ AT&T Connected Communities. Find Out More U-Verse Internet Services - U-Verse TV Services - U-Verse Voice Services". A red circle with the number "1" is placed over the first result.

The second result is a search result for "Products from Emerson Commercial & Residential Solutions ...". The title is "Products from Emerson Commercial & Residential Solutions ..." with a URL "www.emerson.com/en.../commercial-residential-solutions/.../default.aspx". The snippet states "Emerson applies its world-class engineering and manufacturing capabilities to produce an array of products and solutions for the commercial and residential ...". A red circle with the number "1" is placed over the second result.

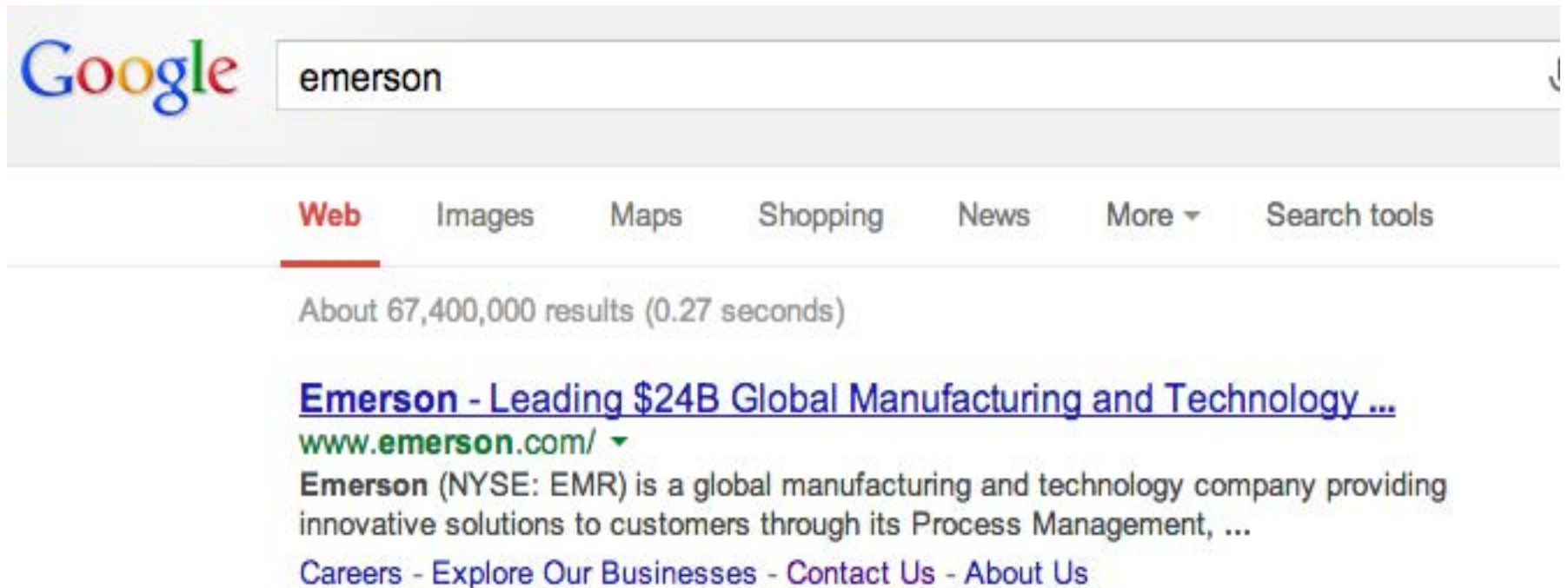
The third result is "Emerson Commercial & Residential Solutions | Emerson" with a URL "www.emerson.com/.../emerson.../commercial-residential-solutions/.../def...". The snippet states "Emerson Commercial & Residential Solutions provides durable construction and maintenance tools, food waste disposers, and home and commercial storage ...".

The fourth result is "Emerson | Contact Us > Commercial & Residential Solutions" with a URL "www.emerson.com/en-US/.../contact-commercial-residential-solutions.as...". The snippet states "North America. Emerson Commercial & Residential Solutions- Global Headquarters. Emerson Commercial & Residential Solutions. 8100 West Florissant Ave.".

The fifth result is "Commercial & Residential Solutions | Emerson" with a URL "www.emerson.com/en.../commercial-residential-solutions/.../default.aspx". The snippet states "Emerson applies its world-class engineering and manufacturing capabilities to produce an array of products and solutions for the commercial and residential ...". A red circle with the number "1" is placed over the fifth result.

Meta Description – Titles – Alt Tags - URLs

Optimized meta description mark-up can create more succinct search descriptions



The image shows a Google search interface. The search bar contains the word "emerson". Below the search bar, the "Web" tab is selected and underlined. The search results show "About 67,400,000 results (0.27 seconds)". The top result is a link to "Emerson - Leading \$24B Global Manufacturing and Technology ..." with the URL "www.emerson.com/". Below the link, there is a snippet of text: "Emerson (NYSE: EMR) is a global manufacturing and technology company providing innovative solutions to customers through its Process Management, ...". At the bottom of the snippet, there are links for "Careers - Explore Our Businesses - Contact Us - About Us".

Google emerson

Web Images Maps Shopping News More ▾ Search tools

About 67,400,000 results (0.27 seconds)

[Emerson - Leading \\$24B Global Manufacturing and Technology ...](#)
www.emerson.com/ ▾







Emerson (NYSE: EMR) is a global manufacturing and technology company providing innovative solutions to customers through its Process Management, ...













[Careers](#) - [Explore Our Businesses](#) - [Contact Us](#) - [About Us](#)

Site Content Structure Assessment Overview

- The assessment below shows the strengths and weaknesses of the sites.
- Leading content structure experiences are called out in yellow, if applicable.

KEY

-  Best in class
-  Strong experience
-  Average
-  Weak experience
-  Item not available
-  Leading experiences

Criteria	Emerson Desktop	Emerson Mobile
Headlines		
Copy		
Links		
Navigation		
Forms		
Meta/Title/Alt/URLs		

Section 3: Content Strategy Experience Review

Content Strategy Review - Experience

Six key content areas were reviewed to evaluate site content experience.

Criteria	Evaluation
Target Audience	Reflects target demographic, appropriate demographic artifacts and symbols
Voice and Tone	Talks directly to site visitors in a way that reflects brand; uses “you” and creates a connection
Content Types	Offers varied, engaging, and creative content types (text, video, images, tools)
Calls to Action	Provides clear user direction; an actionable marketing funnel
Findable/Searchable	Easy to find content and information to help user along purchasing path
Social Integration	Leverages social media and encourages two-way conversations

Target Audience

- ✓ Content appears geared toward target audiences:
 - Potential investors
 - Potential employees
 - Potential customers
- Not many images of 1) customers or customers using products - don't get sense they are front of mind.



Voice and Tone

- Site doesn't speak directly to decision makers, core engineer customer, and contractors. (However this may not be a priority until these users are targeted deeper in the five divisions or at the product level.)
- Site 1) does not have a distinct voice. Tends to succumb to formal corporate speak, which is appropriate for Investor Relations sections but should not carry over to other sections.

1

Emerson is where technology and engineering come together to create solutions for the benefit of our customers, driven without compromise for a world in action.

Emerson Brand Promise

Content Types

- ✓ animated videos, employee interviews, product stories, images, and interactive options
- Banner imagery and videos lack professional polish in some instances



BROADBAND ↗

Emerson Provides Critical Technology Support for Delivery of Broadband Service Across Australia



PETROCHEMICALS ↗

Brazil's Largest Petrochemical Facility Will Operate With Emerson Technology



WATER QUALITY ↗

Emerson Technology Helps A City Better Maintain Its Drinking Water System



DATA CENTERS ↗

Emerson Shows Data Centers How to Take the Heat Out of Energy Costs

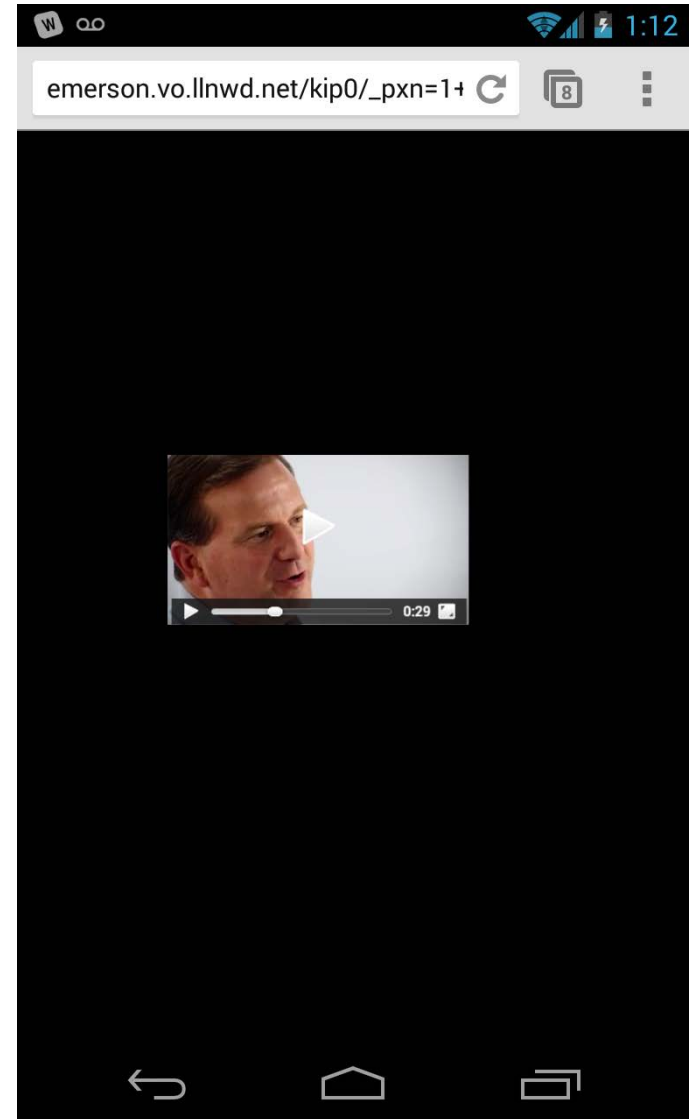


LIQUEFIED NATURAL GAS ↗

Emerson Technology Helps Qatargas Boost Liquefied Natural Gas Production to Meet World Demand for Clean, Reliable Energy

Content Types

- Some videos are not optimized for the mobile experience on Android devices



Calls to Action

- CTAs are not a core focus of the site (which might be OK).
- If the site wants to focus on lead acquisition or more clearly steer potential line of business customers into the appropriate funnel, then CTAs need improvement.

Explore the Emerson Businesses

Click on the tabs above to explore Emerson's five business platforms and learn what products, services and integrated technology solutions we offer to our customers around the world. To find a specific Emerson company or brand, go to our [A - Z Companies & Brands List](#). Or click on the links below to go to the websites of our business platforms.

[Visit Emerson Process Management™](#)

[Visit Emerson Industrial Automation™](#)

[Visit Emerson Network Power™](#)

[Visit Emerson Climate Technologies™](#)

[Visit Emerson Commercial & Residential Solutions™](#)

Findable-Searchable

- ✓ Search results are accurate and fast
- No faceted or visual search
- Site Map **1**) not dynamically generated (missing new content)

INNOVATION AND LEADERSHIP

ACCESS STORIES

Featured Stories

Archived Stories

JR APPROACH

TECHNOLOGY CENTER NETWORK

1

EXPLORE OUR BUSINESSES

EMERSON PROCESS MANAGEMENT™

EMERSON INDUSTRIAL AUTOMATION™

EMERSON NETWORK POWER™

EMERSON CLIMATE TECHNOLOGIES™

EMERSON COMMERCIAL & RESIDENTIAL

SOLUTIONS™

ABOUT US

COMPANY OVERVIEW

Company Snapshot

Mission and Values

Growth Initiatives

History

Global Operations

Executive Leadership

Awards and Recognition

EMERSON BUSINESSES

Commercial & Residential Solutions

INVESTOR RELATIONS

Business Segments

Annual Reports

Stockholder Information

Direct Stock Purchase

Investor FAQ

EMERSON NEWS

NEWS RELEASES

Corporate

Business

Financial

EVENTS

EMERSON IN THE NEWS

MEDIA KIT

Social Integration

- ✓ Leveraging LinkedIn, YouTube, Facebook, and Twitter to raise brand awareness on desktop site
- ✓ Growing video collection on YouTube across divisions
- Not highlighting 1) growing engineering community platform
- Mobile site lacks social integration
- Video governance not addressed

The screenshot displays the Emerson website's navigation and content structure. At the top left is the Emerson logo, followed by a red circle containing the number '1'. The navigation bar includes 'Home', 'Emerson Exchange 365', and 'Emerson Network Power' with a dropdown arrow. Below the navigation, the page is divided into two main columns. The left column features a 'CONNECT WITH EMERSON' section with a link to 'Emerson on LinkedIn & Twitter' and a 'Follow Emerson on LinkedIn' button. Below this is a large graphic with the text 'IT'S NEVER BEEN DONE BEFORE' and a globe, with a button that says 'Explore our innovation stories'. The right column is titled 'EMERSON COMMUNITIES' and lists several community categories: 'Emerson Process Management' (including 'Emerson Exchange 365'), 'Emerson Network Power' (including 'Avocent Support', 'MyPower', and 'MyComputing'), 'Emerson Industrial Automation' (including 'Appleton Blog'), 'Emerson Professional Tools' (including 'Ridgid Plumbing Forum'), and 'Emerson Storage Solutions' (including 'ClosetMaid Community').

Social Integration

- ✓ WorkShop Vac effectively aligns its brand with social content.
- Other brands operate social programs without brand guidelines and lack polish.

WORKSHOPbrand Timeline Recent Like

WORKSHOPbrand August 17

Nice shot Tony! And a good way to remember to change your #vac #filter

When it's time to change the oil & filter in the truck...it's time to change the filter in the wet/dry vac.

Like · Comment · Share

3 people like this.

Write a comment...

WORKSHOPbrand August 16

Keep Calm and WORKSHOP !! #SuckItUp #GetItDone

KEEP CALM AND SUCK IT UP

Like · Comment · Share

9 people like this.







Write a comment...













Content Strategy Review - Experience

Site Content Experience Assessment Overview

- The assessment below shows the strengths and weaknesses of each site reviewed
- Leading content experiences are called out in yellow

KEY

-  Best in class
-  Strong experience
-  Average
-  Weak experience
-  Item not available
-  Leading experiences

Criteria	Emerson Desktop	Emerson Mobile
Target Audience		
Voice and Tone		
Content Types		
Calls to Action		
Findable/Searchable		
Social Integration		

Section 4: Competitive Review

Competitive Website Review

BEST OF BREED INDUSTRIALS

GE
BP
CATERPILLAR
SIEMENS
TARGA RESOURCES
OWENS CORNING
MITSUBISHI ELECTRIC
SHELL
3M

MIDDLE-OF-THE-ROAD*

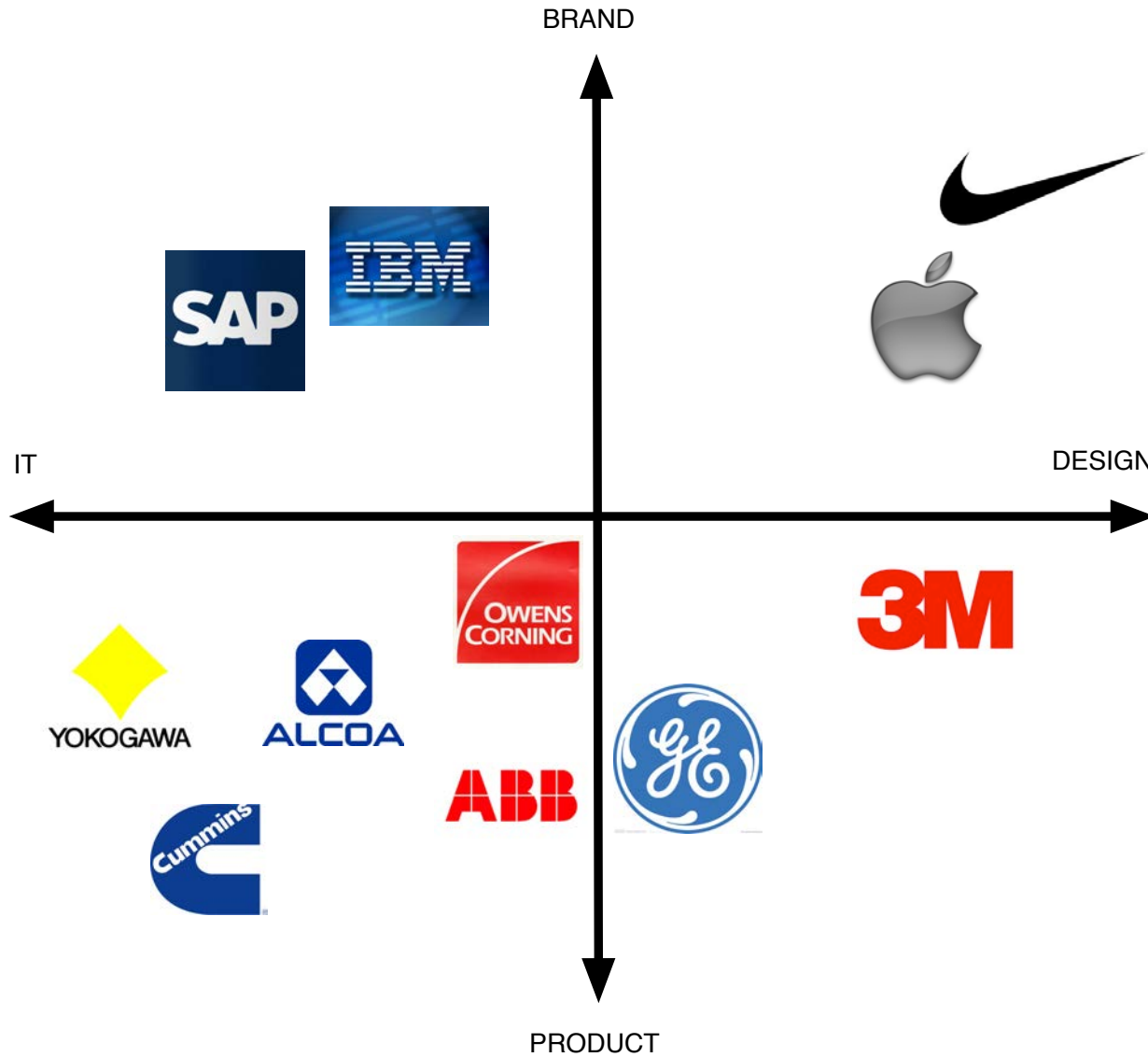
GRAINGER
UTC
HONEYWELL
ROCKWELL AUTOMATION
CUMMINS
YOKOGAWA
ENDRESS+HAUSER
SAP
SCHNEIDER ELECTRIC
RAYTHEON
DOW
INVENSYS
ABB
SAP
HUNTINGTON INGALLS

NON-INDUSTRIAL EXAMPLES

PEPSI
NIKE
FORD
DR. PEPPER SNAPPLE
HARLEY-DAVIDSON
HERSHEY'S

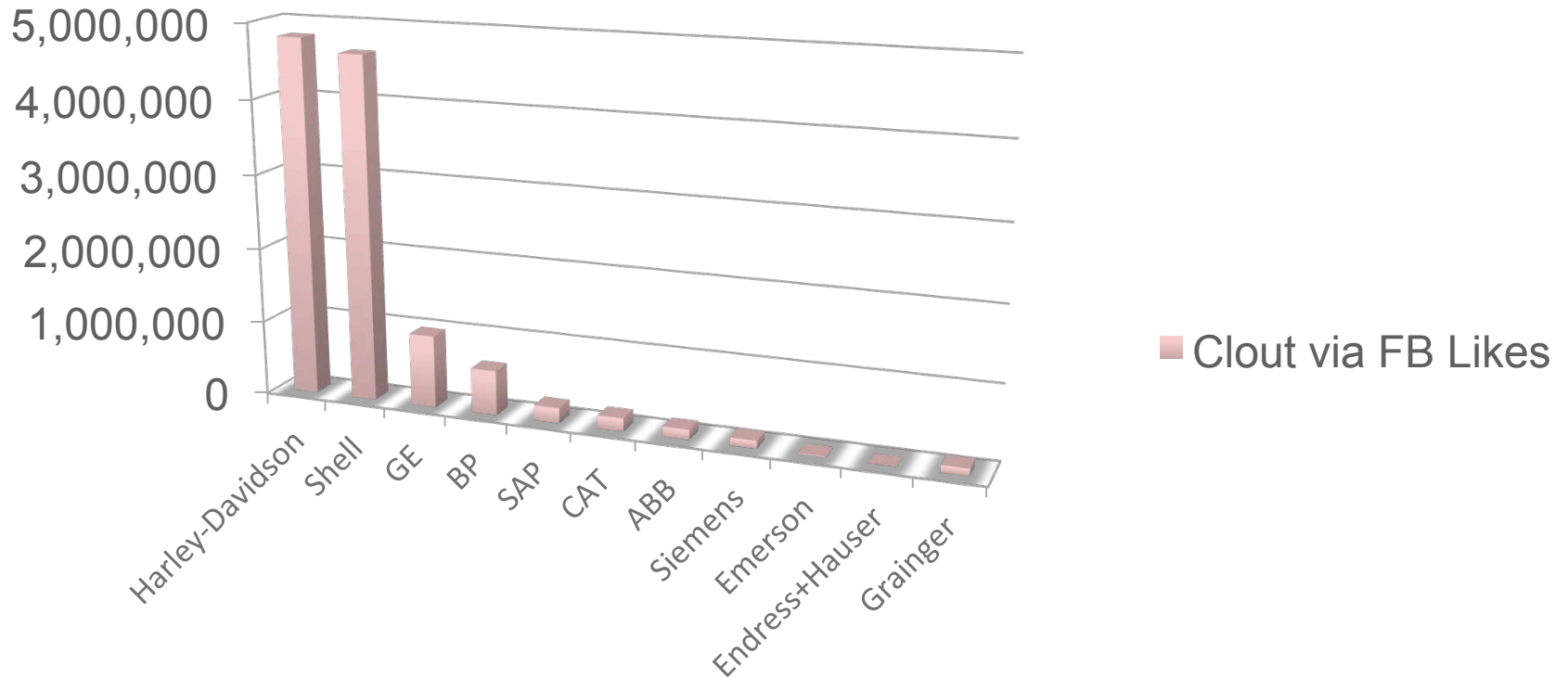
*Interesting features, but not best of breed

Corporate Website Spectrum



Competitive Website Review

Sample of Competitive Social Clout



Bubble Up Popular Brands and Products for Easy Access

Top Global Brands

PepsiCo offers products to over 200 countries and territories, and our Global Brands are our biggest sellers. These are PepsiCo's flagship food and beverages: our 22 iconic, billion-dollar brands.

Explore a brand logo below to learn more.

Top Global Brands



Good for You



Better for You



Fun for You



Tropicana is the leading producer and marketer of branded fruit juices.



Bubble Up Popular Brands and Products for Easy Access

Brands



Enter for an opportunity to win a \$25,000 Post-it® Possibility Grant.

[What's your DREAM for good? ↗](#)

What's your **DREAM** for good?

Visit Our Branded Sites:



Shop3M Shop Now

Most Popular



[3M Scotch-Weld Structural Plastic Adhesive DP8010 \(Off-](#)

[\\$31.97](#)

[Shop All Adhesives ↗](#)



[3M Scotchcast Inline Resin Splice Kit 82-A1, Up to 2 AWG](#)

[\\$32.52](#)

[Shop All Electrical ↗](#)



[Scotch-Brite General Purpose Hand Pad 744Z, 6 in x 9 in](#)

[\\$23.43](#)

[Shop All Abrasives ↗](#)



[3M Particulate Respirator 8210Plus, N95](#)

[\\$23.57](#)

[Shop All Safety ↗](#)

[Special Offers](#)
[On Sale](#)
[Just Arrived](#)
[Shop by Category](#)

Explain Why Your Products Matter

Follow our Stories



▶ The Story ▶ The Technology ▶ All Stories

Over 200,000 Mumbaikars depend on 5,000 Dabbawalas to deliver their lunch on time.

A clever marking code and the use of bicycles as well as local trains make this endeavor an efficient six-sigma quality service.

Siemens propulsion and electrical systems help Mumbai's local trains run smoothly, efficiently and on-time.



The Technology behind the Story

> Efficient transportation systems

Present Brand Storytelling In a Gallery Format

Renowned film directors, journalists and authors take a personal look at the lives of people benefitting from Siemens technology. Story formats include video, picture/text and interactive multimedia.

Follow our Stories    



All Stories (19) ▾

Latest ▾ A - Z

1 2 >



Powering Cities

A new generation of gas turbines from Siemens is powering some of America's biggest cities with efficient and clean energy.

A story by Chris Wilcha



Happier and Healthier

by Chris Wilcha



Virtual to Real

by Chris Wilcha



USER GENERATED STORY

San Diego Urban Timber

by Alberto Lopez



USER GENERATED STORY

Cycle Portlandia

by Allan Luebke & Ashley Scherman



The Helping Hand

by Z. Murphy & L. Kranen



USER GENERATED STORY

From My View

by Reggie Schickel



Detour to the Top

by K. Galloway & K. Duane



USER GENERATED STORY

Riding The MAX



A City Moves Forward

by Amy Hill & Chris Riess



Growing Up Healthy

by Amy Hill & Chris Riess



USER GENERATED STORY

We Can Do Better



Harvesting the Wind

by Ann-Carolin Reimsbach



Winning an MRI

by Ann-Carolin Reimsbach



Texas Storm Troopers

by Andy Isaacson

Brand Storytelling in a Gallery Format

GE works. Browse all stories.

f Like 20 | t Tweet 14 | in Share 3 | +1 9 | Pin it

VIEW ALL

MOVING

CURING

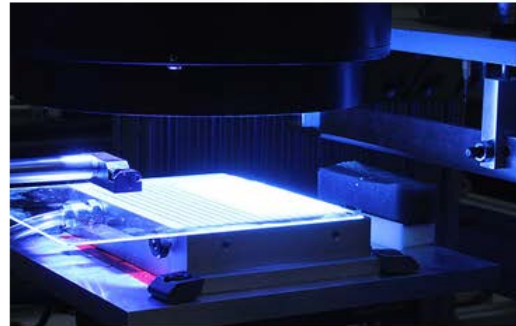
POWERING

BUILDING



June 2013

At the 2013 Paris Air Show, GE Aviation unveils the latest in its powerful class of turbofan engines.



June 2013

Additive Manufacturing is Reinventing the Way We Work



April 2013

Agent of good. See how GE Healthcare is designing software to help hospitals build connected operations and reduce patient wait times.



Express Your Backstory



Shell

6 hours ago

Celebrating our 60-year Technical Partnership with Ferrari, "Circuit" shows the evolution of Ferrari F1 cars. See how the video was made here. <http://bit.ly/14quGua>



FERRARI 500, 1952
WON 7 OF 8 CHAMPIONSHIP RACES IT
ENTERED IN 1952

Like - Comment - Share

201

1,985 people like this.

Aim Taglines at Engineering Audience

PRODUCTS

SERVICES

SOLUTIONS

EXPERTISE

RESOURCES

ABOUT US

 Shopping Cart (0)

FASTENER ENGINEERING. FOR THE PERFECT FIT.

[FASTENER ENGINEERING EXPERTISE ▶](#)



Products ▶

Find what you are looking for from our diverse range of products.



Suppliers ▶

We are an authorized distributor of world-class suppliers. View our brands.



Special Offers ▶

Find the latest discounts, incentives and special offers.

Add Data Visualizations

The screenshot displays the TARGA website's main navigation and a data visualization map. The top navigation bar includes links for Customer Center, K1 Tax Support, News, ABOUT US, OPERATIONS, INVESTORS, ES&H, CONTACT, and CAREERS. The TARGA logo is on the left. The main content area features a satellite map of the United States with several colored pins. A key in the bottom left identifies the pins: Gas Processing Plants (orange), NGL Logistics (green), NGL Wholesale Offices (blue), Products & Crude Assets (red), Regional Offices (yellow), and Corporate Headquarters (blue star). Three navigation buttons are overlaid on the map: VIEW ALL, GATHERING & PROCESSING, and LOGISTICS & MARKETING. The headline 'ENERGY TO DELIVER' is at the top left. A stock price table is in the top right.

Customer Center | K1 Tax Support | News

TARGA ABOUT US OPERATIONS INVESTORS ES&H CONTACT CAREERS

ENERGY TO DELIVER

NYSE: TRGP	\$68.09	-141	-2.03%
NYSE: NGLS	\$48.86	-0.49	-0.99%

VIEW ALL GATHERING & PROCESSING LOGISTICS & MARKETING

KEY

- Gas Processing Plants
- NGL Logistics
- NGL Wholesale Offices
- Products & Crude Assets
- Regional Offices
- Corporate Headquarters

OPERATIONS NEWS PRESENTATIONS Policy Sitemap

Use Large Product Images to Convey Weight and Power of Offerings



POWER SYSTEMS

INDUSTRIAL / OEM

DIESEL ENGINES - HIGHLY REGULATED >



DIESEL ENGINES - LESSER REGULATED & NON-REGULATED >



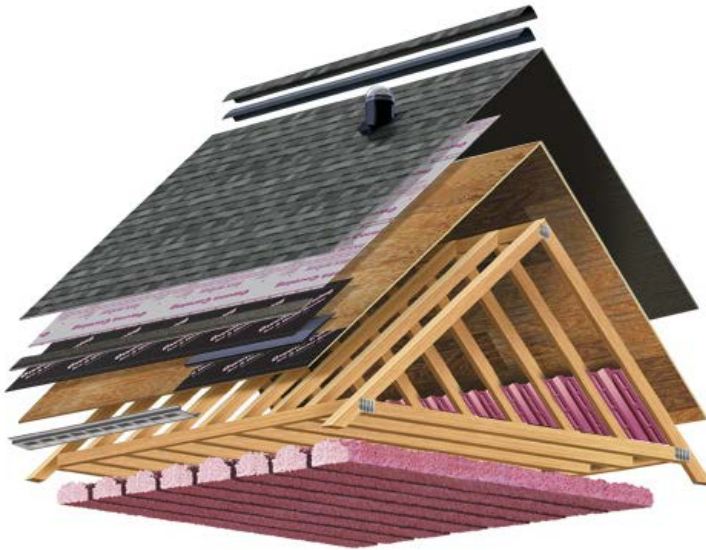
DIESEL FIRE PUMPS - HIGHLY & LESSER REGULATED >



Add Product Performance Visualizations



An Integrated Roofing System, Layer by Protective Layer



It takes more than just shingles to protect your home. It takes an integrated system of components and layers designed to withstand the forces of nature outside while controlling temperature and humidity inside. The Owens Corning™ Total Protection Roofing System™^S gives you the assurance that all of your Owens Corning™ roofing components are working together to help

Funnel Customers By Type

Welcome to Owens Corning

Click below to find the information that's right for you.



I am a Homeowner



I am a Building Professional,
Contractor



I am an Architect, Engineer,
Specifier



I am a Composites
Professional

Find a contractor

Enter your ZIP or postal code so we can show you relevant information:

Downloads



Are you a Contractor, Builder or Distributor?
Need to download information?

Corporate Information

Learn more about Owens Corning

Funnel Customers By Type



CRAFT A CAREER AT DPS >

We're looking for people with the motivation and courage to jump in, take control of their career, embrace new experiences, meet great people and build new skills.

RECENT OPENINGS >

Inventory Clerk 1st Shift - Dallas (Pipestone)...



INVESTORS >

Explore our Investor Center to read our Annual Report, catch up on our latest financial news and events, get Shareowner information and more.

LATEST ANNOUNCEMENTS >

Dr Pepper Launches 2013 Tuition Giveaway, Will...

Try Anchored Navigation to Keep Top Tasks Readily Available



Our Two Public Companies

TARGA RESOURCES PARTNERS LP

NYSE: NGLS

The Partnership is a leading provider of midstream natural gas and NGL services in the United States that was formed in October 2006 to own, operate, acquire and develop a diversified portfolio of complementary midstream energy assets. The Partnership is engaged in the business of gathering, compressing, treating...

▶ LEARN MORE ABOUT NGLS

▶ NGLS CORPORATE GOVERNANCE

NYSE:NGLS \$49.19

Unit Quote

Change	0.32	% Change	0.655%
Open	48.92	Close	48.87
High	50.04	Low	48.63
52 Week High	54.13	52 Week Low	34.39
Volume	325,700	Quote Time	4:03 PM ET

Minimum 20 minute delay.

TARGA RESOURCES CORP

NYSE: TRGP

Targa Resources Corp owns general and limited partner interests, including incentive distribution rights ("IDRs"), in Targa Resources Partners (NYSE: NGLS), a publicly traded Delaware limited partnership that is a leading provider of midstream natural gas and natural gas liquid services in the United States.

▶ LEARN MORE ABOUT TRGP

▶ TRGP CORPORATE GOVERNANCE

NYSE:TRGP \$71.40

Stock Quote

Change	1.60	% Change	2.292%
Open	70.20	Close	69.80
High	72.34	Low	69.86
52 Week High	69.80	52 Week Low	45.62
Volume	277,100	Quote Time	4:03 PM ET

Minimum 20 minute delay.

▶ OPERATIONS

▶ NEWS

▶ PRESENTATIONS

Policy | Sitemap

Select Font Attributes to Impact Brand or Product Story



Explore the network of
company websites

Huntington Ingalls Industries

HII Stock: : 64.71 Low: 63.22 Open: 64.58 Trade: 63.32

Who We Are

Careers

Employees

News

Investor Relations

Search across HII sites



**UPSTREAM,
MIDSTREAM
OR
DOWNSTREAM**

**THEY ALL FLOW THROUGH
AVONDALE**

AVONDALE

World-class engineering and modular construction for energy infrastructure

Learn more



Select Font Attributes to Impact Brand or Product Story

John Warner
SSN 785



Newport News
Shipbuilding
A Division of Huntington Ingalls Industries

The Virginia-Class

The *Virginia*-class of submarines are the most advanced submarines in the world... silent, fast and deadly.

About the *Virginia*-class



Keel Laying Ceremony

March 16, 2013

Watch a replay of the webcast



Use Faceted Search Techniques to Help Find Brands

The screenshot displays the Hershey's website with a search bar at the top right containing the text "search..." and a "Search" button. Below the search bar is a link for "Contact The Hershey Company". A navigation menu includes "ABOUT HERSHEY'S", "BRANDS", "RESPONSIBILITY", "NUTRITION & WELL-BEING", "INVESTORS", "CAREERS", "HERSHEY'S PARTNERS", and "NEWSROOM". The "BRANDS" menu item is active, opening a dropdown with the following options: "BROWSE BY:", "ICONIC BRANDS", "CATEGORY", "SPECIAL DIETARY NEEDS", and "ALPHABETICAL LISTING". Below this is a "NUTRITION" section with a link to "Read More About Nutrition". At the bottom of the dropdown is a "SPECIAL DIETARY NEEDS" section with links for "Gluten Free Products" and "Kosher Products". The main content area features the heading "OUR BRANDS" and a sub-heading "HERSHEY'S principal product groups include:". The text describes confectionery products, grocery products, and beverages. To the right, there is a search prompt "LOOKING FOR SPECIFIC PRODUCT INFORMATION?" and a search input field containing "HERSHEY'S" with a "GO" button. A banner for Twizzlers is visible at the bottom of the page.

Advertisement

Subscribe Promotions eStore

HERSHEY'S
The Hershey Company

search... Search

[Contact The Hershey Company](#)

ABOUT HERSHEY'S **BRANDS** RESPONSIBILITY NUTRITION & WELL-BEING INVESTORS CAREERS HERSHEY'S PARTNERS NEWSROOM

BRANDS

BROWSE BY:
ICONIC BRANDS
CATEGORY
SPECIAL DIETARY NEEDS
ALPHABETICAL LISTING

NUTRITION
▶ [Read More About Nutrition](#)

SPECIAL DIETARY NEEDS
▶ [Gluten Free Products](#)
▶ [Kosher Products](#)

OUR BRANDS

HERSHEY'S principal product groups include:
confectionery products sold in the form of bar goods, bagged items and boxed items; grocery products in the form of baking ingredients, chocolate drink mixes, peanut butter, dessert toppings and beverages.

LOOKING FOR SPECIFIC PRODUCT INFORMATION?

HERSHEY'S GO

Twizzlers

Mega Menus Can Help Prioritization and Feature Newest Material

About BP

Products and Services

Sustainability

Investors

Press

Careers

Gulf of Mexico restoration

Press releases >

Find the latest press releases in our press centre, or search by topic or date through the archive

Press contacts >

Media professionals can address their enquiries to our press office teams in the UK and the US

RSS feeds >

Speeches >

Read speeches made by BP's executives and management team at events around the world

BP Magazine >

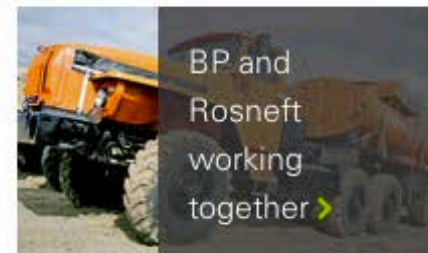
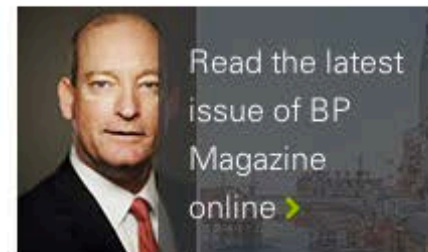
BP Magazine is the international magazine of the BP group published for external readers

Media library >

Find images, videos, infographics, audio and other resources available for download

Features >

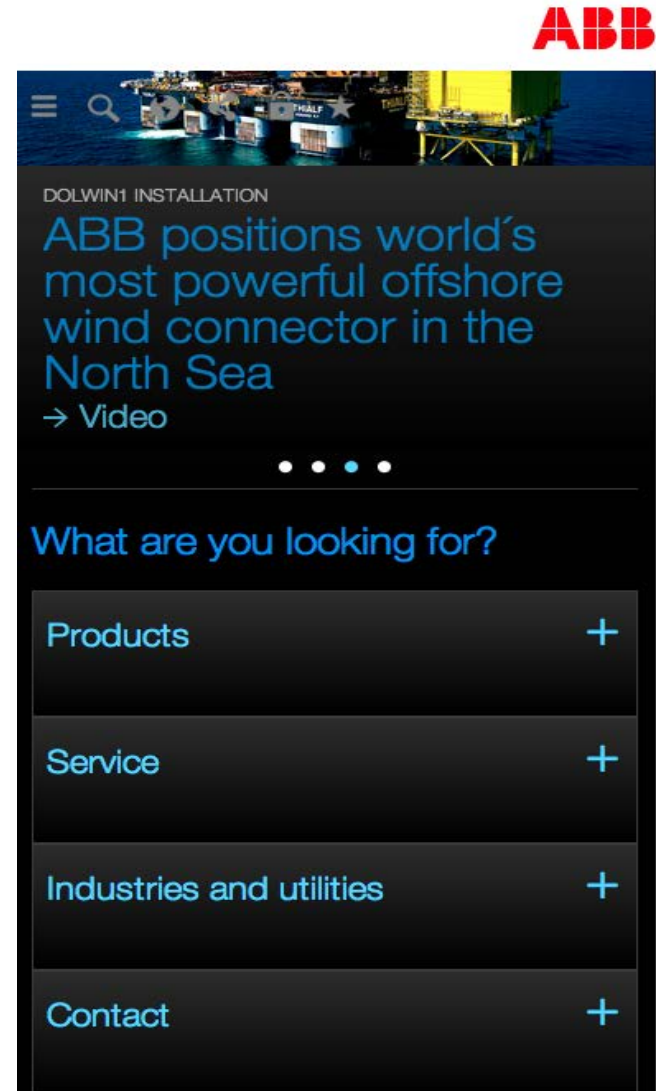
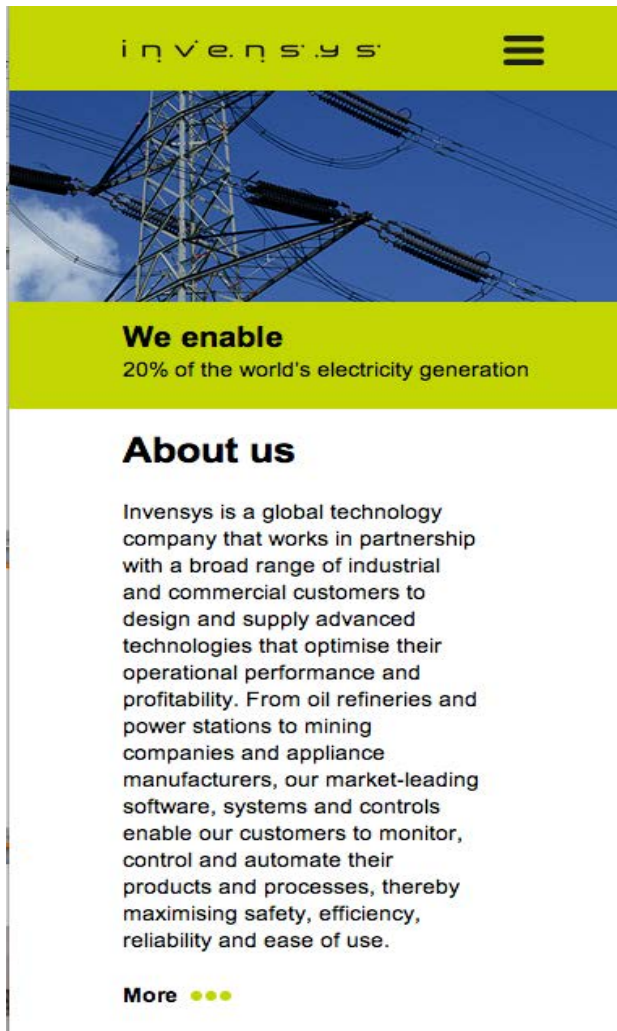
Discover more about our operations and activities in a series of feature articles and videos



Mega Footers Can Help Manage Brand or Product Overload

Insurance	Banking	Investments	Advice	Auto Circle
Auto Insurance	Checking Accounts	Help Me Get Started	Retirement Planning	Car Buying Service
Home & Property Insurance	Savings Account	USAA Mutual Funds	Financial Planning	Auto Loans
Life Insurance	Certificates of Deposit	Stocks, Bonds, Funds & ETFs	Managing Your Money	Auto Insurance
Additional Insurance Solutions	Credit Cards	Retirement Accounts	Growing Your Retirement	Sell Your Car
Medicare Solutions	Home Mortgages	USAA Managed Money	Living in Retirement	Home Circle
Claims Center	Auto Loans	529 College Savings	Military Retirement	Home Mortgages
	Home Equity Products	Annuities	View the Retirement Guide	Home Equity Products
		Market Insight		Home and Rental

Go Responsive to Help Solve Mobile Maintenance



Consider Visual Storytelling



generalelectric ▾

GE This feed features the groundbreaking research and technology that GE has been developing since the days of Edison.

265 posts	143,070 followers	72 following
---------------------	-----------------------------	------------------------

Do You Have Brand Content Worth Sharing?



SOLUTIONS PRODUCTS COMPANY NEWS INVESTORS CAREERS LOCATIONS



Solutionism Stories



Clothes That Care for Themselves

The practice of using silver to prevent bacteria growth has been around for centuries. See how Dow is using this technology to create smarter, longer-lasting fabrics that take care of themselves, as well as you.

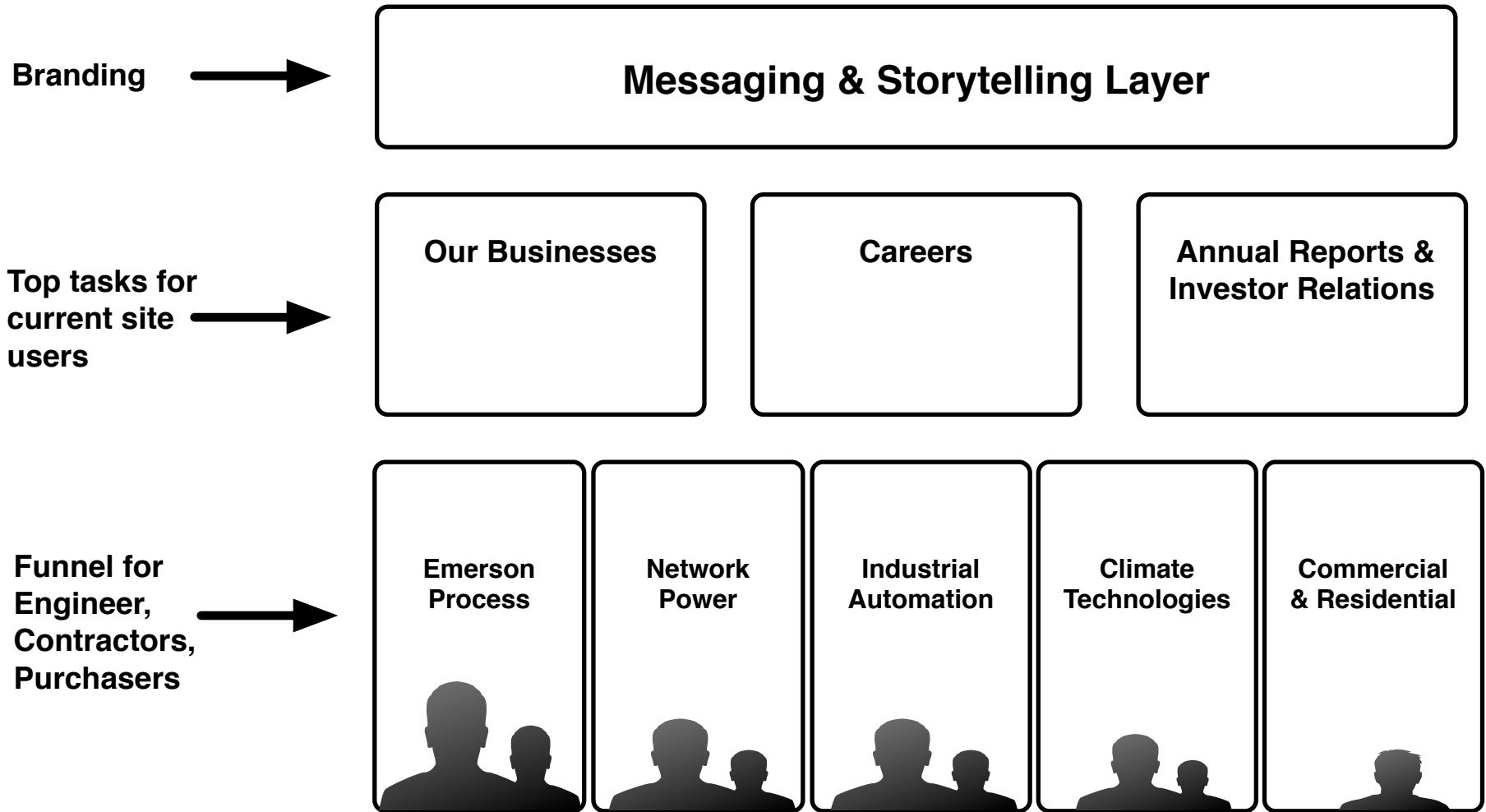


Section 5: Recommendations and Final Thoughts

Recommendations

- ✓ Flesh out and activate an authentic brand story on your corporate website
- ✓ Identify top tasks and design your navigation and page-level elements to make these tasks easily accessible
- ✓ Create targeted funnels based on your personas to ensure customers can find what they need
- ✓ Shorten copy – embrace visual storytelling and data visualization to convey information
- ✓ Less and fresh – Keep content fresher and remove stale or off-brand messages
- ✓ Reconcile differences between mobile and desktop
- ✓ Don't let technology hamper your desire to evolve – present products with pride
- ✓ Personalize experience based on past user behavior (introduce relevant tools, apps, etc.)

Visualization of Emerson Content Experience



Visualization of Repeat Emerson Content Experience

Shift focus
to EPM story



Messaging & Storytelling Layer

Top tasks for
EPM site
users



Our Businesses

Careers

**Annual Reports &
Investor Relations**

User has
expressed
interest in EPM
based on
previous visit



**Emerson
Process**

**Network
Power**

**Industrial
Automation**

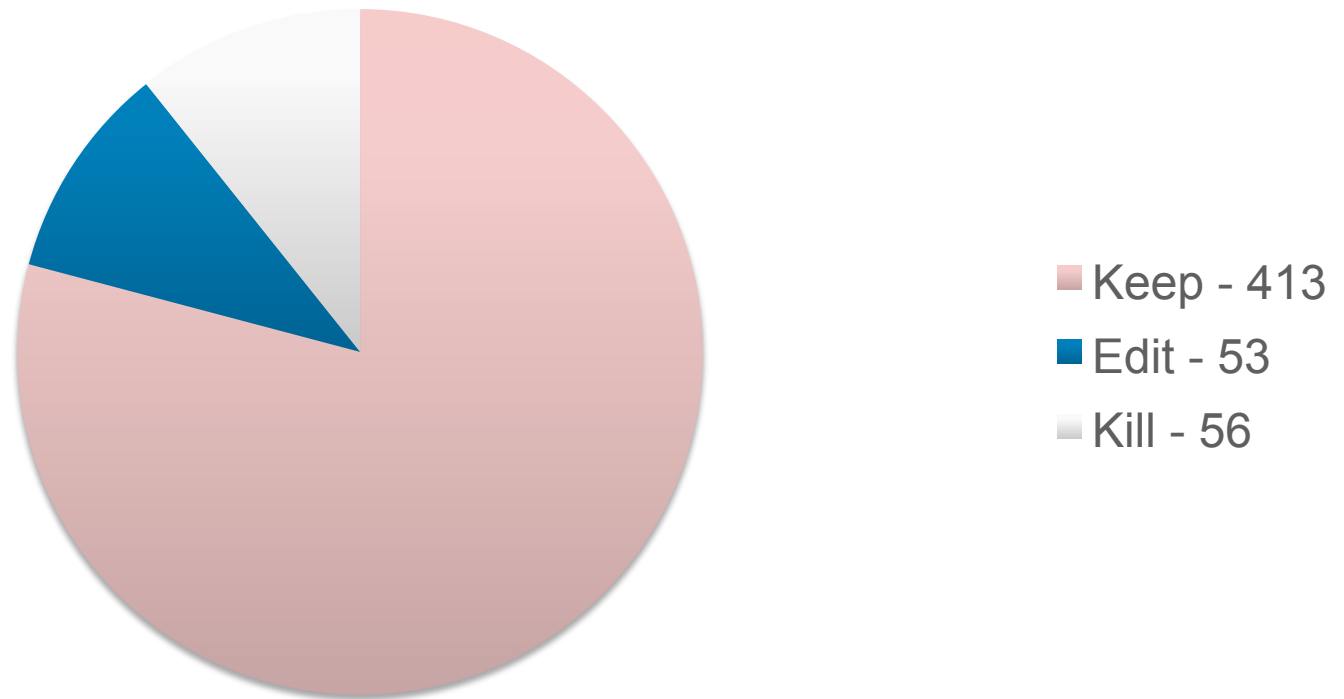
**Climate
Technologies**

**Commercial
& Residential**



Keep, Edit, Kill

These are recommendations for how to treat your content during the migration and consolidation of your website. If budget permits, the number of edits listed below could be greatly increased to achieve more concise, scan-able copy throughout the site. Some copy could be converted to data visualizations.



Keep Copy

Most copy listed as “keep” is deemed to be either legally required, archive content (news releases), or pages that could be kept as part of a mass migration for new site. Keep in mind that most of this “keep” copy could be made more scan-able and concise.

CORPORATE GOVERNANCE

COMPANY OVERVIEW

EMERSON BUSINESSES

INVESTOR RELATIONS

Business Segments

Corporate Governance

Principles and Practices

Board of Directors

Committee Charters

Business Ethics

Articles of Incorporation

ByLaws

Executive Officer
Severance Policy

Contact Us

Events Calendar

Stock Price / Chart

Financial Releases

SEC Filings

Presentations

Annual Reports

Committee Charters

Committee Charters

Audit Committee

Assists the Board in providing oversight of the systems and procedures relating to the integrity of the company's financial statements, financial reporting process, systems of internal accounting and financial controls, the internal audit process, the annual independent audit process of the company's annual financial statements, compliance with legal and regulatory requirements, and the qualification and independence of the company's primary independent audit firm.

Audit Committee Charter:  

Committee Members: August A. Busch III, *Chair*; Joshua B. Bolten; Harriet Green; Matthew S. Levatich; James S. Turley
Meetings in Fiscal 2012: 4

Compensation Committee

Oversees the Board's responsibilities relating to compensation of the company's executives and production of the committee's annual report on executive compensation to be included in the company's annual proxy statement.

Compensation Committee Charter:  

Committee Members: Randall L. Stephenson, *Chair*; Clemens A. H. Boersig; William R. Johnson; Matthew S. Levatich; Joseph W. Prueher
Meetings in Fiscal 2012: 5

Edit Copy

Most copy listed as “edit” is too long or needs to be chunked. Some of the more aspirational brand storytelling copy is also listed as edit because it could use some tightening and re-framing to speak more to the customer and less to the product.



ETHICAL BEHAVIOR

OUR PEOPLE

- Leadership Development
- Workplace
- Human Rights

HEALTH AND SAFETY

ENVIRONMENTAL STEWARDSHIP

SUPPLY CHAIN

COMMUNITY INVOLVEMENT

Investing in Our Organization Where People Make the Difference

Commitment to People, Open Communication and Leadership as a Cornerstone of Emerson's Business Process

Integrity and a focus on people assure that the Emerson legacy of excellence at every level of our business continues over time. Delivering all-out performance requires trust founded on open and honest communications. This transparency helps align commitment to our goals with recognition of how each person's ideas, energy and enthusiasm contributes to Emerson's success.

In keeping with our core values, we emphasize and nurture a deep commitment to the people of Emerson and the organizational model that propels our success. The imperative to deal fairly with our employees and to develop and motivate people as innovators and leaders forms a cornerstone of our management process and our high-performance approach to business.

Emerson's long history of positive and effective employee practices provides our company with a set of beliefs, approaches and tools, which we export to every country where we operate. Emerson's management process, conceived in the 1950s when we operated as a small Missouri company, depends on the same values and organizational principles today and succeeds in the range of business environments we encounter across six continents.

Our successful global expansion proves Emerson's success in adapting our management process to execute it effectively in a wide variety of cultural and business climates. This requires blending our fundamentals with an objective view of local distinctions. Regardless of the location, we find a common thread among employees and managers who desire to be a part of an organization that combines integrity and a commitment to hard work with open and realistic communication in order to succeed in a sustained manner. By bringing our best practices to locales across the world, we attract and employ the best and most motivated people.

To create an environment where people can make a difference, management has the responsibility to:

We manage operations in a manner that fosters fairness, organizational strength, and strong communications with and respect for our employees.

Kill Copy

Most copy listed as “kill” is either duplicate copy, old copy, or copy that could be logically combined or folded into other sections, such as integrating future “Innovation” stories into the “Never Been Done Before” section and killing stories that don’t fit into the new approach.

COMMUNITY GIVING

ETHICAL BEHAVIOR

OUR PEOPLE

HEALTH AND SAFETY

ENVIRONMENTAL STEWARDSHIP

SUPPLY CHAIN

COMMUNITY INVOLVEMENT

Emerson Charitable Trust
Community Giving 2011
[Community Giving Archive](#)
Employee Volunteerism
Excellence in Teaching Awards

Community Giving Report 2006

During our 2006 fiscal year, Emerson and the Emerson Charitable Trust distributed grants and matching gifts to charities, educational institutions, and nonprofit organizations totaling more than \$23 million. Excerpts from the 2006 report are provided below.

To view the complete Emerson Community Giving Report 2006, including a list of recipients of \$5,000 or above, [click here](#) (PDF, 1.8 MB).

Education

In fiscal 2006, Emerson and the Emerson Charitable Trust contributed more than \$7 million to 300 educational organizations and institutions. The lives we touched this year include:

Cardinal Ritter Prep High School (St. Louis, MO)

INROADS (Chanhassen, MN)

Health & Human Services

In fiscal 2006, the Emerson Charitable Trust contributed more than \$7.7 million to 586 different organizations serving health and human services needs. The lives we touched this year include:

Homeless Solutions, Inc. (Morristown, NJ)

Alvin J. Siteman Cancer Center (St. Louis, MO)

Arts and Culture

In fiscal 2006, Emerson and the Emerson Charitable Trust donated more than \$4.6 million to 141 organizations and institutions in support of arts and cultural programs and events. The lives we touched this year include:

Missouri Botanical Garden (St. Louis, MO)

Emerson is where technology and engineering come together to create solutions for the benefit of our customers, driven without compromise for a world in action.

Emerson Brand Promise

**COMMUNITY GIVING
FROM 2006 COULD BE
KILLED IN NEW SITE**