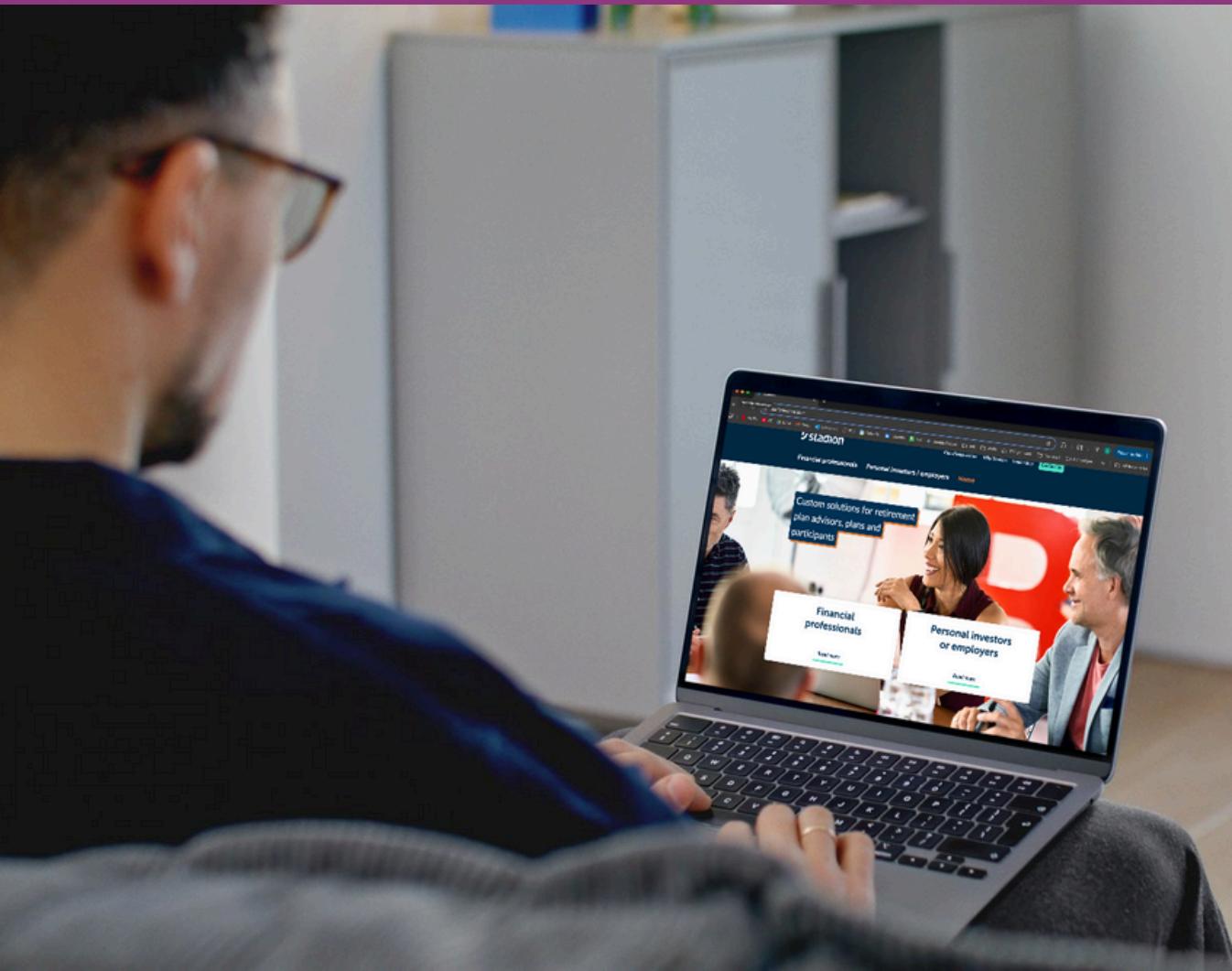


 Stadion

# Content & Site Audit

October 2025



# Audit Intent

## Purpose of Audit

- Gain a better overall understanding of the Stadion site and its functionality.
- Improve overall understanding of the Stadion brand voice.
- Identify opportunities to implement improvements to structure, functionality, and user navigation throughout the site (without changing branding, look, and feel).

## Key Objectives



Identify actionable strategies for website improvement.



Gain a clear understanding of how Stadion communicates with audience.

# Brand Foundation

## Mission

Stadion was founded in 1993 with one goal: “to make investing easier to understand and less stressful for investors.”

## Vision

Stadion’s vision is to be the most trusted partner in empowering retirement plan participants and sponsors with personalized, transparent, and technology-enabled solutions that deliver confident outcomes over the long term.

## Values & Key Themes

- *Customization/Personalization*
  - Stadion emphasizes that one-size-fits-all doesn’t work for retirement, and offers technology and tools that allow accounts to reflect individual risk attitudes, etc.
- *Support/Service*
  - U.S.-based service, call center, investor services department, etc.
- *Reliability & Long-Term Partnership*
  - Stadion emphasizes its longevity and commitment to staying with clients “for the long run.”

# Audience and Personas

## Primary Audience

- Financial Advisors/Plan Advisors
  - Professionals who recommend or manage retirement plans for clients.
- Plan Sponsors/Employers
  - Organizations offering retirement plans to their employees.
- Plan Participants/Personal Investors
  - Individual employees and investors using Stadion-managed retirement accounts.

## User Personas



### Emily Rob, 42

#### Financial Advisor

- Goal: Find reliable investment partners who can offer custom retirement solutions for clients.
- Needs: Clear explanations of products, proof of performance, regulatory compliance, and accessible support materials.



### David Williamson, 35

#### Project Manager at a Construction Firm

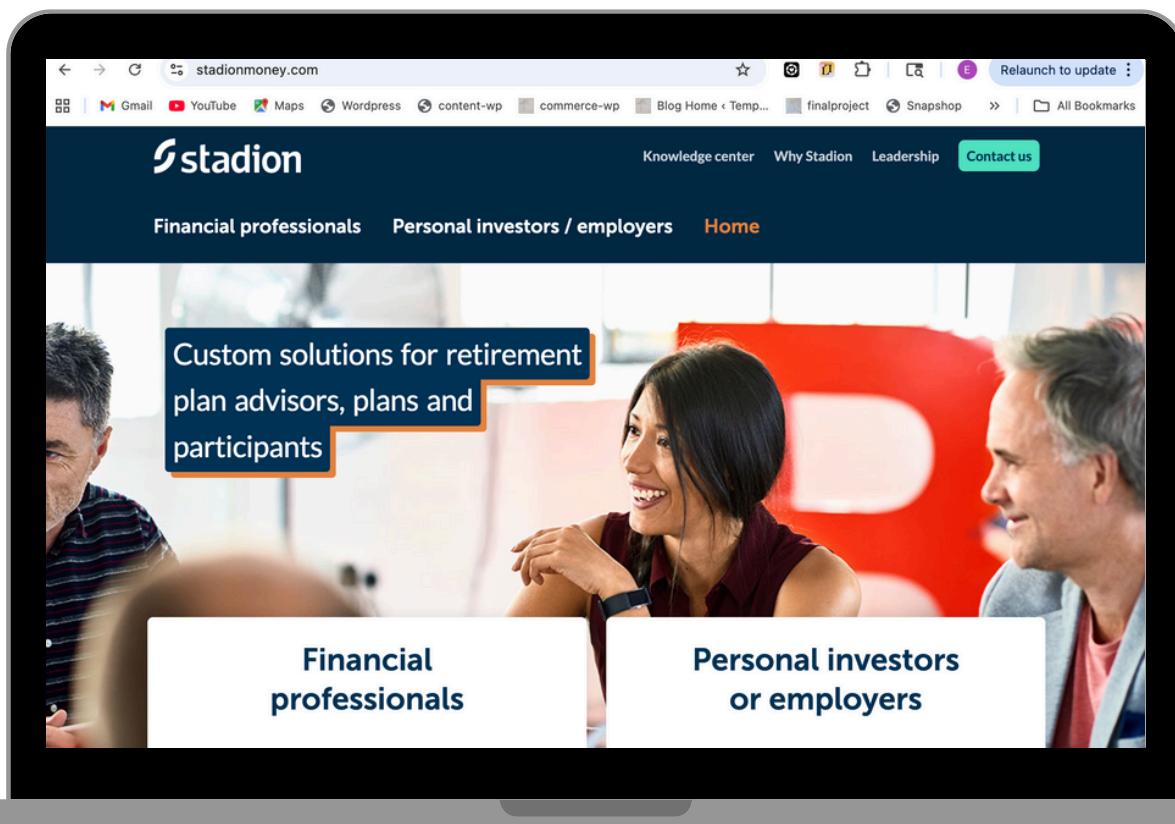
- Goal: Build long-term financial security for his family.
- Needs: To make smart investment choices without having to spend hours researching or needing a finance degree.

# Current Site: Strengths

## Value Proposition:

Stadion's value proposition is clear, concise, and appears immediately upon entering the website. The homepage quickly communicates their role in providing investment management solutions.

The segmentation between "Financial Professionals" and "Personal Investors/Employers" also makes it easy for different audiences to identify where to go within the site. This direct nature strengthens Stadion's site as it eliminates confusion about who the intended audience is for each service.

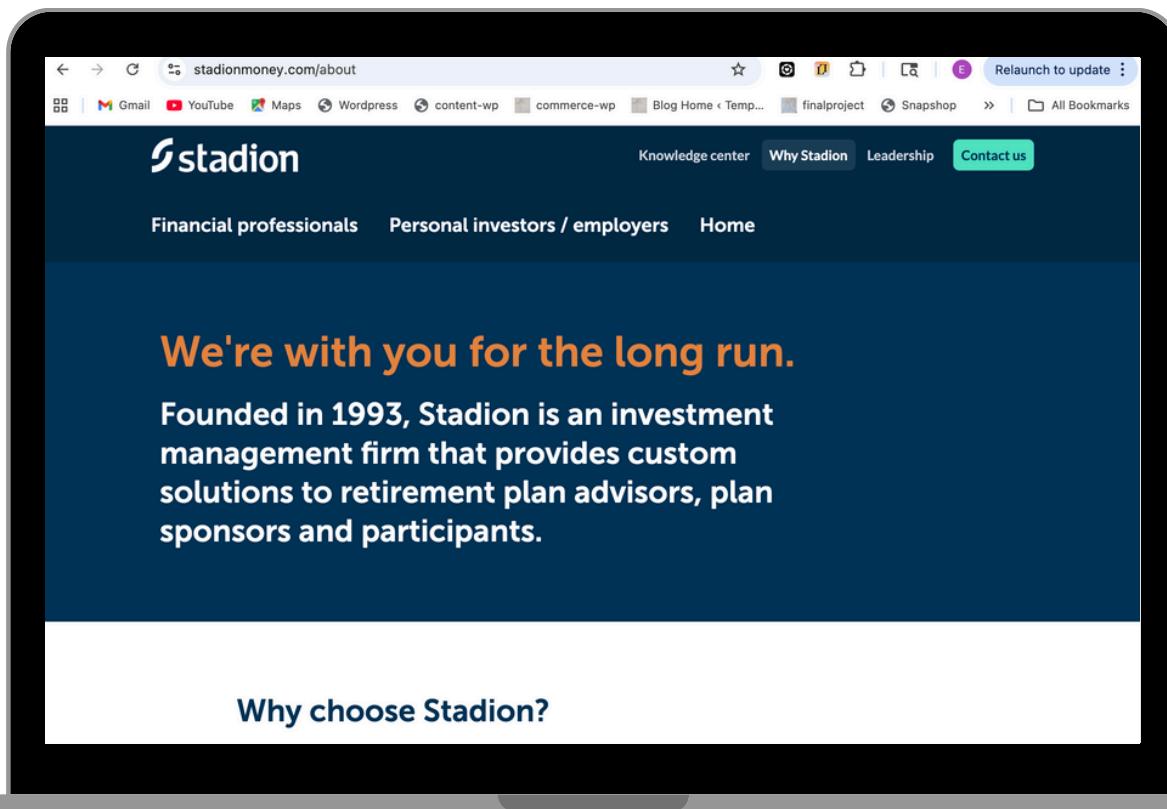


# Current Site: Strengths

## Trust and Compliance:

The manner in which messaging is approached on Stadion's site reflects an effort to establish trust by highlighting Stadion's long history. The site emphasizes the firm's founding year and how the company remains committed to supporting clients over time.

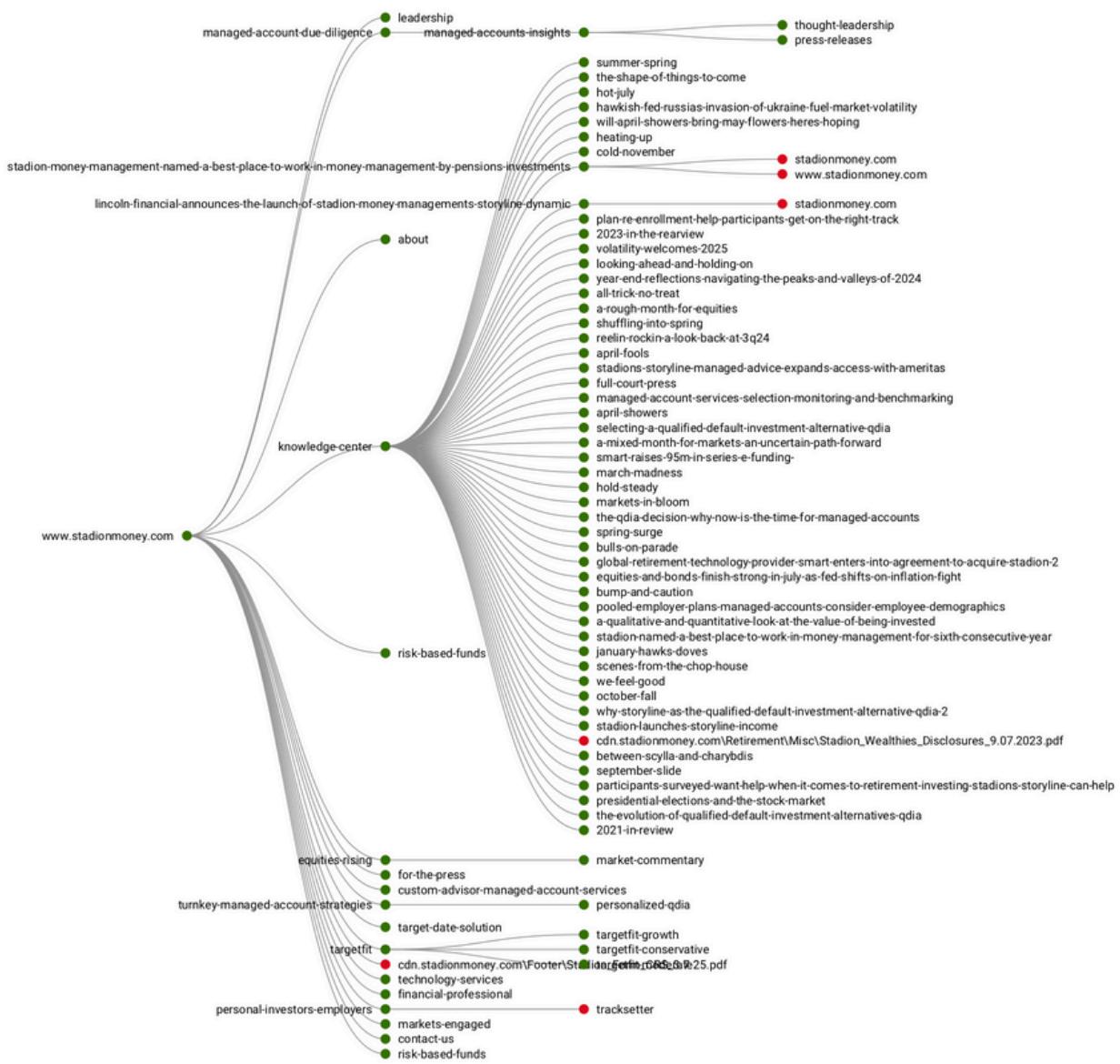
This longevity reinforces a sense of stability and reliability, two assets in the investment management industry. Furthermore, the site underscores its regulatory standing by making note of SEC registration and incorporating links to significant documents such as Form ADV Part 2 and Form CRS. Stadion also includes risk disclaimers, demonstrating their commitment to being transparent with their consumers and clients.



# Current Site: Weaknesses

## Complex Site Map:

The site has too many layers between the homepage and key content (~3-5 clicks to get to a page), making it hard for users to find specific information. Logical grouping and balancing content with dropdown menus can make Stadion's website more streamlined and user-friendly. Several sections contain similar types of content, creating room to simplify and clarify navigation labels.

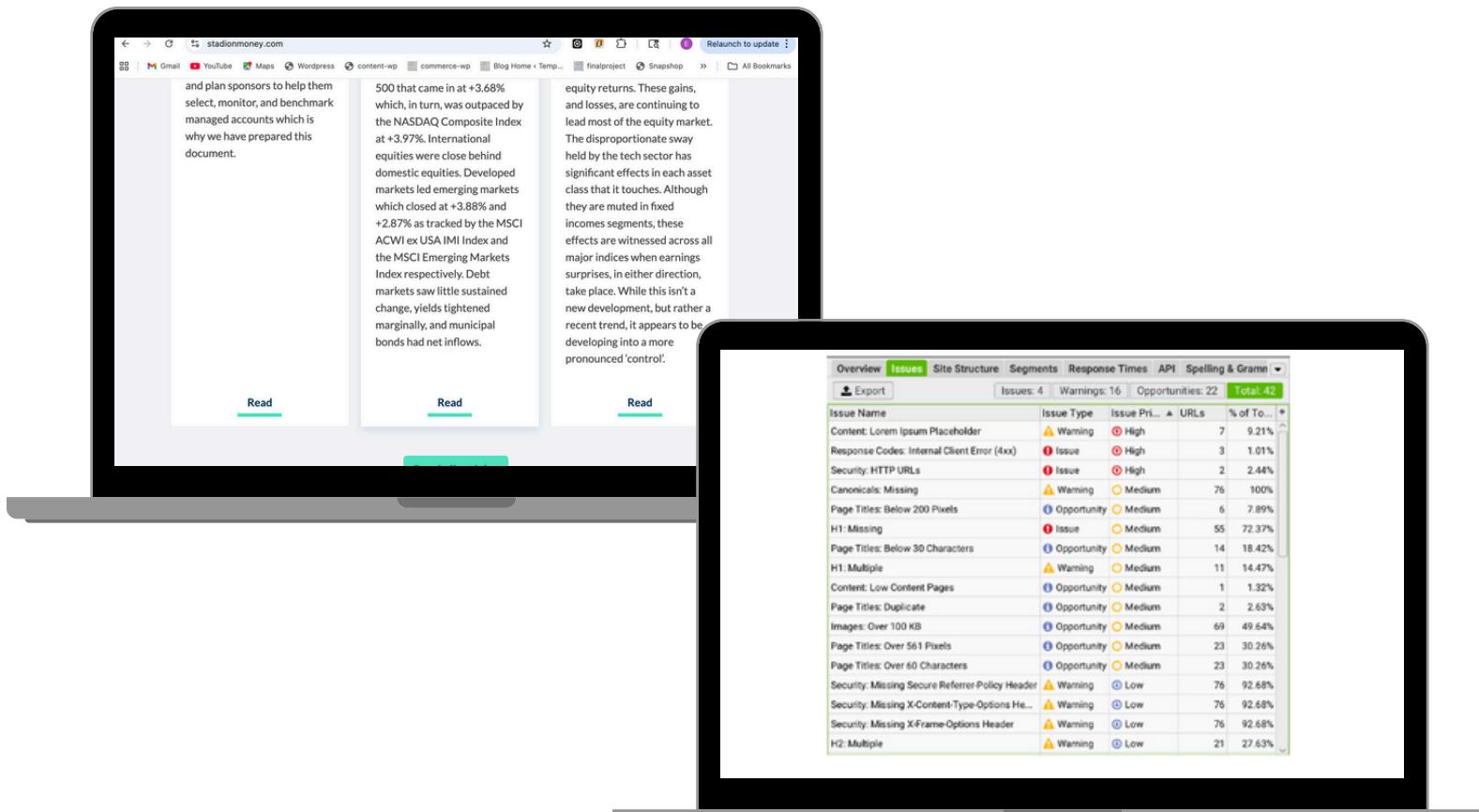


# Current Site: Weaknesses

## Weak CTA's & Technicalities:

Stadion's current site lacks engaging call-to-actions. These buttons could be renamed to taglines like "Read More," "Learn More," or "Click here to learn how Stadion can help you." The generic nature of these buttons reduces their ability to successfully guide visitors further into the site or motivate them to take the next step with the company. More intentional phrasing would make the user experience feel purposeful, while also helping Stadion effectively capture visitor interest.

The site also has **4 issues**, **16 warnings**, and **22 opportunities** with site functionality.



The image shows a laptop and a tablet. The laptop screen displays the Stadion website (stadionmoney.com) with three identical "Read" call-to-action buttons at the bottom of a page. The tablet screen shows a technical audit tool with a table of results. The audit table has the following data:

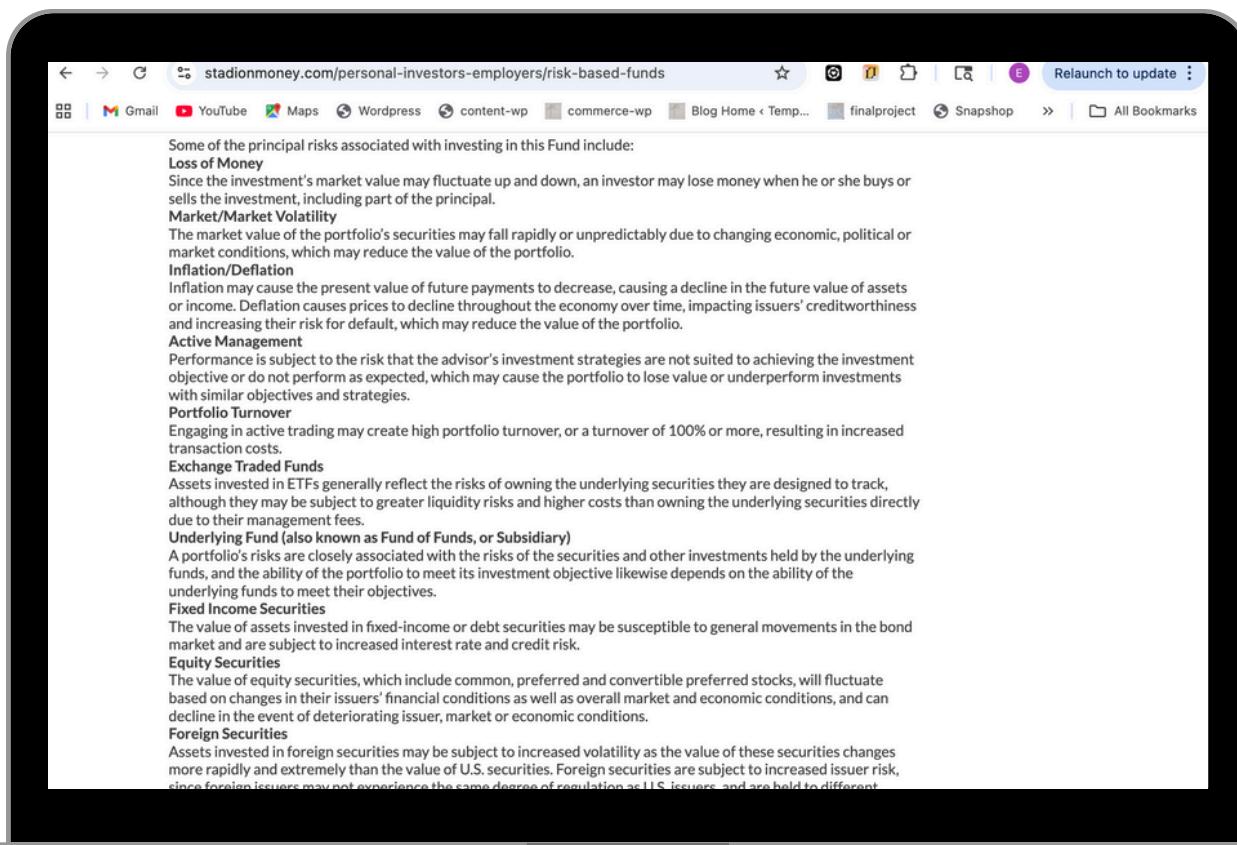
Issue Name	Issue Type	Issue Pr...	URLs	% of To...
Content: Lorem Ipsum Placeholder	Warning	High	7	9.21%
Response Codes: Internal Client Error (4xx)	Issue	High	3	0.01%
Security: HTTP URLs	Issue	High	2	2.44%
Canonicals: Missing	Warning	Medium	76	100%
Page Title: Below 200 Pixels	Opportunity	Medium	6	7.89%
H1: Missing	Issue	Medium	55	72.37%
Page Title: Below 30 Characters	Opportunity	Medium	14	18.42%
H1: Multiple	Warning	Medium	11	14.47%
Content: Low Content Pages	Opportunity	Medium	1	1.32%
Page Title: Duplicate	Opportunity	Medium	2	2.63%
Images: Over 100 KB	Opportunity	Medium	69	49.64%
Page Title: Over 561 Pixels	Opportunity	Medium	23	30.26%
Page Title: Over 60 Characters	Opportunity	Medium	23	30.26%
Security: Missing Secure Referrer-Policy Header	Warning	Low	76	92.68%
Security: Missing X-Content-Type-Options He...	Warning	Low	76	92.68%
Security: Missing X-Frame-Options Header	Warning	Low	76	92.68%
H2: Multiple	Warning	Low	21	27.63%

# Current Site: Weaknesses

## Large Amounts of Financial Jargon:

Stadion's current site contains large amounts of dense copy and phrases. These areas could be simplified to be more digestible and also accompanied by applicable graphics. Eliminating jargon will allow the site to be a support for employees and clients when trying to explain Stadion Connect and the company's overall offerings in the future.

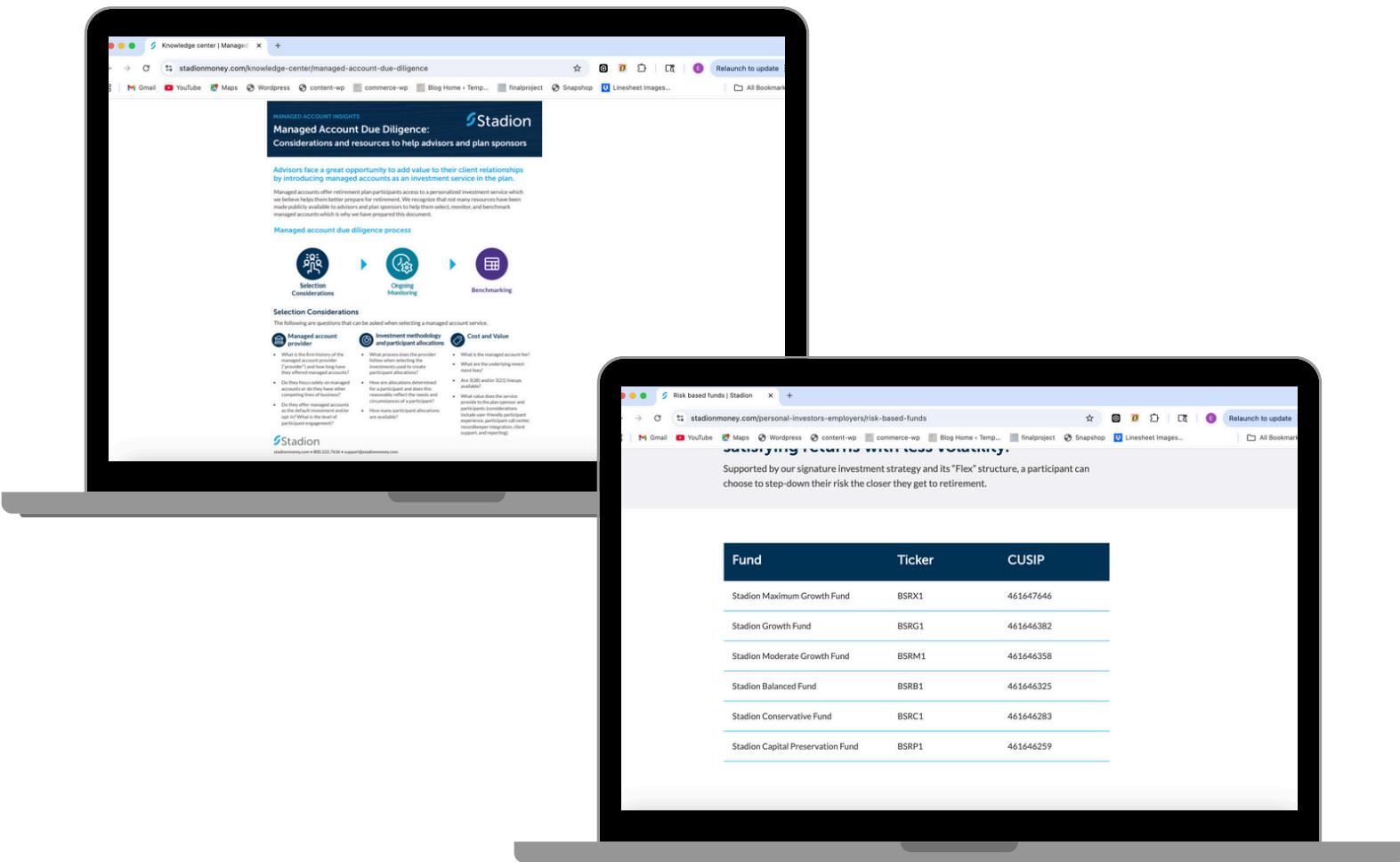
**Flesch Reading-Ease Score:** 49 cases of a **Fairly Hard** or **Hard** Readability Score.



# Current Site: Weaknesses

## Poor visuals:

The visuals and graphics on Stadion's site are currently lacking dynamic elements and are difficult to understand. While some are useful in further explaining difficult concepts, they do not appear cohesive with the site or the provided content. In addition to this, some of the graphics appear blurry, as though they were screenshotted and dropped into the site, rather than integrated correctly. Overall, adding updated visuals will allow Stadion to further differentiate itself in the market.



**MANAGED ACCOUNT INSIGHTS**  
**Managed Account Due Diligence:**  
 Stadion  
 Considerations and resources to help advisors and plan sponsors

Advisors face a great opportunity to add value to their client relationships by introducing managed accounts as an investment service in the plan.

Managed accounts offer retirement plan participants access to a personalized investment service which we believe helps them to prepare for retirement. We recognize that not many resources have been made available to help advisors and plan sponsors select, monitor and benchmark managed accounts which is why we have prepared this document.

**Managed account due diligence process**

Three circular icons: Selection Considerations, Ongoing Monitoring, Benchmarking.

**Selection Considerations**

The following are questions that can be asked when selecting a managed account service:

- Managed account provider
- Investment methodology and participant education
- Cost and Value

Questions for each category:

- What is the firm history of the provider? How long have they been in business? How long have they been providing managed accounts?
- Do they focus solely on managed accounts or do they have other investment products?
- Do they offer managed accounts to participants? What is the level of participant engagement?
- What is the managed account fee?
- What are the underlying investments used to create the managed account?
- Are 3(3) or 3(21) fees?
- How are allocations determined for a participant and does this change over time?
- What value does the service provide to the plan sponsor and participants? Examples may include one participant managing their own investments, more effective integration, client service, and more.
- What are the participant education materials?

Stadion  
 stadionmoney.com • 800.222.7636 • support@stadionmoney.com

**Risk based funds | Stadion**

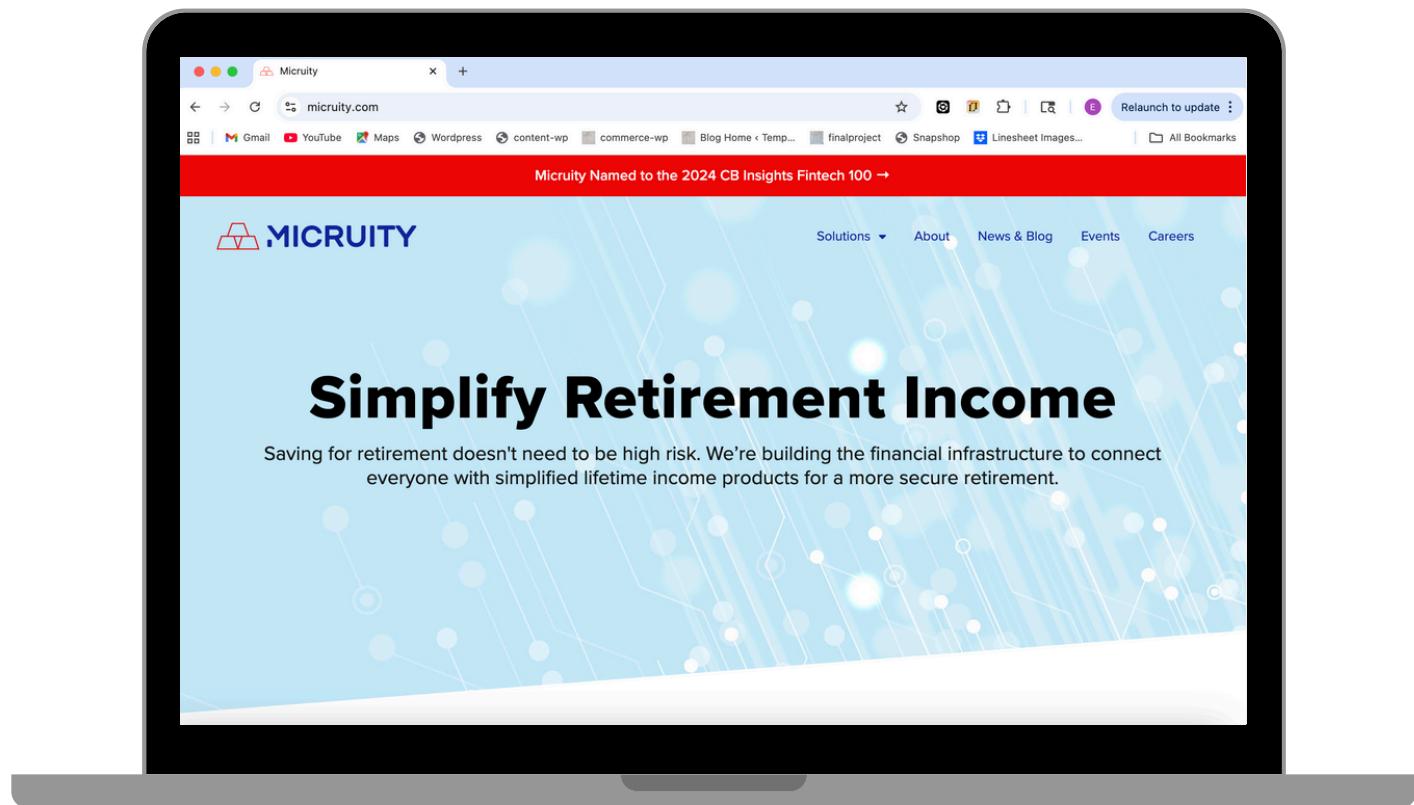
Supported by our signature investment strategy and its "Flex" structure, a participant can choose to step-down their risk the closer they get to retirement.

Fund	Ticker	CUSIP
Stadion Maximum Growth Fund	BSRX1	461647646
Stadion Growth Fund	BSRG1	461646382
Stadion Moderate Growth Fund	BSRM1	461646358
Stadion Balanced Fund	BSRB1	461646325
Stadion Conservative Fund	BSRC1	461646283
Stadion Capital Preservation Fund	BSRP1	461646259

# Competitive Analysis

## Micruity

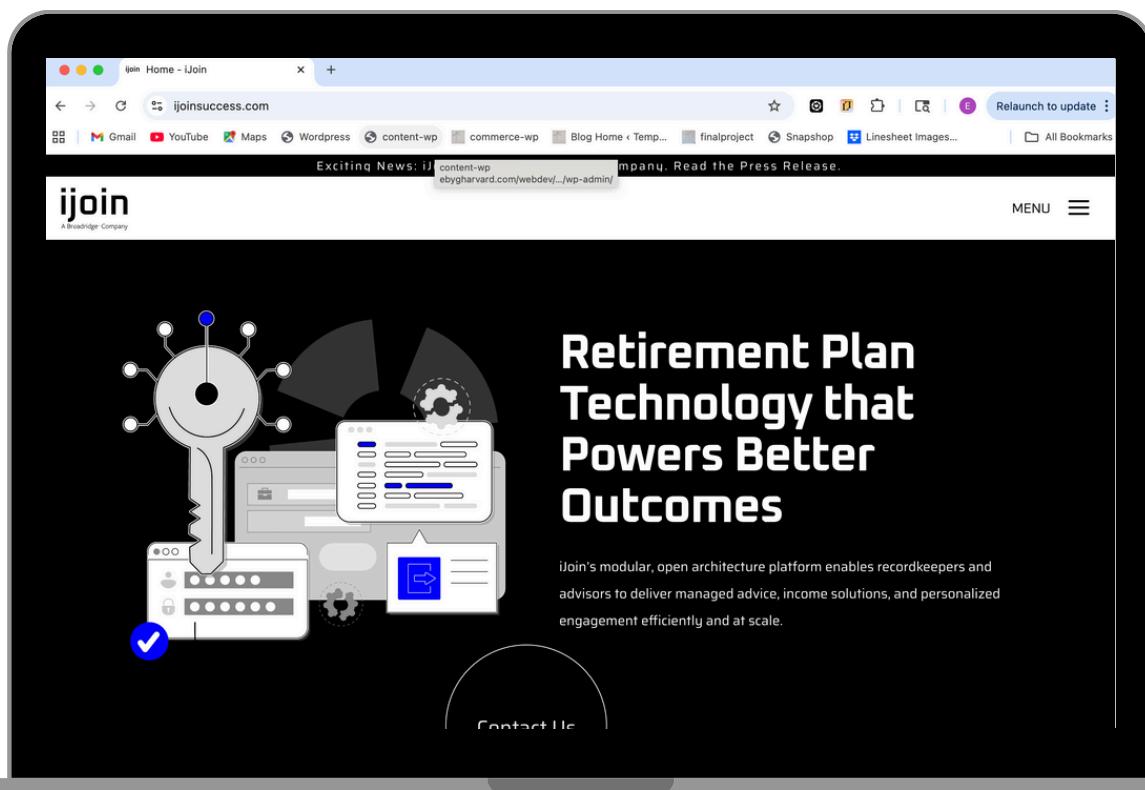
Micruity has a clear, mission-oriented brand voice focused on system building and overall accessibility. They frame their offerings as systemic and functional, rather than for a niche group. Their language throughout the site is clear and avoids the nitty-gritty financial jargon. The copy on the site is followed by easy-to-understand, dynamic graphics, making it useful for both experienced professionals (advisors, record keepers, and employers) as well as non-experts. The homepage is laid out in a clear and concise way with CTA's spread throughout. The overall positioning and brand voice are professional and informational, yet digestible and simple.



# Competitive Analysis

## iJoin

iJoin's current site positions the company as a participant-centric service that makes retirement planning more personal and individualized. The company's brand voice emphasizes personalization and guidance through its language. The messaging on the site helps clients better understand their retirement goals and lays out actionable steps they can take to reach their goals. Much of the copy is accompanied by dynamic visuals. In addition to this, the site contains an easily navigable homepage, dropdown menus, and functioning buttons & CTA's. The overall tone is technologically advanced, while also simple enough for a non-expert to understand. iJoin's overall brand and mission come across as digestible and user-friendly.



# Implementation

## 1. Headings and menu buttons

Here, we've provided a revised makeup of the current menu set up. By adding in adequate drop down menus, the site will become easily navigable. This modification allows visitors to move through the site with ease.



# Implementation

## 2. Leadership Biographies

On the “Leadership” page, we propose simplifying the layout and presenting only a headshot, role title, and CTA. When users click the CTA, they will be brought to each employee's biography and contact page.



**Michael Chlan**

Chief Technology Officer, Chief Operating Officer

Michael Chlan came to Stadion in 2001 to develop and manage an IT department capable of meeting the needs of the company. Michael has overseen the development of the critical software programs and technology necessary for continued growth and effective management of Stadion's growing enterprise. He is also responsible for overseeing Investor Services and Relationship Management. He brings over 20 years of technology experience in financial services for both Fortune 500 and startup companies. At Equifax, he led the development of new databases and data selection technologies that facilitated the creation of ChoicePoint, Inc. as a separate entity. As CTO of Consumer Financial Network, Michael built the first multi-vendor financial services shopping and comparison system prompting high level investments by GE Capital. Michael is the lead inventor on several technologies and financial services related patents.

Simplifying the leadership page into simple icons and role titles. By clicking the “Learn More”, visitors can go to Michael's page where biography paragraph will be listed as well as contact information.



**MICHAEL CHLAN**

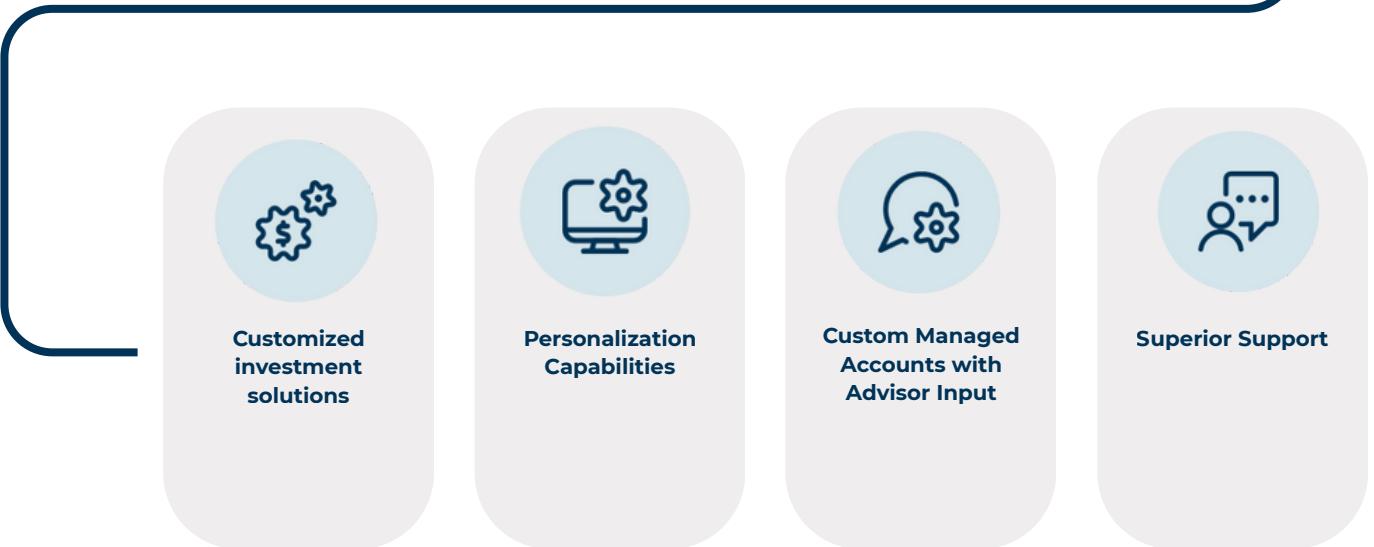
Chief Technology & Operating Officer

[LEARN MORE](#)

# Implementation

## 3. About Stadion

Aligning the “about” page in a more clear and concise way will ensure site visitors scroll through the duration of the page.



These key attributes and differentiators will flow onto the page in a dynamic way as visitors scroll the about page.

# Recommendations

## Overall next steps for website:

### 1. Reduce overall financial jargon

By reducing financial jargon, the site will become easy-to-navigate and understand for advisors, record keepers, and all potential clients.

By introducing analogies, updated graphics, and creating simple explanations, the Stadion site will become a main point of contact for clients and employees alike.

### 2. Improve tone of voice

By improving Stadion's tone of voice, clients will be able to better understand what differentiates the company in the finance and fintech spaces.

The updated content and verbage on the site will be simplified to promote digestibility and Stadion's overall mission.

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# Recommendations

## Overall next steps for website:

### 3. Create stronger CTA's

By creating stronger CTA's, people will be more intrigued to continue through the site, particularly in the knowledge center.

This will allow clients to learn more about Stadion and its offerings, and compel them to refer to the site about areas that they need further explanation in.

### 4. Improve overall site structure & emotional resonance

By reorganizing the site to make it easier for users to navigate, as well as improving emotional resonance, Stadion can truly differentiate themselves as an easy-to-use, trustworthy, experienced firm in the fintech and financial spaces with existing and potential clients.