

Assignment for: Web Content Administrator

Estimated time need for completion: <2h

An important requirement of a Web Content Administrator is the ability to communicate and organize information for other team members within the organization. Please complete the following tasks to help us understand how you would approach these types of requests:

Task 1: Go to arkadium.com (<https://www.arkadium.com/free-online-games/>). This is where you'll see all the games that we offer.

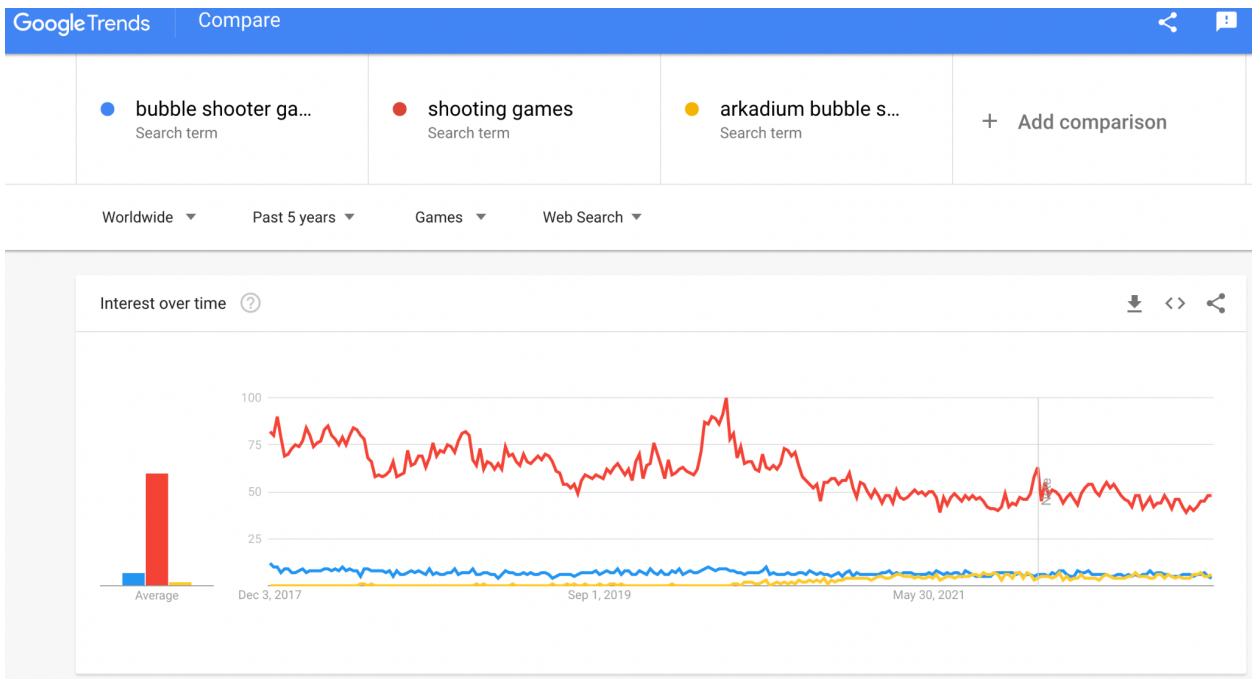
1. Pull a full list of our games (in any format, ex: Excel) and categorize these games in a way that you think will make sense to someone visiting our site.
2. Additionally, suggest at least one (1) additional way of categorizing our games. You don't need to categorize them again, but estimate how long that new way of categorization will take you to complete.

The Excel document can be found in the attachment to the email, and the Google Sheets doc is available [here](#)

Reasoning behind

1. I scrapped the games and their information first so I could get aware of each game's current categories. I wouldn't change the majority of them as I feel they are well assigned, are clear, and also make sense according to what competitors tag these games with and how these games can be found via Search Engines, in this case, Google SERPs. I left my suggestions in [column D of "Suggested Categories"](#).
2. One additional way of categorizing the games could be sorting the games by "Most Played Games" or "Trending Games", something similar to what <https://www.crazygames.com/hot> or <https://www.agame.com/games/try-now-gd> do. On Arkadium's homepage, users can find "Arkadium Fan Favorites" under the "Best" category, being described as "Play our most best free online games". Assuming these are chosen by the website admins, would be cool to open up a category where data would do all the work and pick up any game from the full list of games according to its number of gameplays/clicks/views. For this, help from the BI/data team would be required, and it could take longer.

Another suggestion and I'd put this one first, would be to create a "Bubble Shooter" or "Shooter games" category. Bubble shooter games are popular, drive traffic to websites (internal data/knowledge), and the search around it is quite stable as per Google Trends for the past 5 years. Also, some of the main competitors are ranking for this keyword. The same suggestion would apply to the category "Sports". I believe these 3 categories would also be appealing to Arkadium's audience - [according to SimilarWeb](#) -, "arkadium.com's audience is 50.91% male and 49.09% female. The largest age group of visitors are 25 - 34 year olds (Desktop)".



Google shooter games

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[Single player](#)
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[1v1](#)
[Ranked](#)
[Capture the flag](#)
[Free](#)

What are the most popular Shooter Games?

- Crazy Shooters 2.
- Stickman War.
- Mob City.
- Bubble Hit.
- Raccoon Rescue.
- Rebel Forces.
- DEUL.
- Pixel Hero Warfare.

More items...

<https://gameforge.com/en-US/shooter-games>

Play Shooter Games on LittleGames for free

<https://www.crazygames.com/shooting>

Shooting Games - Play Now for Free at CrazyGames!

First Person Shooter Games · Bullet Force · Bullet Force · Shell Shockers · Shell Shockers · Kirka.io · Kirka.io · Time Shooter 2 · Time Shooter 2 · Forward Assault ...

What are the most popular Shooting Games?

What are Shooting Games?

<https://gameforge.com/en-US/shooting-games>

Play Shooting Games on LittleGames for free

Shooting Games ; Bloons Tower Defense 4 ; Crazy Shooters 2 ; Kick the Buddy ; Snowball.io ; Dragon Simulator.

What are the most popular Shooting Games?

Which Shooting Games can be played for free?

<https://poki.com/shooting>

Play Shooting Games on Poki

Want to play Shooting Games? Play Bullet Force Multiplayer, Combat Online, Mad GunZ and many more for free on Poki. The best starting point to discover ...

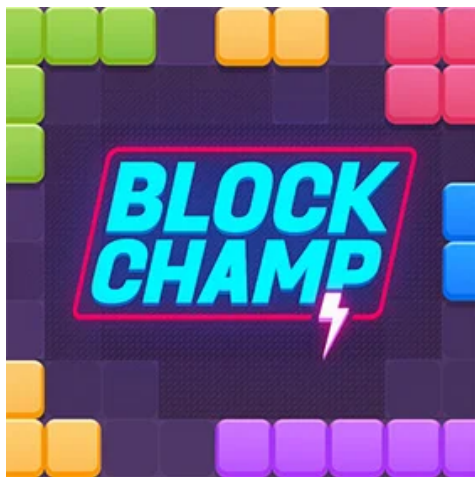
First Person Shooter Games · Gun Games · Hunting Games · Sniper Games

Task 2: Take one of our games and provide all the details that you can find about it on our website (thumbnails, description, etc.). You can organize the information and submit it on a separate document.

Chosen Game: Block Champ (one of my favorites!)

General Game Details

- Game Name: Block Champ
- Arkadium Website Game URL: <https://www.arkadium.com/games/block-champ/>
- Game URL Slug: /block-champ
- Thumbnail CTA description: Clear the tiles before the grid fills up!
- Breadcrumbs: Home / Addicting / Block Champ
- Primary Category: Addicting
- Game Categories: the game can be found under "New", "Strategy", "Addicting", "Best"
- From the page source code, gameReleaseDate: "2020-08-19T21:00:00+00:00" and "recommendedGames": ["lumeno", "trizzle", "jewel-shuffle", "ten-x-ten", "ballistic", "2048"], sdkName": "BlockChamp" and id": "block-champ"
- Also available and localized for the French market at <https://www.arkadium.com/fr/games/block-champ/>. According to the page source code, the game was available for more markets - "locales": "[\"en\", \"de\", \"es\", \"fr\", \"it\"]", but both /de, /es/ and /it are redirecting to the English version of the website
- Thumbnail:  found at https://arenacloud.cdn.arkadiumhosted.com/arenaxstorage-blob/arenax-index/_arena-shared-content/_arkcom-game-arts/block-champ/Game_Tiles/webp/280x280.webp



Game Page Writing

Description

About Block Champ

Block Champ is a free online puzzle game that resembles other 10x10 classics, but with a few twists! 10x10 games are kind of like Tetris without gravity. You get 3 Tetris like pieces at a time, and you can place them anywhere on the 10x10 grid. Fill either rows or columns to clear the line and rack up points! Can you master the extra challenges this free 10x10 game will throw at you?

Rules

How to Play Block Champ

Fill rows and columns with blocks to clear them – but watch out for frozen tiles, which require their line to be cleared twice before they disappear. Lightning tiles are there to help you, though! Collecting two in one line clears that line immediately. Your score multiplier increases with each simultaneous line clear, so combine your line fills for a high score!

Enjoy playing this fun and challenging Arkadium original!

SEO Page Information - Arkadium Website's Game Page for Block Champ

- Meta Title: Free Block Champ Game | Play Block Champ Online for Free
- Meta Description: Block Champ is a fun, free online game reminiscent of Tetris and other 10x10 games. Play now, no downloads needed!
- Page <h1> : Play Block Champ online