FORTHEW!N

2015 SITE REDESIGN

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Goals

- Modernize and streamline the user experience
- Improve readability across devices
- Increase brand recognition for new audiences
- Leverage A/B testing results to hit KPI targets for sharing and engagement
- Provide added value to advertisers

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KPI Targets

- Share initiations per article view increase from 0.4% to 0.6%*.
- Overall pages per visit increase from 1.8 to 2.7.
- Overall ad viewability increase from 53% to 70%, dependent on impact to impressions.

* Share initiations measured via Omniture by dividing total clicks/taps on share buttons by total article pageviews.

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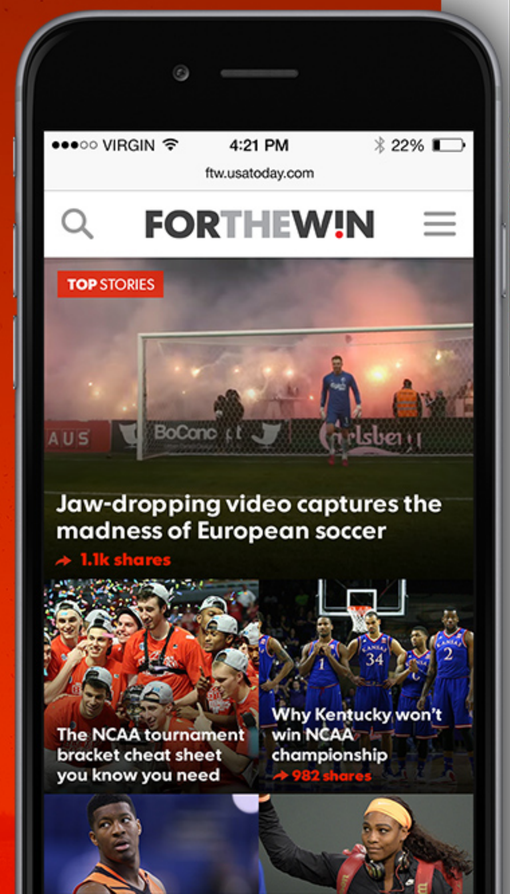
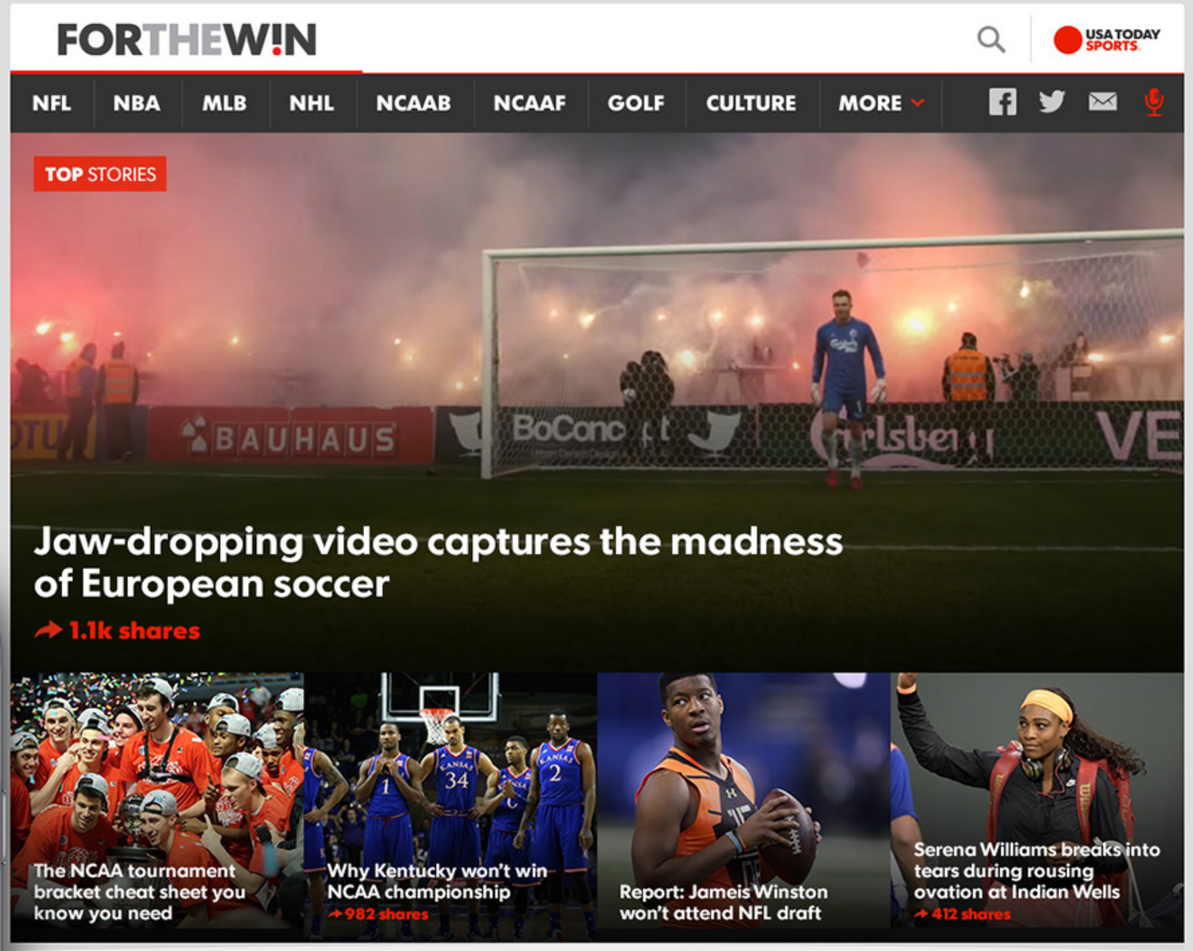
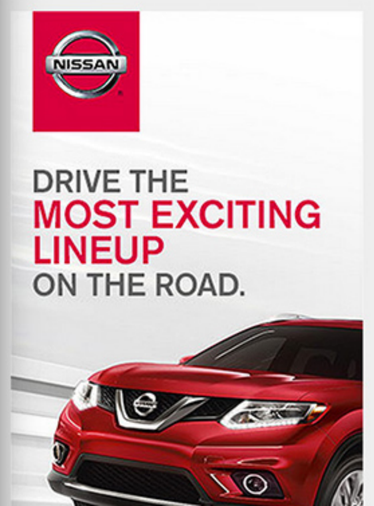
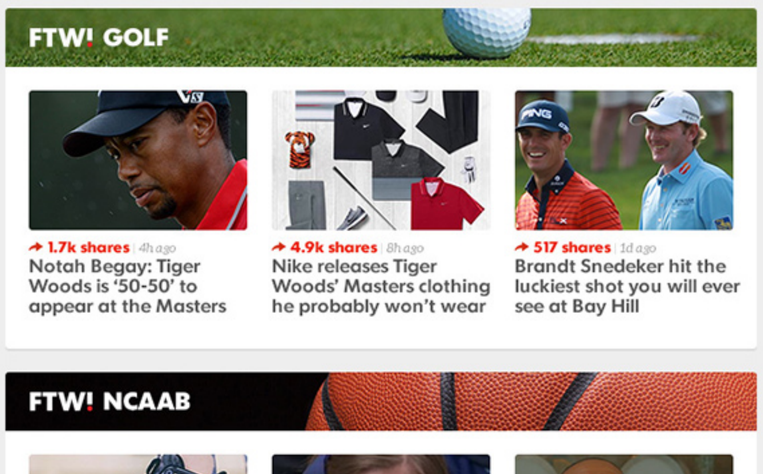
Design notes

- Dramatic visuals
- Crisp, polished look & feel
- Varied layout
- Flexible editorial emphasis
- Optimized for mobile performance









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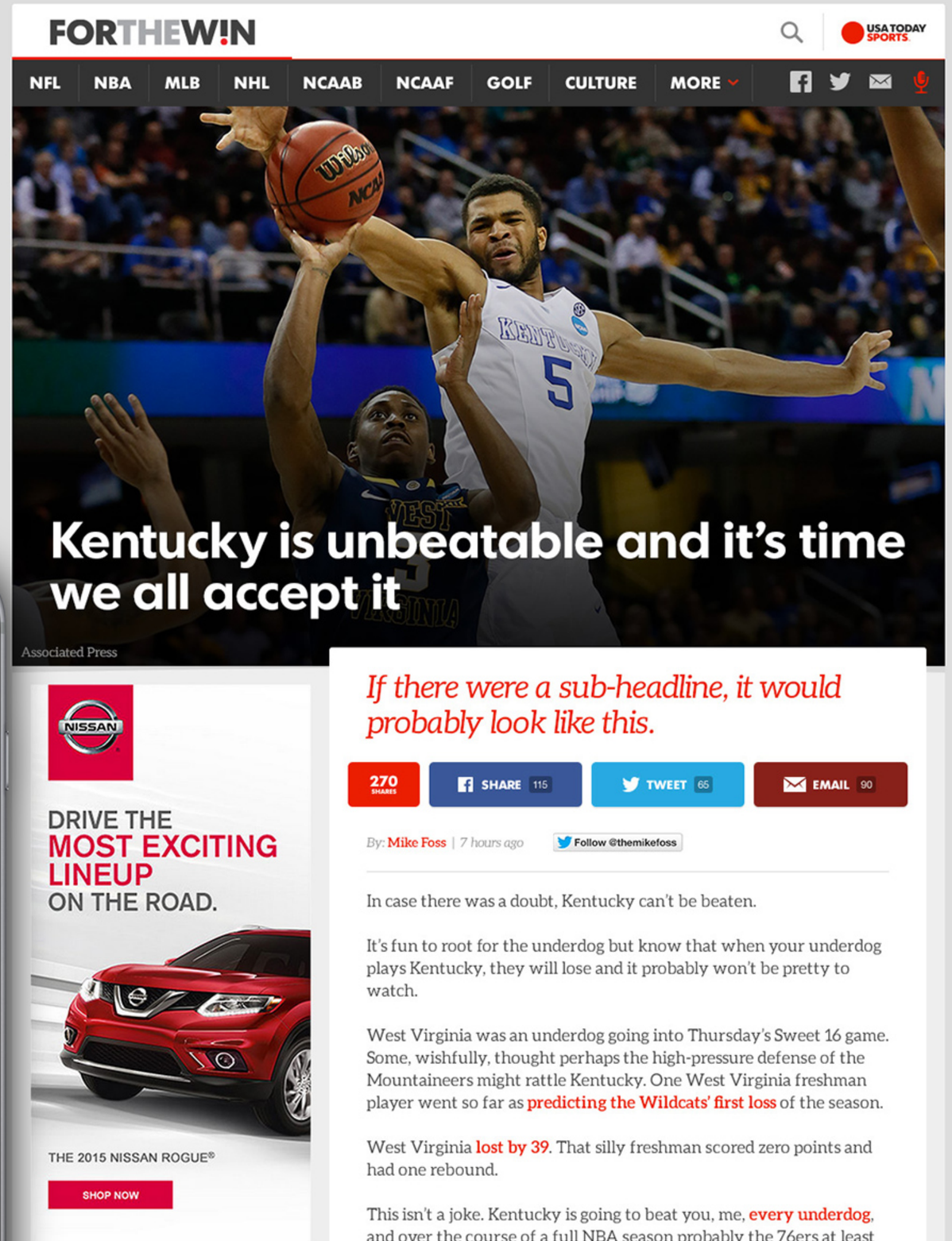
Features

- Mobile-first, responsive layout
- Refactored code-base for efficiency
- Integrated audience recirculation drivers
- Strategic improvements for ad viewability
- Editorial control of layout and user flow



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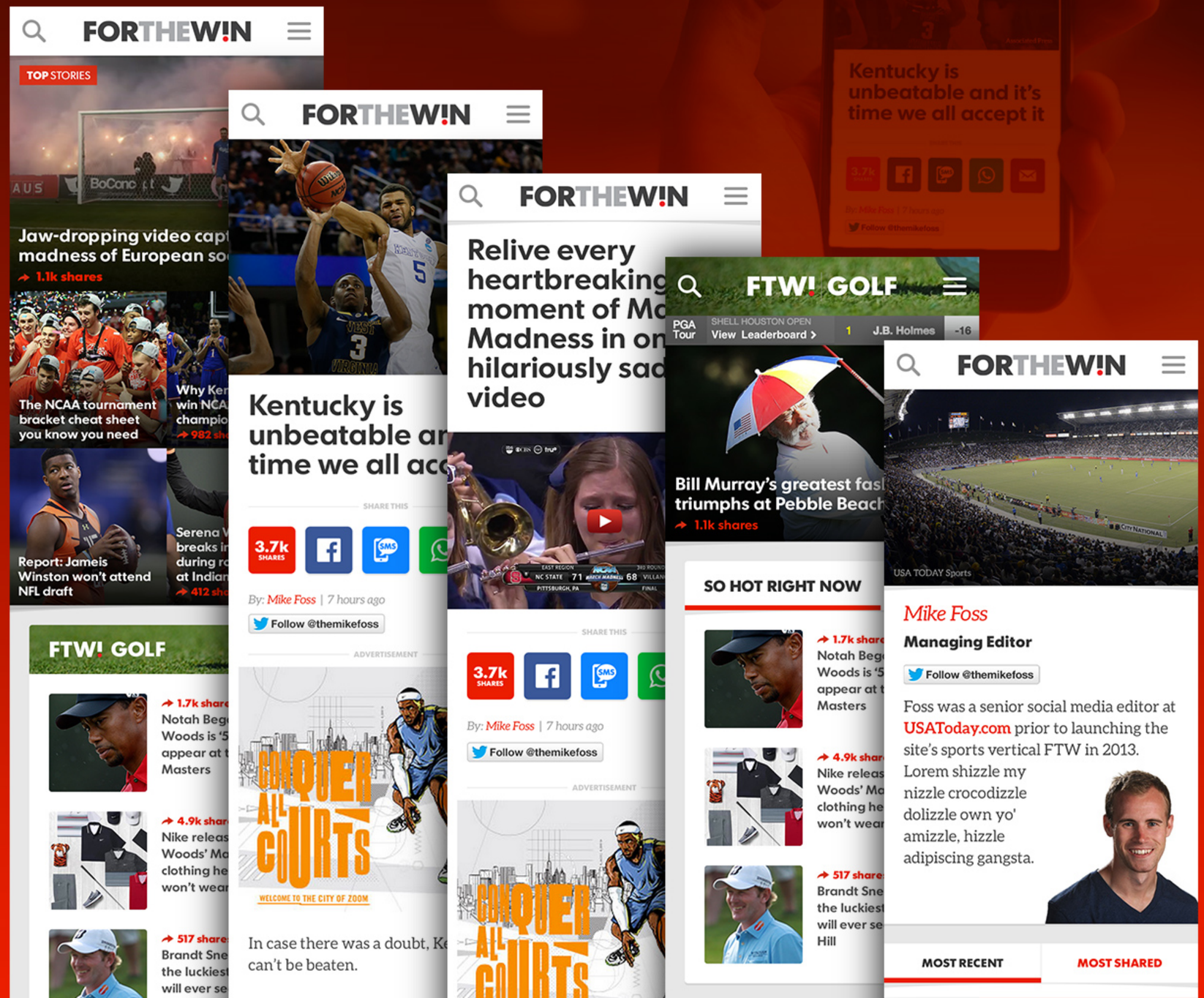
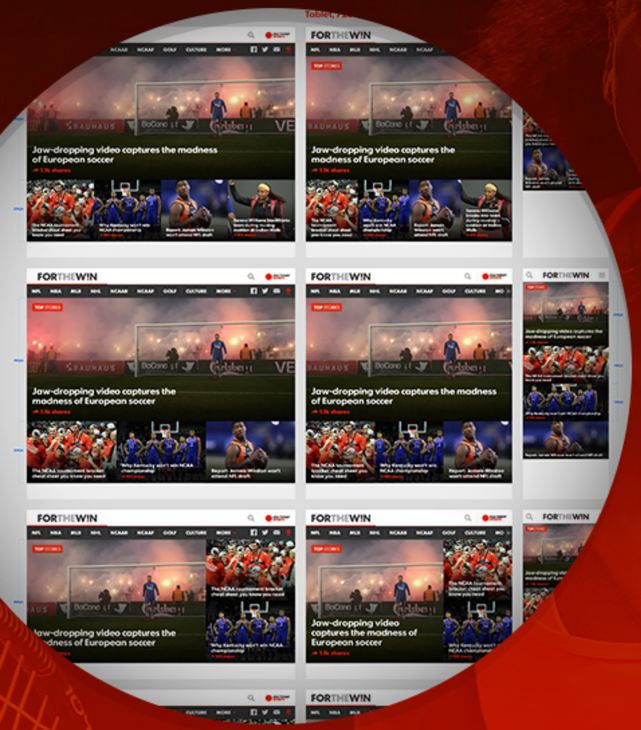
Mobile Experience

- Optimized for readability and engagement
- Designed to encourage direct sharing (“dark social”)



FTW! HOME PAGE DETAILS



Flexible hero configurations

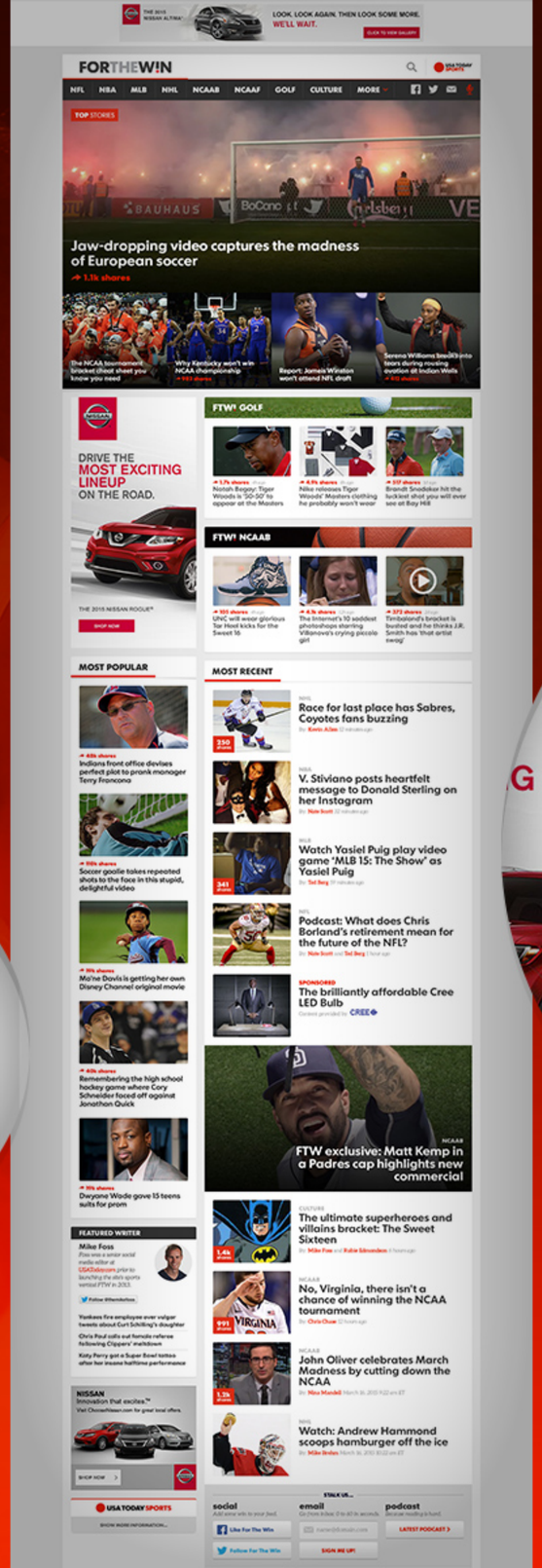
Feature up to 5 stories on the home page or any section front.

Popular content

Sidebar real-estate becomes more crucial as infinite scroll is removed from article pages. Recommendations will now reflect real-time trends.

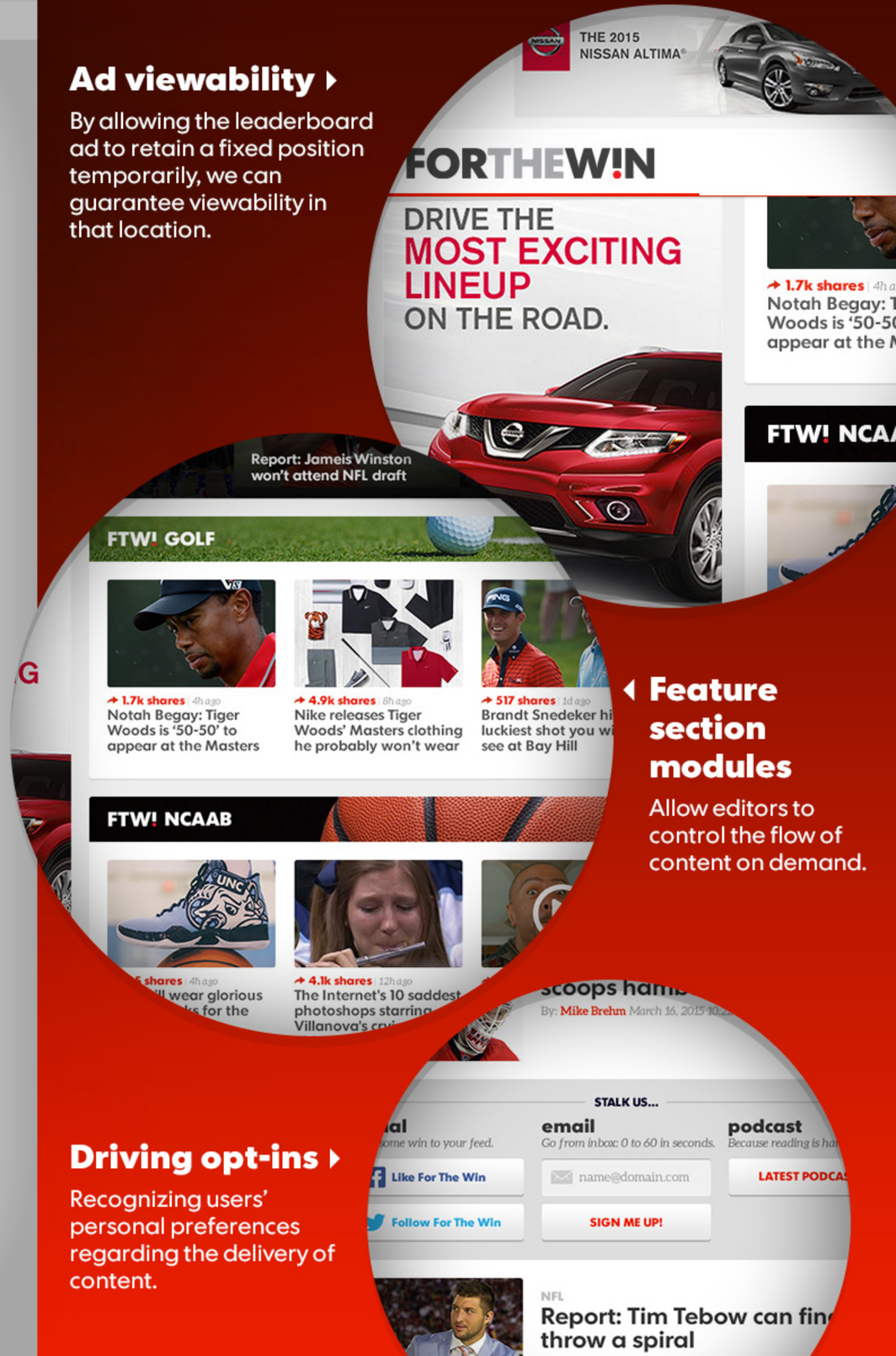
Left feels so right

A/B tests revealed a distinct increase in performance after moving the sidebar from the right to the left.



Ad viewability

By allowing the leaderboard ad to retain a fixed position temporarily, we can guarantee viewability in that location.



Feature section modules

Allow editors to control the flow of content on demand.

Driving opt-ins

Recognizing users' personal preferences regarding the delivery of content.

Kentucky is unbeatable and it's time we all accept it

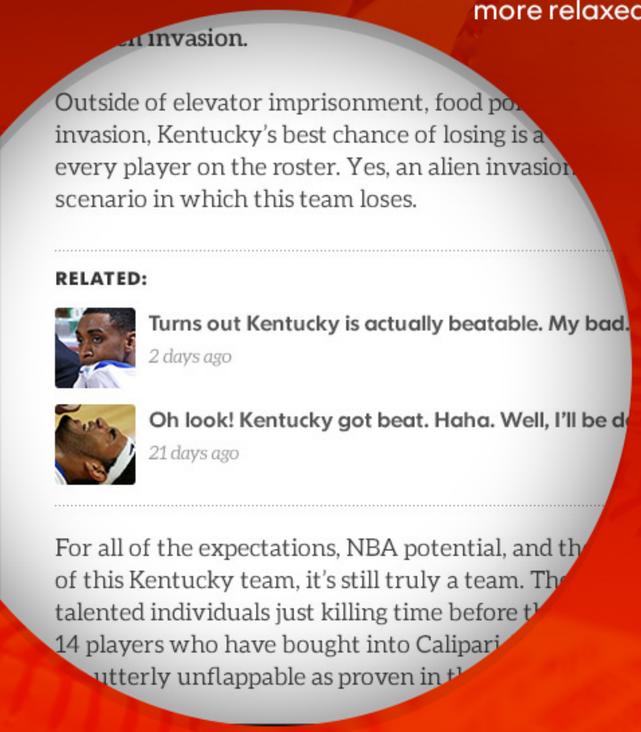
FTW! ARTICLE DETAILS

Focus on virality

A/B tested share buttons with increased emphasis and clearer calls to action encourage user participation.

Ephasis on readability

Large, elegant body treatment for a more relaxed reading experience.



In-article related content

Editorially controlled related links offer further reading and increase pages per visit.

Dramatic impact

A bold first impression on every page.

A face to the name

Celebrating our colorful staff makes them more accessible and relateable.

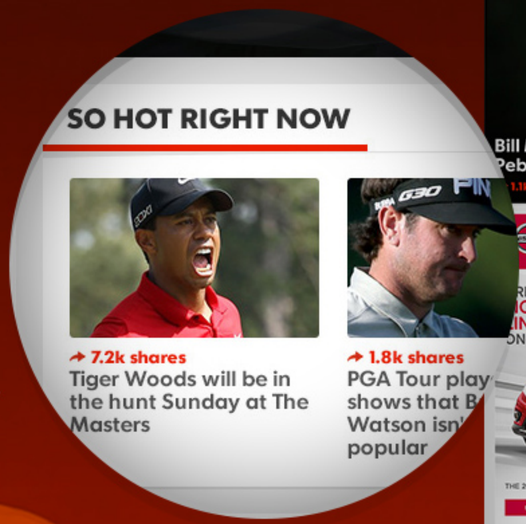
Less is more

A/B tests confirm that removing the infinite scroll will reduce bounce rate.

FTW! SECTION FRONT DETAILS

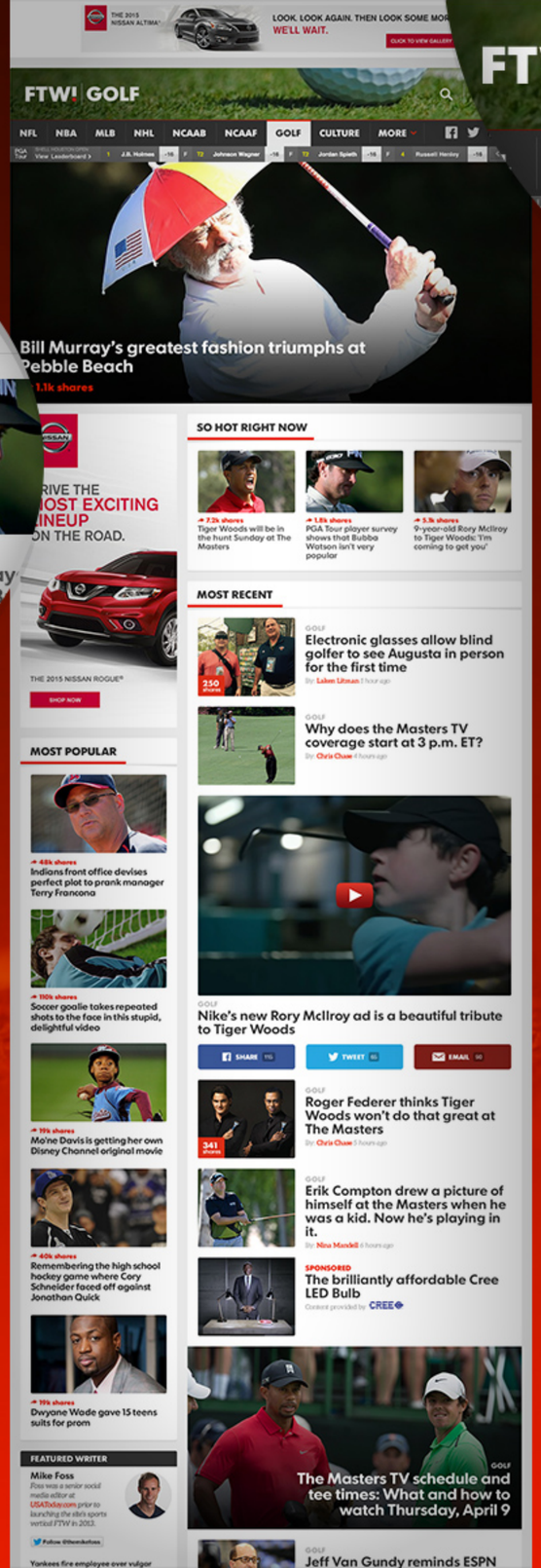
Curated by demand

Use of logic-driven modules adds variety to popular sections and keeps our best content from getting buried.



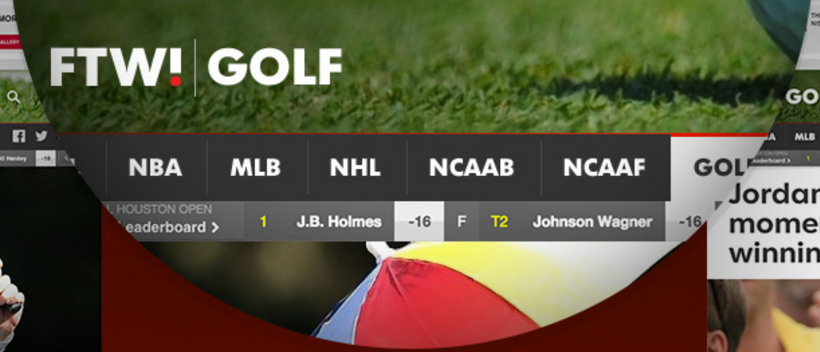
Always off-beat

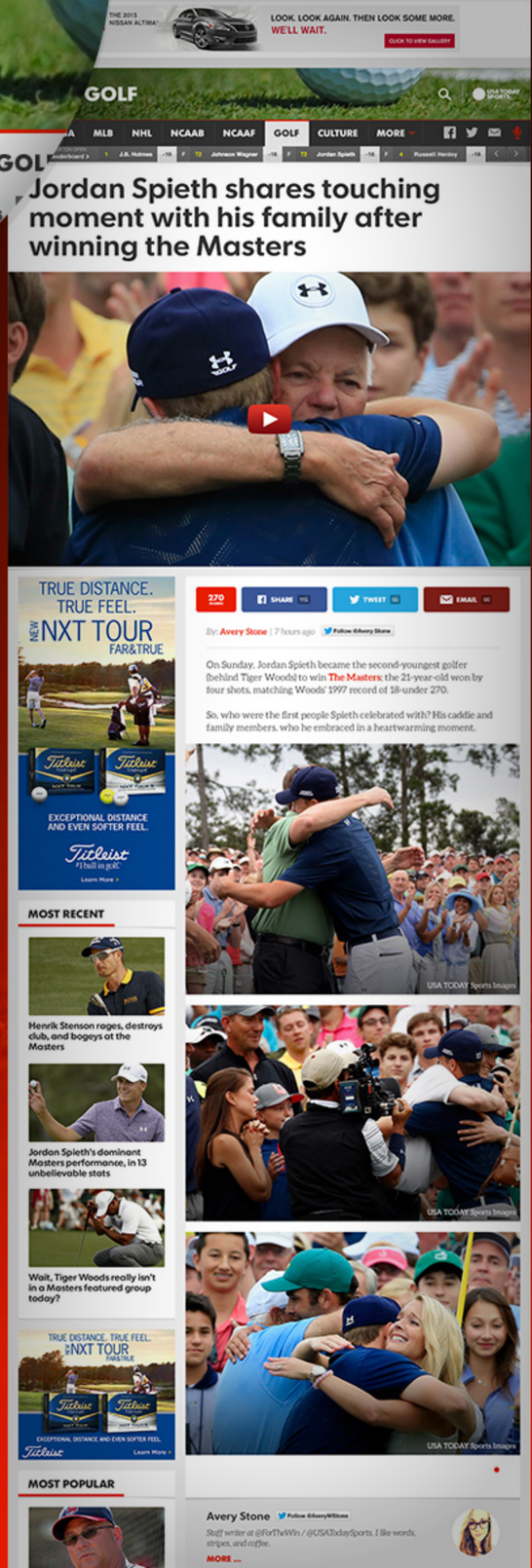
Providing convenient access to our best content keeps users engaged.



A deeper dive

The ability to offer laser focused experiences increases quality for subsets of our audience, while creating strategic value for advertisers.

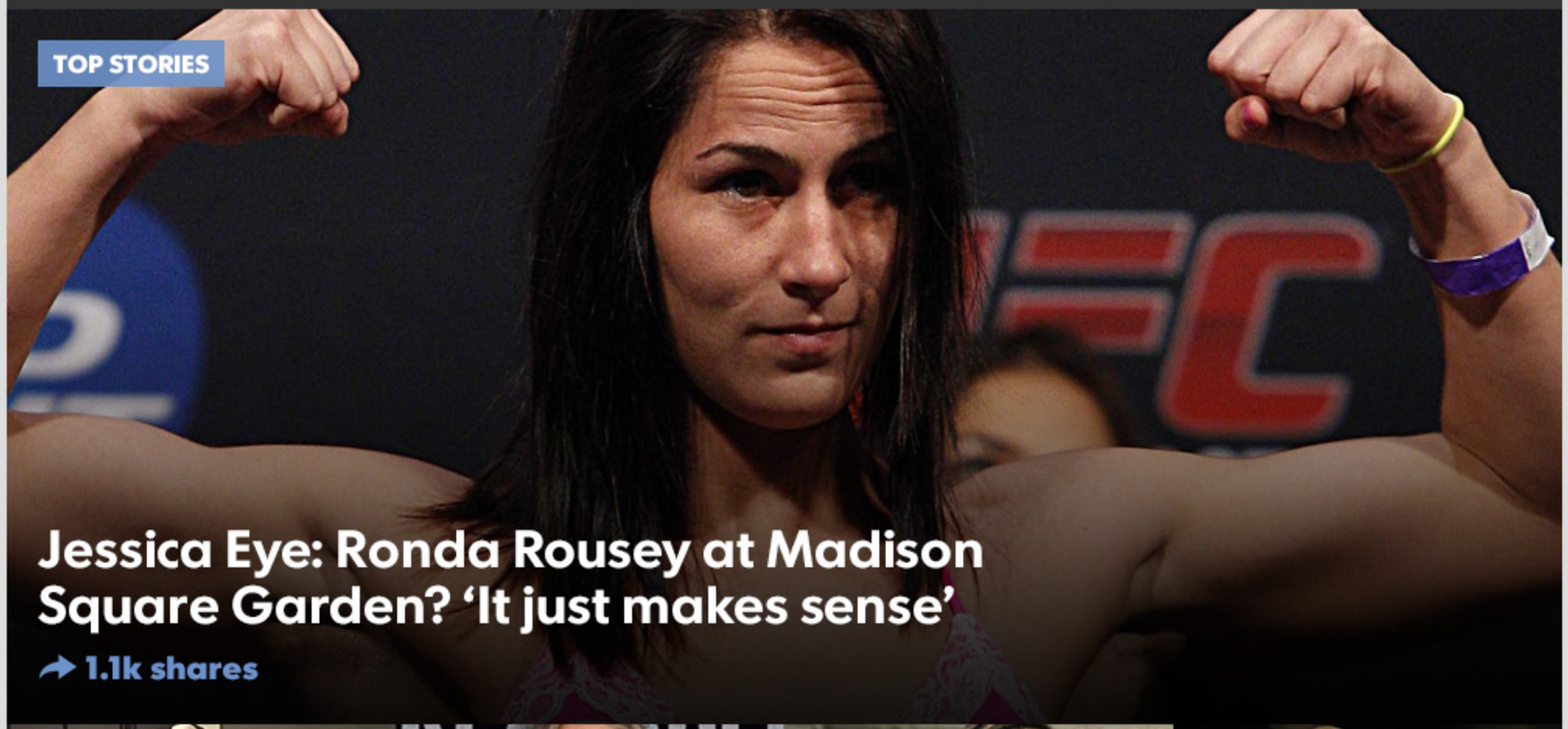




Never off-topic

Providing relevant content means users decide how to consume FTW!

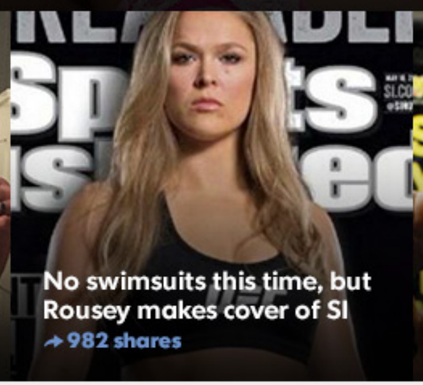
TOP STORIES



Jessica Eye: Ronda Rousey at Madison Square Garden? 'It just makes sense'

1.1k shares

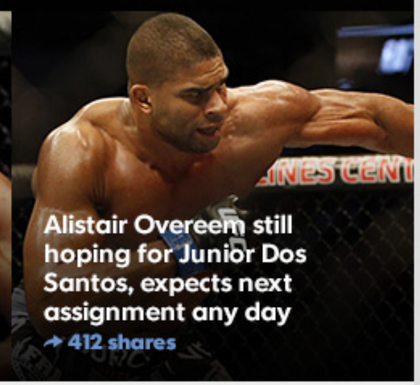
To raise money for a good cause, Pat Miletich offers up a piece of MMA history



No swimsuits this time, but Rousey makes cover of SI

982 shares

he return of Razak Al-Hassan, the man who wouldn't tap



Alistair Overeem still hoping for Junior Dos Santos, expects next assignment any day

412 shares

THE LATEST

UFC 187's John Makdessi: Fans who don't like Donald Cerrone matchup are 'uneducated'

Associated Press

270 SHARES | SHARE 115 | TWEET 65 | EMAIL 90

By Steven Marrocco *May 20, 2015 8:15 am*

John Makdessi says he's used to being the underdog in a fight. So to

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