



FORTHEWIN

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

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.

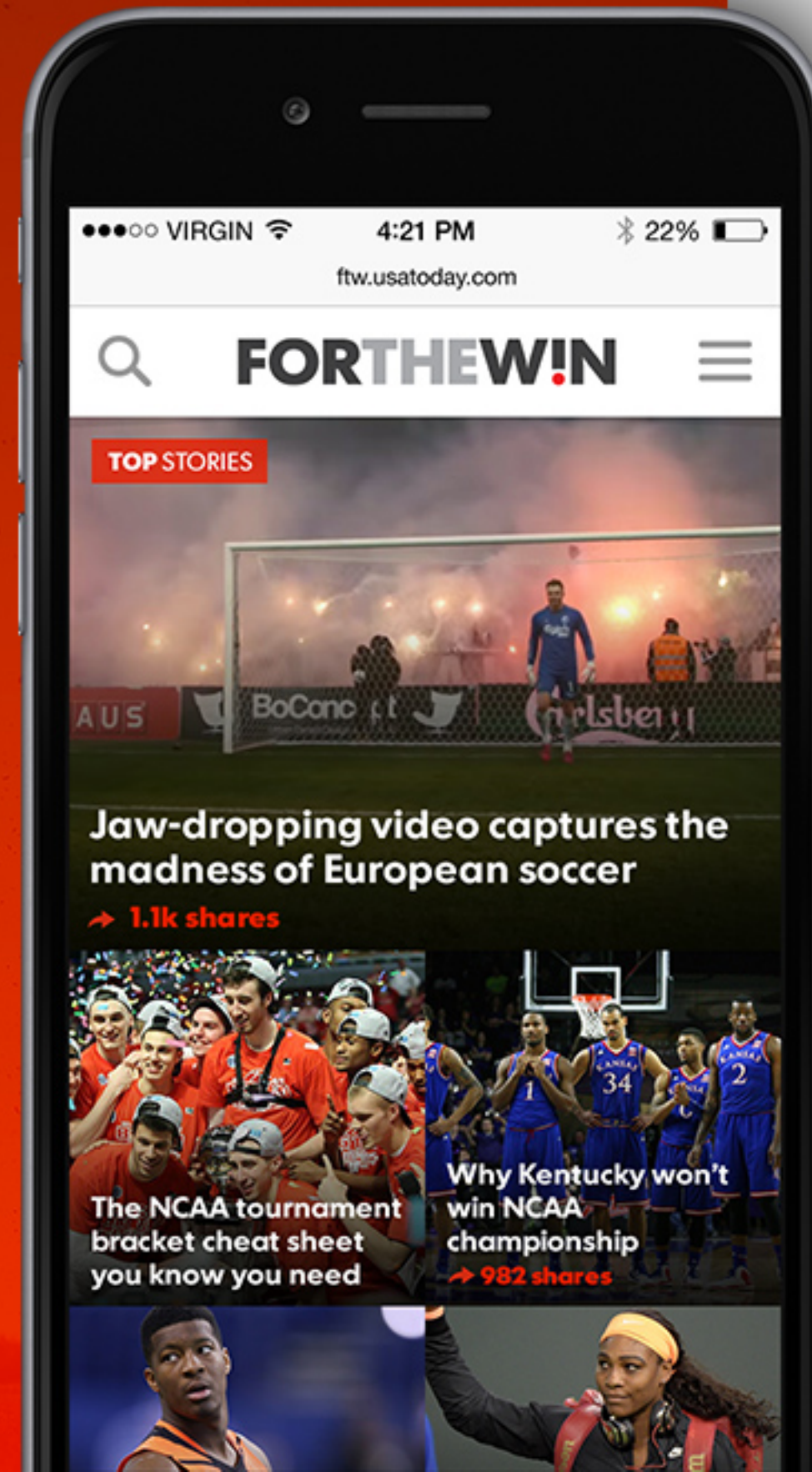
* Share initiations measured via Omniture by dividing total clicks/taps on share buttons by total article pageviews.

FTW!

2015 SITE REDESIGN

Design notes

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

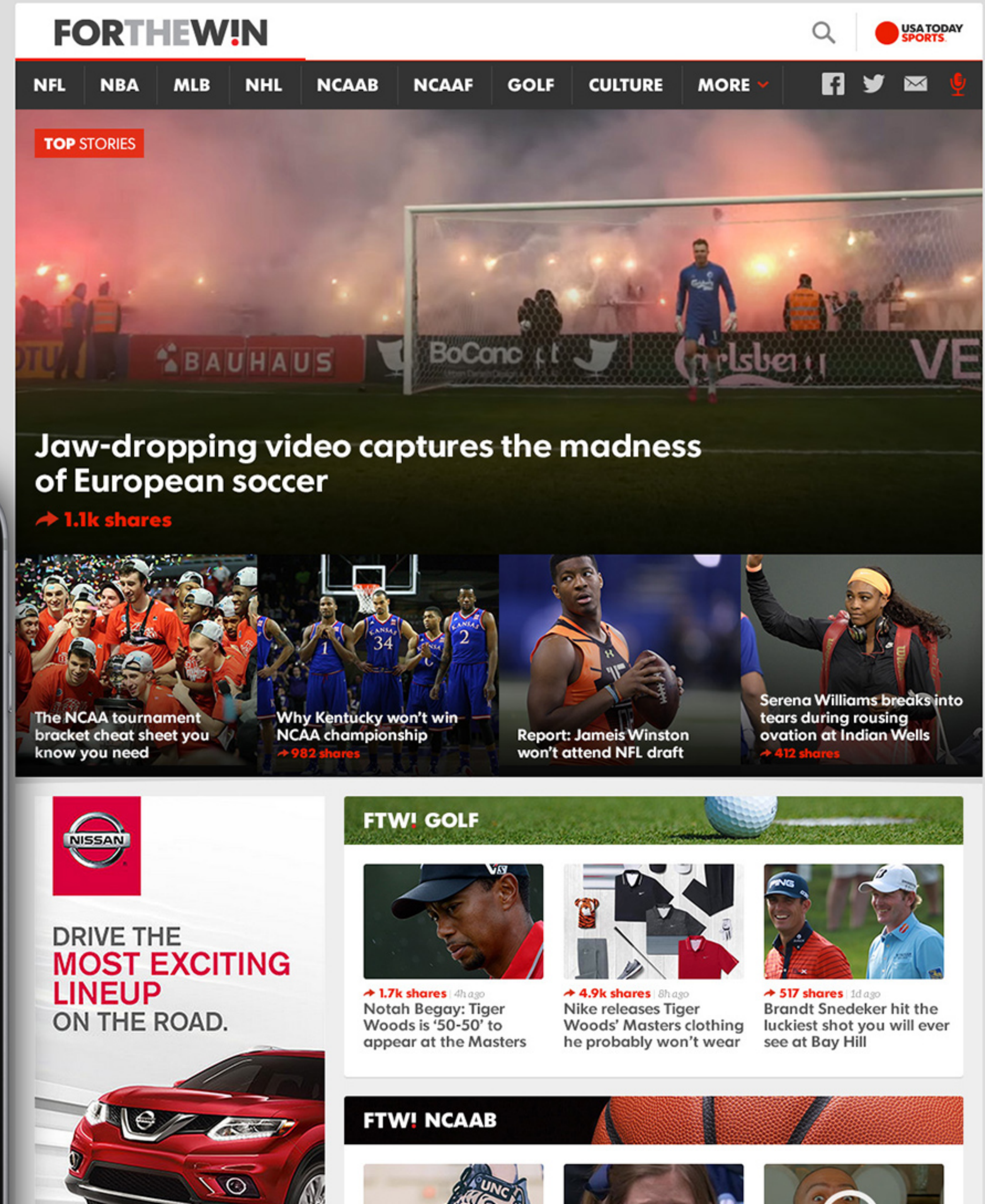


NISSAN THE 2015 NISSAN ALTIMA®



LOOK. LOOK AGAIN. THEN LOOK SOME MORE. WE'LL WAIT.

[CLICK TO VIEW GALLERY](#)

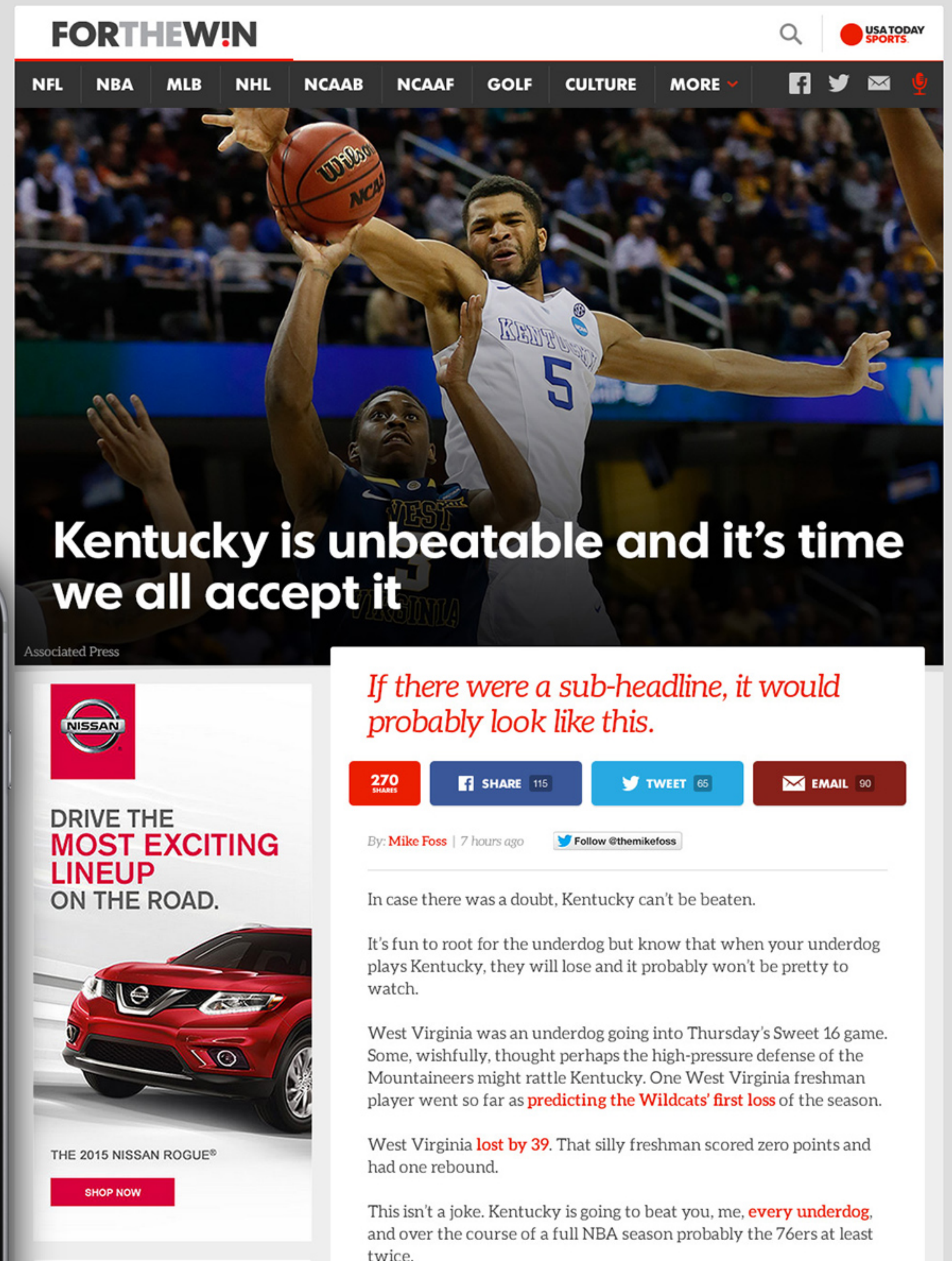
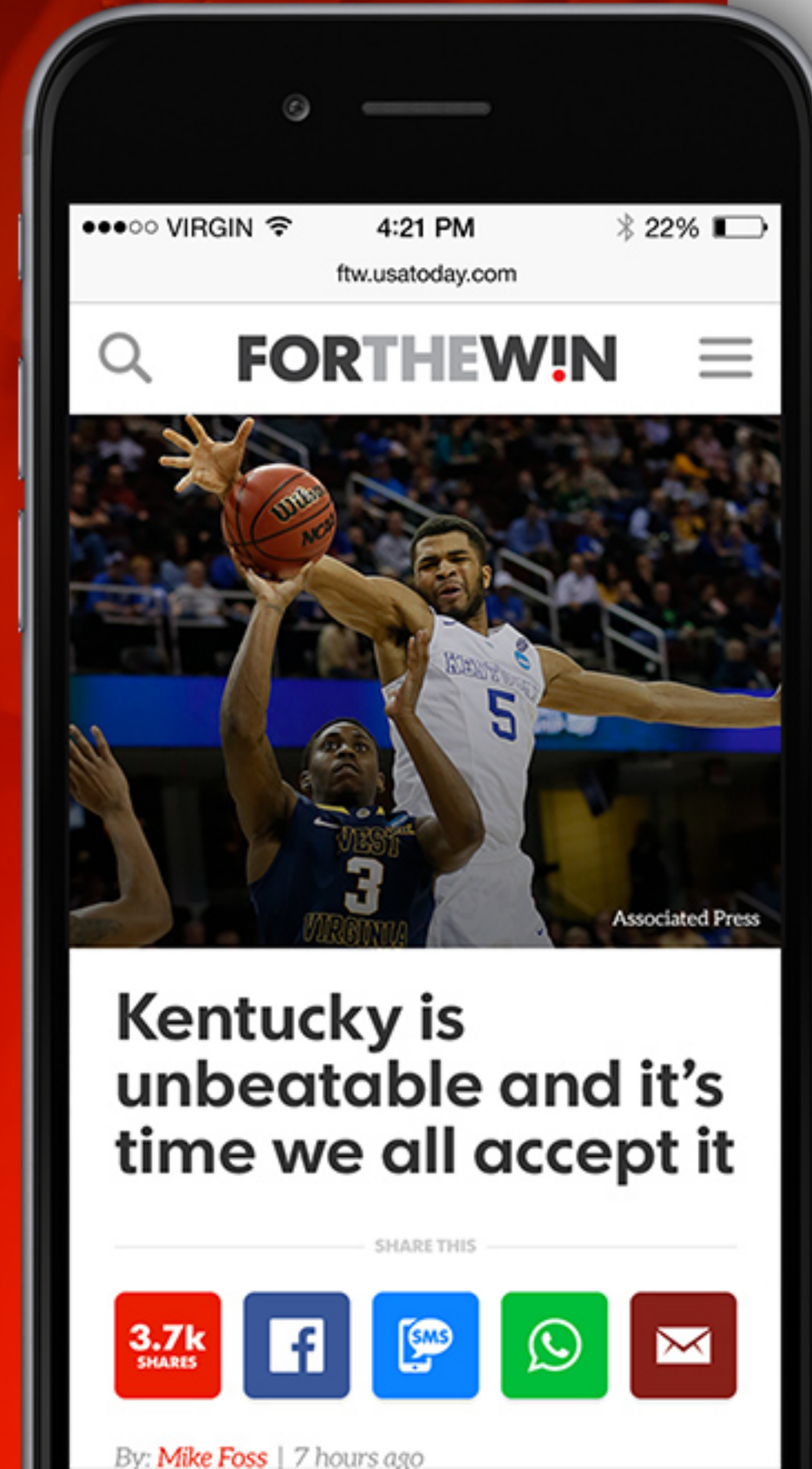


FTW!

2015 SITE REDESIGN

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! 2015 SITE REDESIGN

TOP STORIES

Jaw-dropping video captures the madness of European soccer

1.1k shares

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

3.7k shares

Relive every heartbreaking moment of March Madness in one hilariously sad video

FTW! GOLF

PGA TOUR SHELL HOUSTON OPEN View Leaderboard > 1 J.B. Holmes -16

Bill Murray's greatest fast-food triumphs at Pebble Beach

1.1k shares

SO HOT RIGHT NOW

Mike Foss
Managing Editor

Follow @themikefoss

Foss was a senior social media editor at USA Today.com prior to launching the site's sports vertical FTW in 2013.

1.7k shares Notah Begay Woods is '5 appear at the Masters

4.9k shares Nike releases Woods' March Madness clothing he won't wear

517 shares Brandt Snedeker the luckiest will ever see Hill

MOST RECENT MOST SHARED

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.

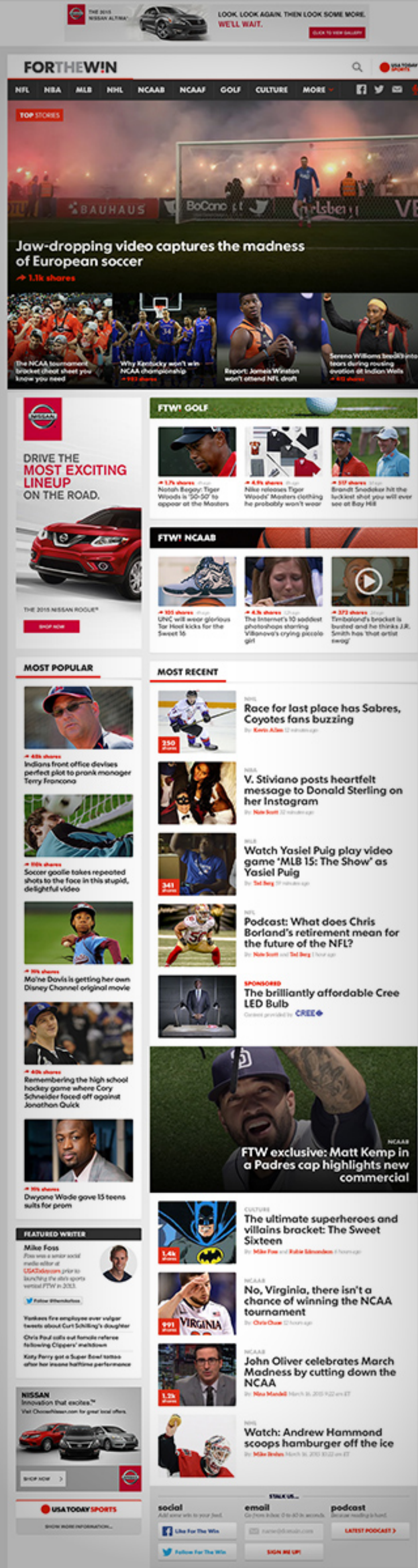
MOST POPULAR



48k shares
Indians front office devises perfect plot to prank manager Terry Francona

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.

FORTHEWIN!

DRIVE THE MOST EXCITING LINEUP ON THE ROAD.



Feature section modules

Allow editors to control the flow of content on demand.

FTW! GOLF



1.7k shares 4h ago
Notah Begay: Tiger Woods is '50-50' to appear at the Masters



4.9k shares 8h ago
Nike releases Tiger Woods' Masters clothing he probably won't wear

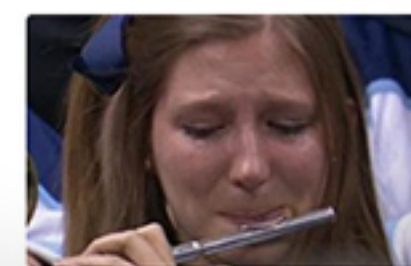


517 shares 1d ago
Brandt Snedeker hits luckiest shot you will see at Bay Hill

FTW! NCAA



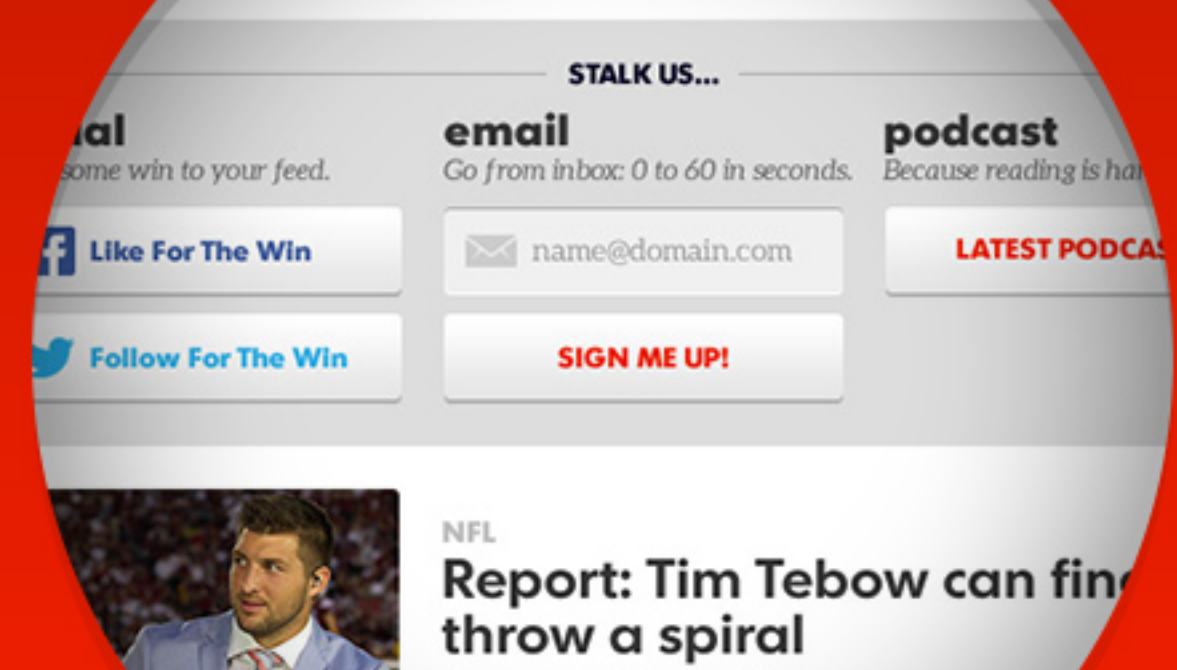
6 shares 4h ago
Will wear glorious suits for the



4.1k shares 12h ago
The Internet's 10 saddest photoshops starring Villanova's

Driving opt-ins

Recognizing users' personal preferences regarding the delivery of content.





THE 2015
NISSAN ALTIMA®



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WE'LL WAIT.

[CLICK TO VIEW GALLERY](#)

FORTHEWIN



NFL

NBA

MLB

NHL

NCAAB

NCAAF

GOLF

CULTURE

MORE ▾



**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.

If there were a sub-headline, it would probably look like this.



By: Mike Foss | 7 hours ago



▶ Emphasis on readability

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

an invasion.

Outside of elevator imprisonment, food poisoning, and an alien invasion, Kentucky's best chance of losing is a foul by every player on the roster. Yes, an alien invasion is a scenario in which this team loses.

RELATED:

-  Turns out Kentucky is actually beatable. My bad. 2 days ago
-  Oh look! Kentucky got beat. Haha. Well, I'll be damned. 21 days ago

For all of the expectations, NBA potential, and the talent of this Kentucky team, it's still truly a team. The talented individuals just killing time before the 14 players who have bought into Calipari's system are utterly unflappable as proven in the

◀ 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.

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

Mike Foss

Foss was a senior social media editor at [USA Today.com](#) prior to launching the site's sports vertical FTW in 2013.

[Follow @themikefoss](#)



◀ A face to the name

Celebrating our colorful staff makes them more accessible and relatable.

Less is more ▶

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

SIGN ME UP!

◀ MORE FTW!

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.

SO HOT RIGHT NOW



→ 7.2k shares
Tiger Woods will be in the hunt Sunday at The Masters



→ 1.8k shares
PGA Tour play shows that Bill Murray isn't as popular

MOST POPULAR



→ 48k shares
Indians front office devises perfect plot to prank manager Terry Francona

Always off-beat ▶

Providing convenient access to our best content keeps users engaged.

FTW! GOLF

NFL NBA MLB NHL NCAAB NCAAF GOLF CULTURE MORE

HOUSTON OPEN Leaderboard > 1 J.B. Holmes -16 F T2 Johnson Wagner -16

Bill Murray's greatest fashion triumphs at Pebble Beach

SO HOT RIGHT NOW

→ 7.2k shares Tiger Woods will be in the hunt Sunday at The Masters

→ 1.8k shares PGA Tour play shows that Bill Murray isn't as popular

MOST POPULAR

→ 48k shares Indians front office devises perfect plot to prank manager Terry Francona

→ 100k shares Soccer goalie takes repeated shots to the face in this stupid, delightful video

→ 39k shares Mo'ne Davis is getting her own Disney Channel original movie

→ 40k shares Remembering the high school hockey game where Cary Schneider faced off against Jonathan Quick

→ 39k shares Dwyane Wade gave 15 teens suits for prom

FEATURED WRITER

Mike Foss
Foss was a senior social media editor at USA Today.com prior to launching the site's sports vertical FTW! in 2013.

Yankees fire employee over vulgar

SO HOT RIGHT NOW

→ 1.7k shares Tiger Woods will be in the hunt Sunday at The Masters

→ 1.8k shares PGA Tour player survey shows that Bubba Watson isn't very popular

→ 5.5k shares 9-year-old Rory McIlroy to Tiger Woods: 'I'm coming to get you'

MOST RECENT

Electronic glasses allow blind golfer to see Augusta in person for the first time

Why does the Masters TV coverage start at 3 p.m. ET?

Nike's new Rory McIlroy ad is a beautiful tribute to Tiger Woods

Roger Federer thinks Tiger Woods won't do that great at The Masters

Erik Compton drew a picture of himself at the Masters when he was a kid. Now he's playing in it.

SPONSORED

The brilliantly affordable Cree LED Bulb

The Masters TV schedule and tee times: What and how to watch Thursday, April 9

Jeff Van Gundy reminds ESPN

FTW! GOLF

A deeper dive ▶

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

MOST RECENT



Henrik Stenson rages, destroys club, and bogeys at the Masters

Never off-topic ▶

Providing relevant content means users decide how to consume FTW!

FTW! GOLF

NFL NBA MLB NHL NCAAB NCAAF GOLF CULTURE MORE

HOUSTON OPEN Leaderboard > 1 J.B. Holmes -16 F T2 Johnson Wagner -16

Jordan Spieth shares touching moment with his family after winning the Masters

TRUE DISTANCE. TRUE FEEL. NEW NXT TOUR FAR & TRUE

EXCEPTIONAL DISTANCE AND EVEN SOFTER FEEL.

MOST RECENT

Henrik Stenson rages, destroys club, and bogeys at the Masters

Jordan Spieth's dominant Masters performance, in 13 unbelievable stats

Wait, Tiger Woods really isn't in a Masters featured group today?

MOST POPULAR

Avery Stone
Staff writer at @ForTheWin / @USATodaySports. I like words, stripes, and coffee.



TOP STORIES

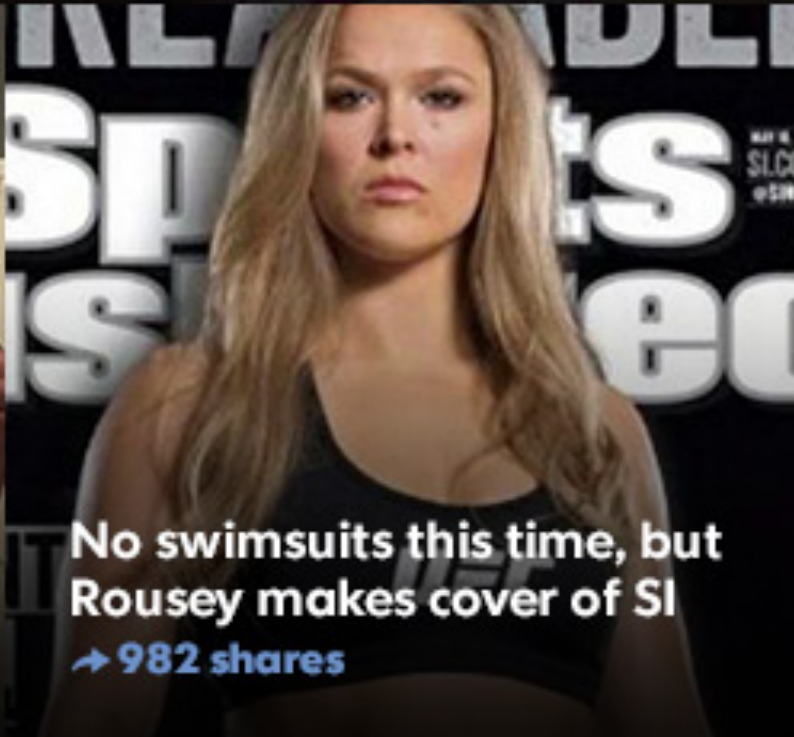


Jessica Eye: Ronda Rousey at Madison Square Garden? 'It just makes sense'

➔ 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



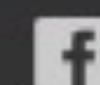


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UFC 187's John Makdessi: Fans who don't like Donald Cerrone matchup are 'uneducated'

Associated Press

270 SHARES

SHARE 116

TWEET 65

EMAIL 00

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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