



Content Design and Production: Best Practices

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Reasons You Should Belong to SEMPO

- Expand Your Knowledge
- Engage With Industry Leaders
- Maximize Your Career Growth
- Grow Your Business
- Save Money



Sponsors and Partners

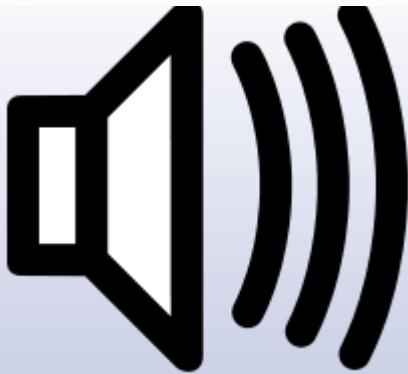
SPONSORS



PARTNERS



Housekeeping

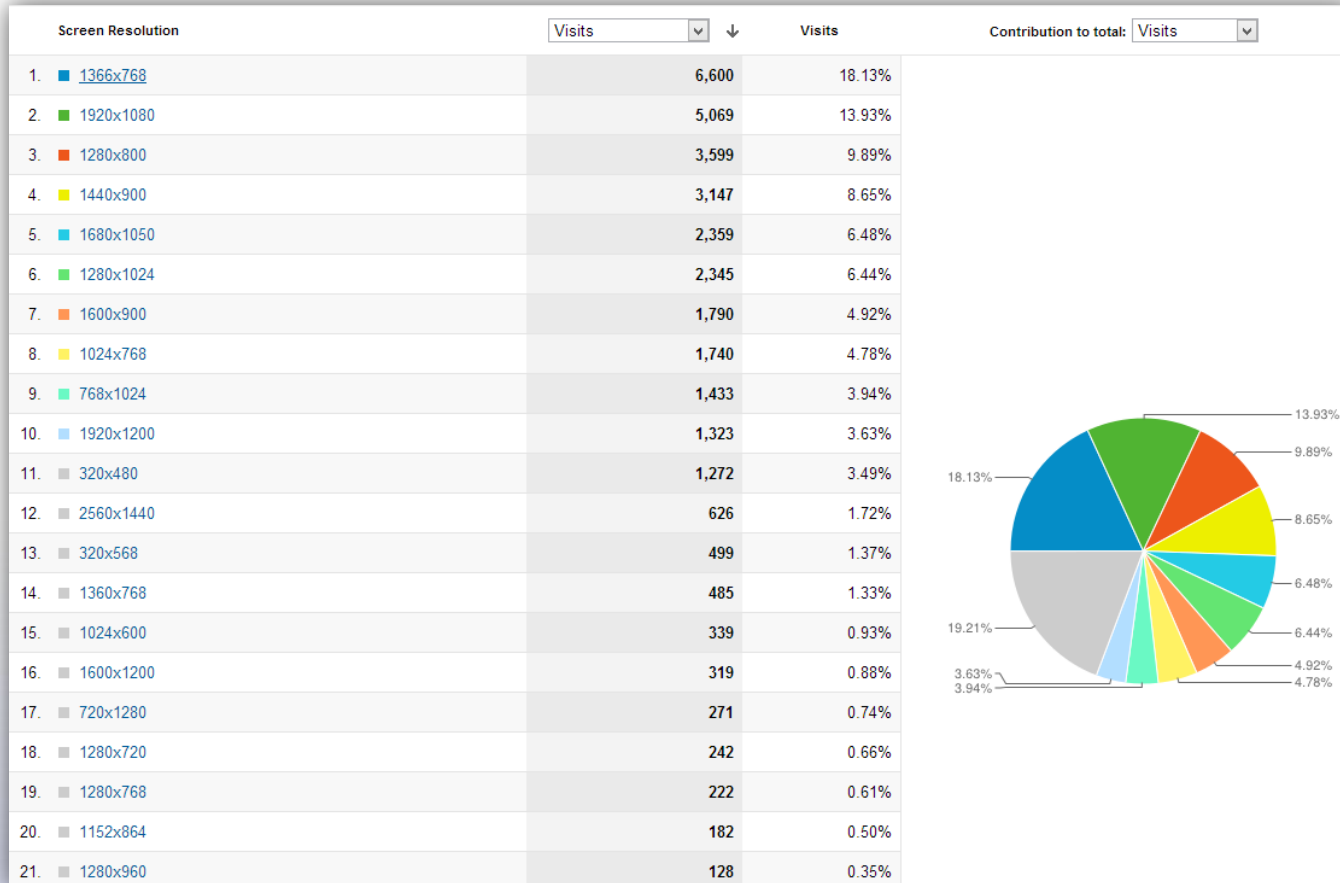


RECENT HISTORY

IT USED TO BE SO EASY...

- Standard screen resolutions and sizes
- Similar download speeds
- Static interfaces

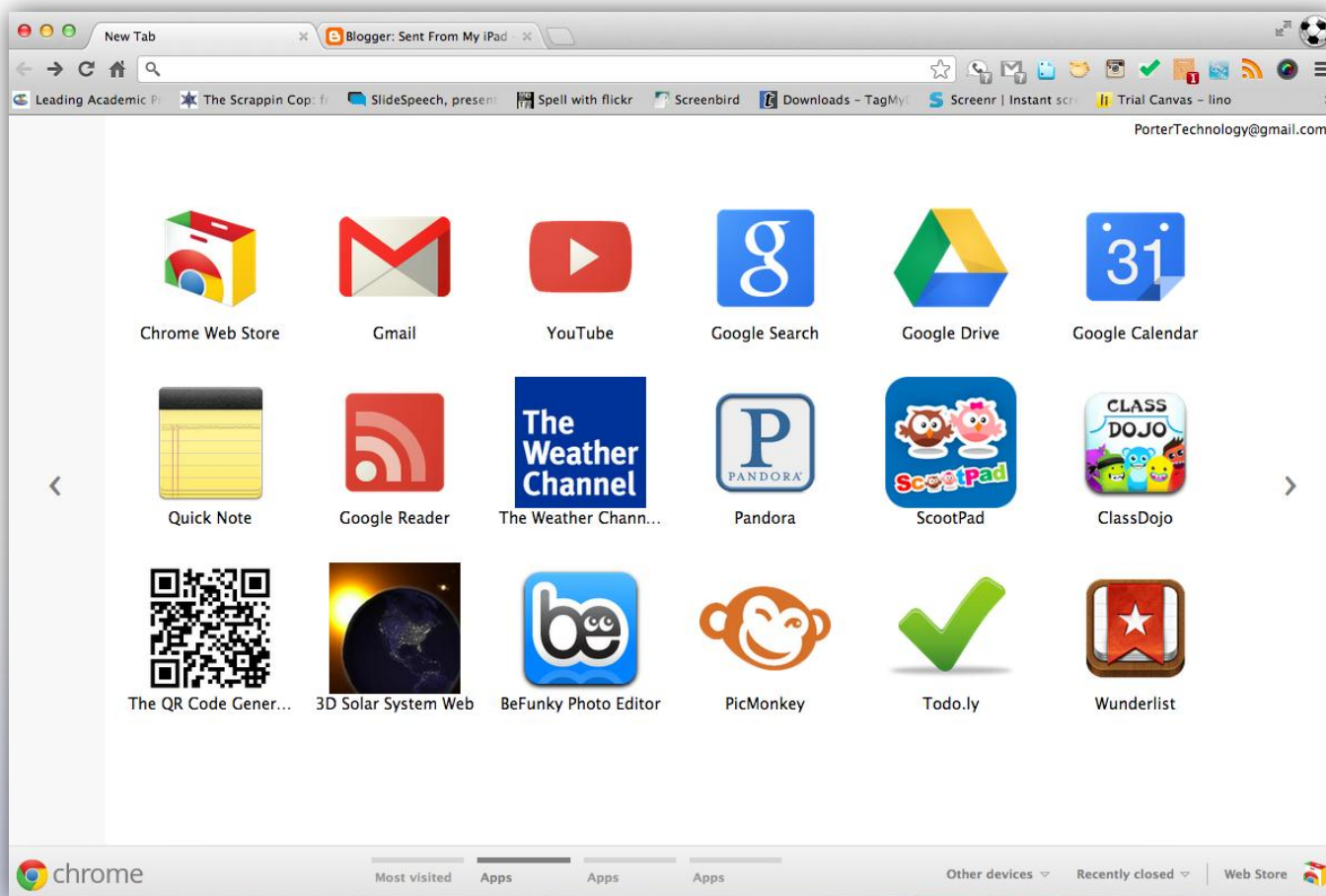
NOW, NOT SO MUCH...



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A QUICK NOTE ABOUT MATHS

SCREEN SIZES DON'T SCALE NICELY

Screen Type	Screen area (inches squared)	Resolution	Pixel Count
3.1" phone	~5	320x240	76,800
42" TV	~777	1,920x1,080	2,073,600
15.4" MBP	~104	1,440x900 (effective) 2,880x1,800 (actual)	1,296,000 5,184,000

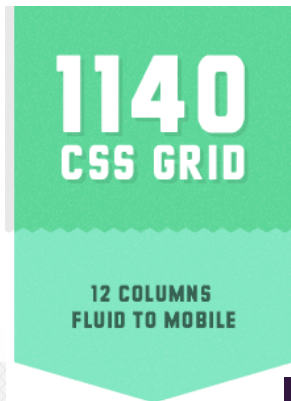
SCREEN SIZES DON'T SCALE NICELY

So our 15.4" MBP is:

- 150% bigger or 37.5% small than a HD TV, by pixel count, depending on how you measure it
- Or 1,600% or 6,700% bigger than a 3.1" device by pixel count, again depending on measures
- Or 87% smaller than a 42" TV by physical size
- Or 2,000% bigger than a 3.1" phone by physical size

HOW WE'VE BEEN SOLVING THE PROBLEM

GRID LAYOUTS



TYPOGRAPHY RESETS

b

baseline

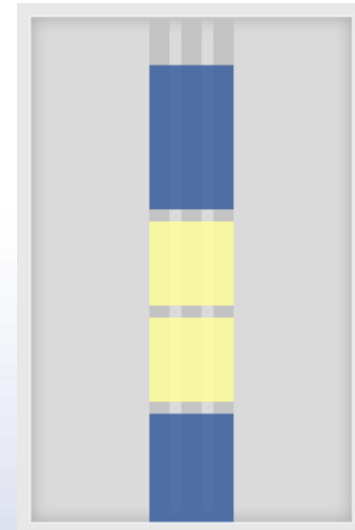
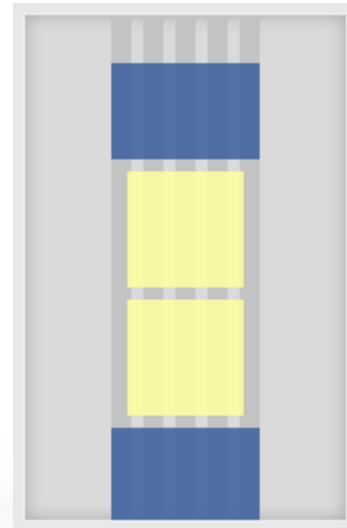
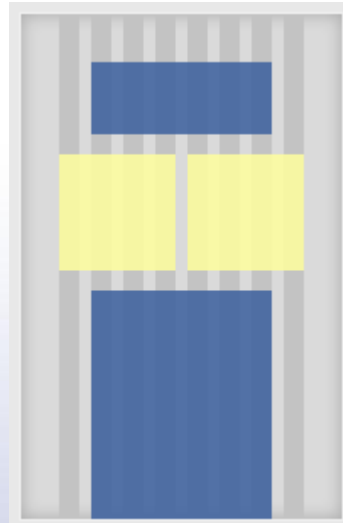
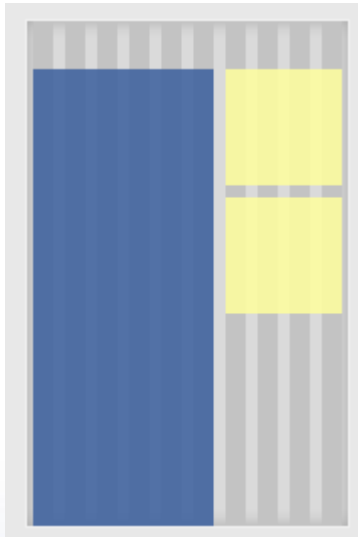


blueprint

Less Framework 4

An adaptive CSS grid system.

RESPONSIVE DESIGN



THESE SOLUTIONS HAVE ISSUES

Technical

- Images either look poor on desktop or take a long time to download on mobile
- Mobile designs are pre-set by sizes fixed in HTML
- Typography tends to be just set standards, rather than allowing flexibility

THESE SOLUTIONS HAVE ISSUES

Marketing

- Design considerations can end up producing poor experience
- Interface considerations can lead to poor content
- Brand constraints can lead to poor everything

HOW WE *SHOULD* SOLVE THE PROBLEM

START WITH HUMANS

Great content starts with understanding two things:

- Need
- Value

HUMANS – WHO?

- Age
- Gender
- Race
- Habits
- Preferences
- Normal environment
- Taboos
- Preconceptions

HUMANS – WHAT?

- What parts of the content are most relevant?
- What do I want to know?
- What need am I attempting to address?
- What else can you do to help me solve this problem?

HUMANS – WHERE?

- Tablet
 - On a sofa at home
 - Travelling on a train to work
 - On a plane coming back from holiday
- Mobile
 - On my way to dinner
 - Looking for recommendations on social
- Desktop
 - At work
 - At home

HUMANS – WHEN?

What stage of engagement am I in?

- Transaction
- Information
- Recommendation
- Review
- State of mind
- Time of day

HUMANS – HOW?

- Video
- Imagery
- Infographic
- Short text article
- Multi-part long text article
- Single page long text article
- Gallery of images
- Podcast
- Interactive data visualisation

CAPACITY HAS CHANGED

- HTML5/CSS3/JS frameworks
- Increasing broadband/mobile web speeds
- New form factors

All of this gives new tools for us to better serve our users

DEFINING THE SOLUTION

USER JOURNEY

Understand possible points of entry

Define appropriate navigation

ONE ANSWER, VARIED MEDIA

It's OK to produce an answer in more than one format

In fact, it's a good thing!

It's not OK to make the user suffer

ONE OVER-RIDING RULE

Content needs to be amazing, all the time

DESIGNING & CREATING THE SOLUTION

ONE DESIGN PER DEVICE

The *content* may or may not change, but the **interface** should, if the content no longer works correctly for that use case

Different media presentation should not compromise brand considerations

A UNIFIED EXPERIENCE

A frameless grid beats a framed grid layout for flexibility and adaptability

<http://framelessgrid.com/>

<http://wail.es/opendaws/>

ADAPTIVE ART DIRECTION

Type should be appropriate for the device

Use the right media for the medium

A NOTE ON HTML5

Much more powerful than previous versions

Take time to read up and understand what it can do

It'll make commissioning work vastly easier

ADAPTIVE DESIGN DIRECTION

One design per device

Design around the viewport size, and use the available space effectively

EXAMPLES

MID LEVEL

Airbnb Annual Report <http://www.anderssonwise.com/>

- Knows what sells their business (design and visuals)
- Different layouts and adaptations for different sections at different resolutions
- Understands target demography
 - Correct typography
 - Intelligent colour palette
 - Brilliant IA

HIGH END

The Verge - <http://www.theverge.com/>

- Amazing content
 - Audience interests are broader than a specific topic
 - Long and short form, different media...
- Social proof and navigation options
- Understands target demography
 - Correct typography
 - Intelligent colour palette
 - Brilliant IA

ULTRA-HIGH LEVEL

Four Seasons - <http://www.fourseasons.com/>

- Incredible content
- Social proof
- Contextual
- Mobile version
- Understands target demography
 - Correct typography
 - Intelligent colour palette
 - Intelligent IA

A COMMON THEME

1. Incredible, intelligent content
2. Audience-sensitive typography
3. A well-designed and appropriate colour palette
4. Well thought out information architecture & navigation

Three of those are decided up front, the first is an on-going concern

Thank You!

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Upcoming Webinars

March 19, 2013

Quantifying Outreach 2012

Michael King, Director of Inbound Marketing
iAcquire



March 26, 2013

Content Balance: Sharing Value vs. Self-Promotion

Mackenzie Fogelson, Owner
Mack Web Solutions

