



# 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

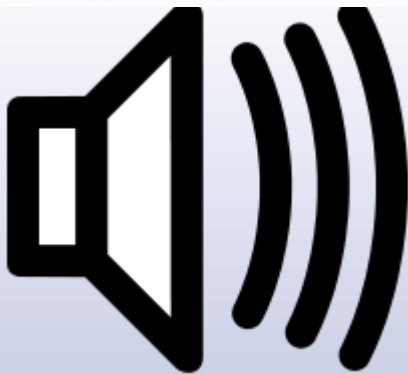


## PARTNERS





# Housekeeping

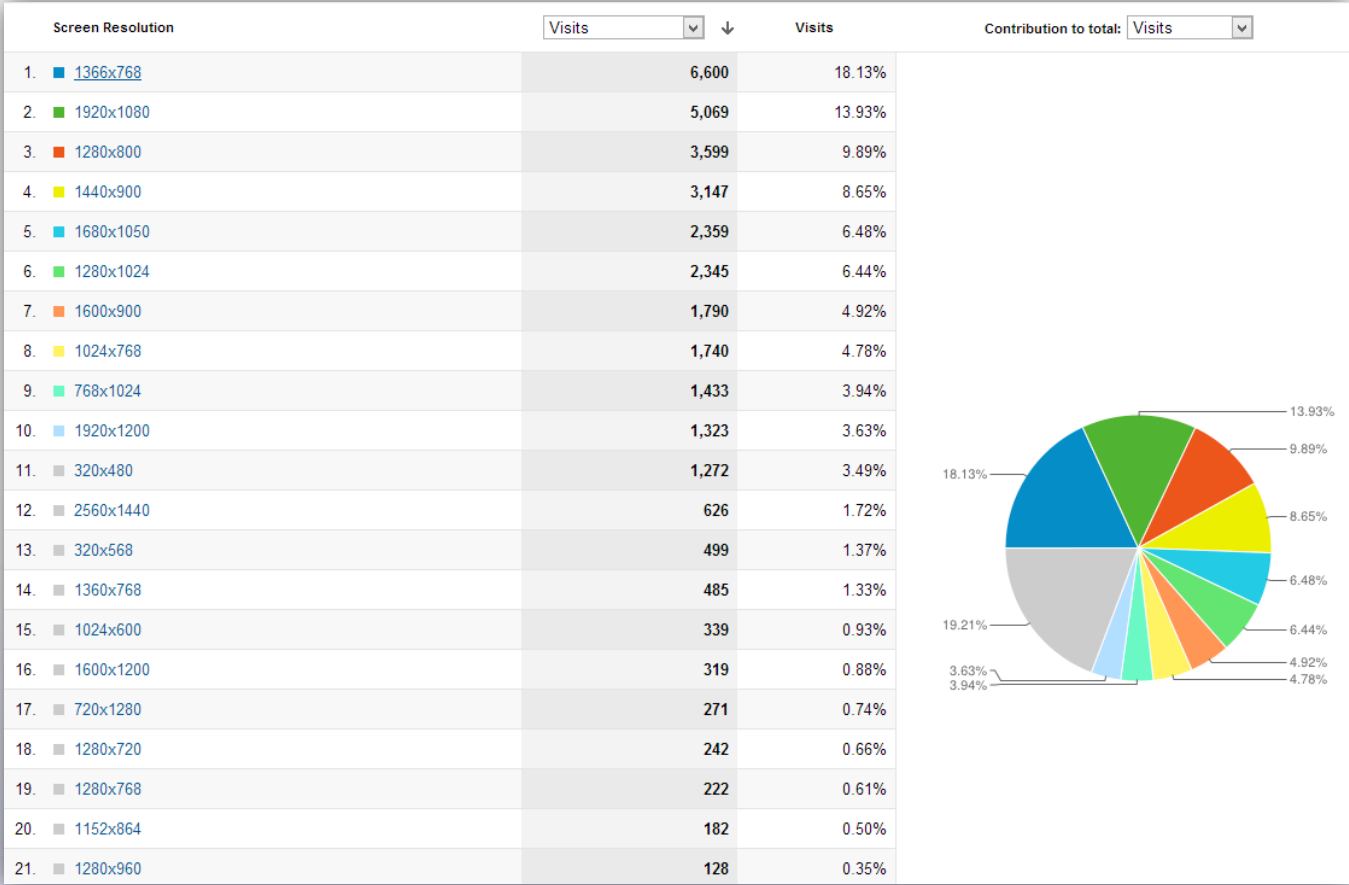


# RECENT HISTORY

# IT USED TO BE SO EASY...

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

# NOW, NOT SO MUCH...

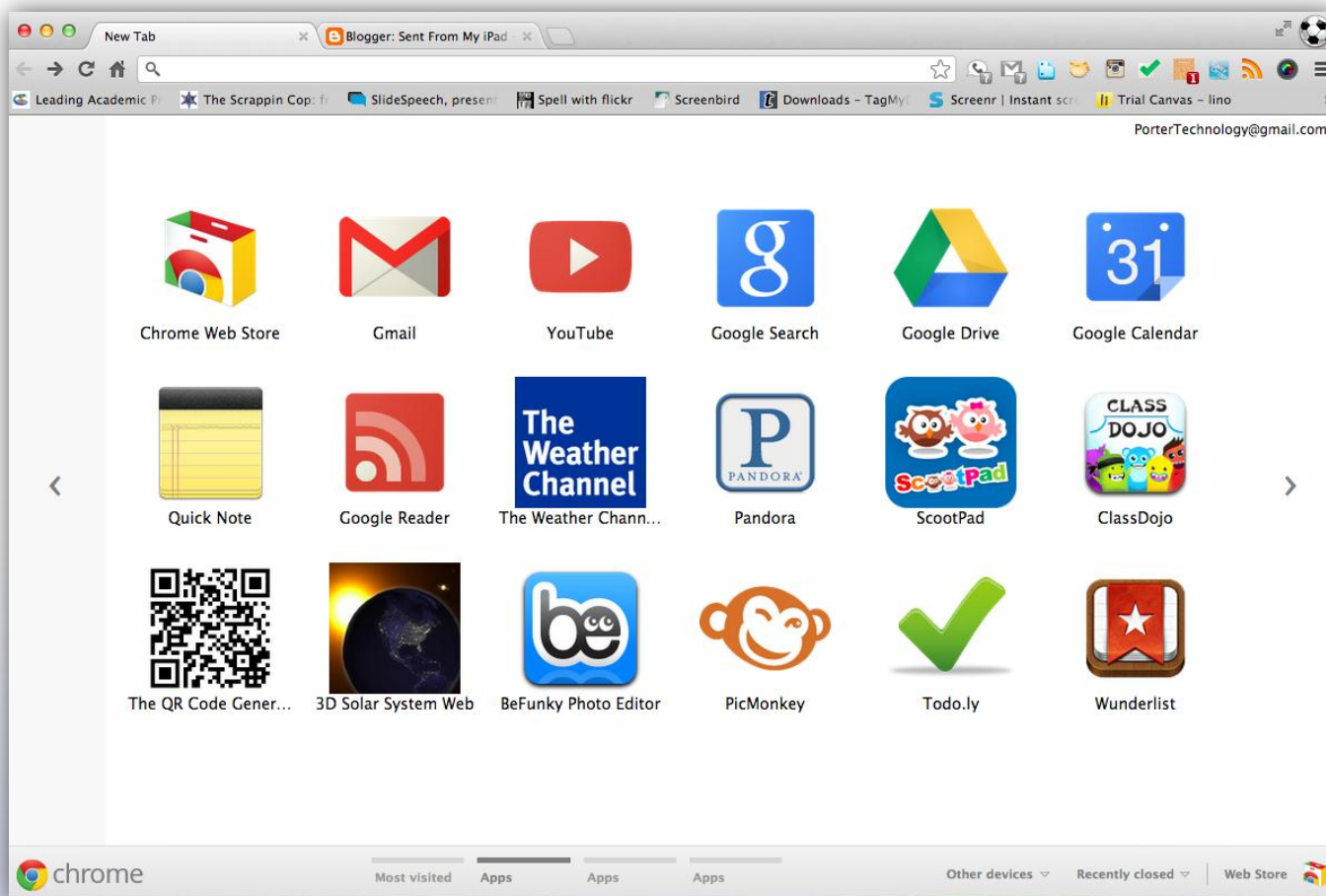


# NOW, NOT SO MUCH...





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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

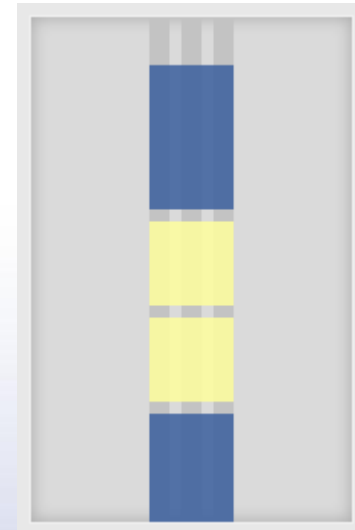
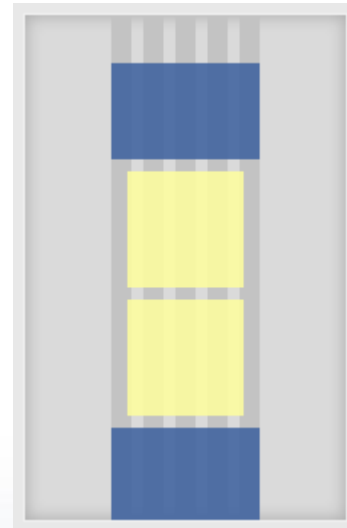
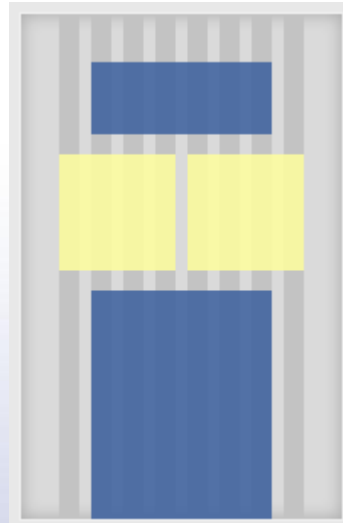
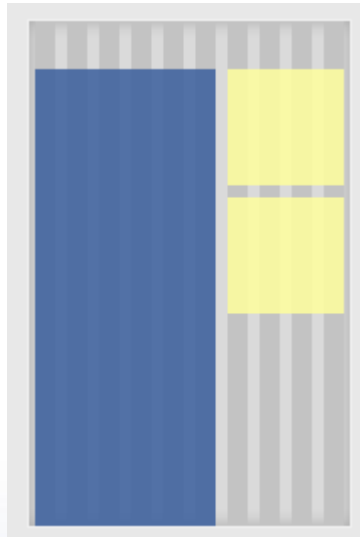


*blueprint*

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

