

Content Survey

site: www.scholastic.com/parents

section: Menu: Books & Reading

page: books_n_reading.html

| content | type ¹ | section ² | priority ³ |
|------------------------------------|-------------------|----------------------|-----------------------|
| Logo / company name | branding | SW | 1 |
| tagline | branding | SW | 5 |
| family site navigation | navigation | SW | 3 |
| sign in / register | membership | SW | 3 |
| site navigation | navigation | SW | 1 |
| site search (global) | search | SW | 4 |
| quick find search (specific) | search | SW | 2 |
| features | section | page | 3 |
| Feature image | media | page | 3 |
| Feature description | informative | page | 3 |
| shortcut banners | | | |
| Scholastic Reading Club | link | SW | 4 |
| The Reading Toolkit | link | page | 4 |
| Essential parent tools | section | page | 3 |
| Search for books | section | page | 3 |
| Search form | search | page | 4 |
| Book suggestions links | informative | page | 4 |
| Build a home library | section | page | 3 |
| photo | media | page | 4 |
| description | informative | page | 4 |
| age select form | filter | page | 4 |
| Find a learning style | section | page | 3 |
| photo | media | page | 4 |
| description | informative | page | 4 |
| age select form | filter | page | 4 |
| Books kids love | section | page | 3 |
| book image | media | page | 3 |
| book title | informative | page | 5 |
| book description | informative | page | 5 |
| Most popular on Scholastic Parents | section | page | 3 |
| Most viewed | section | page | 3 |
| most viewed subjects ranking | informative | page | 3 |
| Best seller | section | page | 3 |
| thumbnail image | media | page | 3 |
| product name | informative | page | 3 |
| ages | informative | page | 3 |
| price | informative | page | 4 |

| | | | |
|------------------------|-------------|------|---|
| Activities & Fun | section | page | 3 |
| age select form | filter | page | 2 |
| Printables | section | page | 3 |
| thumbnail image | media | page | 5 |
| title | informative | page | 3 |
| description | informative | page | 3 |
| 'see all' link | link | page | 5 |
| Activities | section | page | 3 |
| thumbnail image | media | page | 3 |
| title | informative | page | 3 |
| description | informative | page | 3 |
| 'see all' link | link | page | 5 |
| From our blogs | section | page | 3 |
| thumbnail image | media | page | 3 |
| title | informative | page | 3 |
| date | informative | page | 3 |
| 'see all' link | link | page | 5 |
| Top book lists | section | page | 3 |
| age select form | filter | page | 2 |
| thumbnail image | media | page | 3 |
| title | informative | page | 3 |
| description | informative | page | 3 |
| 'see all' link | link | page | 5 |
| Featured video | section | page | 3 |
| video | media | page | 3 |
| 'see all' link | link | page | 5 |
| Facebook page | section | SW | 4 |
| sign up for newsletter | membership | SW | 4 |
| Sponsor spotlight | section | SW | 4 |
| thumbnail image | media | SW | 4 |
| title | informative | SW | 4 |
| description | informative | SW | 4 |
| 'see all' link | link | SW | 5 |
| sitemap | navigation | SW | 3 |
| feedback | link | SW | 4 |
| social media | link | SW | 4 |
| advertisement | membership | SW | 5 |

1. There are many different ways to categorize content types. You might want to base content types based on many different existing schemas or microformats, especially if your site represents an industry or product that has an existing vocabulary. You can also create very generic or basic silos of content based on your site's needs. The trick here is to accurately identify content types to help you group and structure your content, and to look for ways to identify this content semantically.
2. This too changes based on my site's structure. Essentially here I track whether the content appears only on this page [**page**], throughout the current section [**section**], or

site-wide **[SW]**. This also allows me to categorize content and establish local .vs site-wide priorities.

3. Here I establish priority levels. This is especially important for small screens, as the reduced screen real estate forces you to focus on what's really important on each page. I rank them as follows:
 1. **Critical:** Needs to be immediately accessible to users
 2. **Important:** High degree of importance. Should be easily discoverable if not immediately visible
 3. **Top-level:** Solid page content, should be stressed to the viewer and easy to find
 4. **Secondary:** Positioning, structure, and styling should convey that this content is either related to, or secondary to any higher-priority content.
 5. **Extraneous:** Content that is not necessary for page or site effectiveness has little or no relationship to other page content. Content ranked with this priority should be considered for removal.