

Content Survey

site: www.scholastic.com/parents

section: Books & Reading detail

page: detail.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
Logo / company name	branding	SW	1
shortcut banners			
Scholastic Reading Club	link	SW	4
breadcrumbs	navigation	page	3
article	section	page	3
title	informative	page	3
subtitle	informative	page	3
author	informative	page	3
date	informative	page	3
share on social media	link	page	4
picture for article	media	page	3
text content	informative	page	3
link to all posts by the author	link	page	4
link to previous post	link	page	4
related contents	section	page	3
More book lists	section	page	3
thumbnail image	media	page	3
title	informative	page	5
Parent guides	section	page	3
thumbnail image	media	page	4
title	informative	page	3
Activities	section	page	3
thumbnail image	media	page	4
title	informative	page	3
about this blog (description)	informative	page	5
Blogs we love	section	page	4
thumbnail image	media	page	4
title	informative	page	4
description	informative	page	4
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

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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.