

Content Survey

site: www.scholastic.com/parents

section: home page

page: index.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
daily tips	section	page	3
today's date	informative	page	3
age select	filter	page	4
description	informative	page	3
'read more' link	link	page	3
shortcut banners			
Scholastic Reading Club	link	SW	4
Top outdoor spots for families	link	page	4
Book Fairs	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
Parent Guides	section	page	3
age select form	filter	page	2
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
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
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.