

UX Playbook for News and Content Sites

Collection of best practices to delight your users

News & content sites playbook at a glance

Creating frictionless experiences across the funnel

After looking at several news sites, we realized that there were certain universal UX elements that helped create a frictionless shopping experience. This list aims to expand on the 25 Mobile UX Principles and provide a checklist for improving your mobile site experience across 6 key site areas:



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Home / Landing page	Menu & Navigation	Search	Category Pages	News Article Pages	Sign Up/ In & Subscribe
Feature a single top story	Show consolidated menu	Include search	Display clear category title at the top	Add social share options	Enable social login
Include a selection of up-to-date news	Organize expanded menu by sections or categories	Make search visible & prominent	Highlight top story related to the category	Link to related content	Consider One Tap Sign Up & Sign In
Make news easily scannable	Login/ register easily accessible (follow conventions)	Make search useful	Allow user to switch easily between sub-categories	Ensure links are easily identifiable	Optimize forms
Organize news by section or category	Consider adding categories to the main menu	Enable auto-complete		Add estimated reading time	Reduce number of fields
Display additional CTAs below the fold	Consider secondary menu for less important content	Add search suggestions		Encourage to continue reading (switch between articles)	Add in-line real-time validation
Display ads non-intrusively	Add key areas to homepage for quick access	Display number of search results		Consider AMP technology for faster loading	Enable auto-fill
		Implement spelling correction		Consider combining AMP & PWA	Subscribe: Make it clear if there's a premium option
		Always return search results			Allow guest checkout
					Simplify payments with Google Pay

All recommendations
should be A/B tested!

Homepage / Landing Page

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Section	Homepage/Landing Page	Ease of implementation	Impact	Key Metric
Key suggestion	Feature a single top story and remove automatic carousels	Easy	High	Bounce rate
	Additional CTAs below the fold	Easy	Medium	CVR
	Display ads non-intrusively	Easy	High	Bounce Rate
	Make news easily scannable	Medium	High	Time on site, Page views
	Organize news by section	Medium	Medium	Time on site, Page views

Feature a top story or breaking news (remove carousels)

theguardian.com

Headlines

Nato summit / Trump says Germany is 'captive of Russians'

Trump-Trudeau Leaders set for first face-to-face meeting since G7

Immigration / Trump forced to reinstate 'catch and release' after court defeats

Thailand cave rescue / Water pumps failed just after last boy

abcnews.go.com

TOP STORIES

Judge orders Manafort to jail closer to trials

President Trump pardons Oregon cattle ranchers

All 11 on board survive plane crash in Alaska

Woman found dead in condo's trash compactor

Pfizer is 'rolling back price hikes': Trump

edition.cnn.com

Top Stories

US President launches scathing attack on NATO ally

LIVE: Drama at breakfast table as Trump attends NATO summit

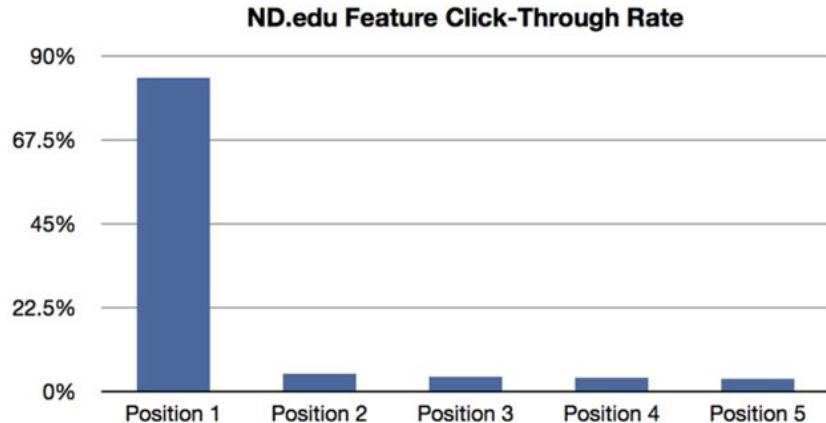
NATO leaders hope to 'avert disaster' during Trump visit

What's the point of NATO? ▶

ANALYSIS: Can the West withstand the Trump presidency?

US warns Americans to keep 'low profile' during

Why to avoid carousels & sliders



Research:

- [Conversion XL](#)
- [ClickZ](#)
- [Widerfunnel](#)
- [NN Group](#)
- [Erik Runyon](#)

Pros for heavy content websites:

- Multiple pieces of content within less space

Cons:

- Users often scroll past carousels (if you're using a carousel hoping that your users will see a variety of content, there's a high chance they'll only see the first frame)
- Not all content can be equally "important"

Include a selection of up-to-date news

cnn.com

Pentagon: China likely training pilots to target US

Beijing is pursuing nuclear capability on its long-range bombers, report says

CIA official: China wants to replace US as superpower

China's new destroyers: 'Power, prestige and majesty'

Hear US Navy plane warned off by Chinese military ↗

China says hypersonic aircraft test a success ↗

huffingtonpost.com

SPATE OF SPIES SPEAK OUT: TRUMP 'STIFLING SPEECH'

TOP STORIES

- Senate Confirms 2 More Trump Judges
- Trump's Military Parade Postponed Indefinitely Amid Reports Of...

theblaze.com

INTEL STRIKES BACK

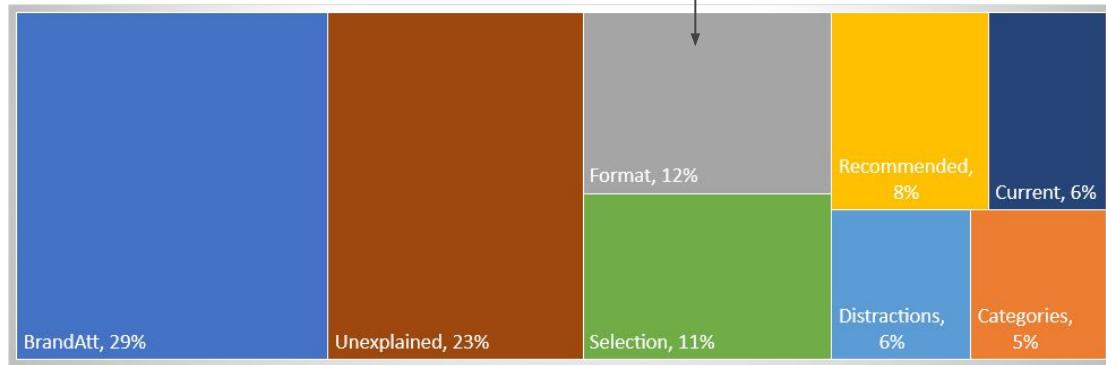
Petraeus, Clapper, other top officials slam Trump action vs. Brennan

- Rand Paul talks Brennan's security clearance, Russia trip
- Joke's on Brennan for failing to find humor in Trump's remark, 'Dilbert' cartoonist says
- Trump accuses Boston Globe of 'COLLUSION' with other papers as hundreds run editorials against him
- Retired US commander stands with Brennan: 'Revoke my clearance' too

FOX NEWS FIRST: Trump could revoke clearances of other ex-Obama officials 'soon'; Hundreds of more Omarosa tapes?

Want to get these alerts sent to you directly? Click here.

The format and story selection matter most



According to a study conducted by MeasuringU, the biggest drivers of the online news experience are the format of the articles and having a good selection of stories on the homepage.

Research:

- [MeasuringU](#)

Source: MeasuringU. Key drivers of the news website experience explaining 77% of SUPR-Q scores.

Make news easily scannable (eg. list view)

huffpost.com

OPINION

- Trump's Iran Decision Leaves Only 2 Likely Outcomes
By Robert Creamer, Guest Writer
- An Open Letter From Hunters About Gun Reform
By Daniel Ashe, Guest Writer
- Want To Change The Face Of Politics? Help Teens Register To Vote.
By Emma Greenman, Guest Writer
- Insurance Companies Unfairly Discriminate Against Mental Illness
By Brian Barnett, Guest Writer

IN THE NEWS

- WORLD NEWS**
 Israel Launches Airstrikes In Syria After Iranian Attacks
By Dan Williams and Angus McDowell, Reuters
- U.S. NEWS**

bbc.com/news

Sport

Britain's Yates takes overall Giro lead
🕒 4m | Cycling

Manager Carvalhal to leave Swansea City
🕒 1h | Football | 387

Cipriani in England squad for S Africa
🕒 4h | Rugby Union | 329

DREAM? OR NIGHTMARE?
The verdict on West Ham's stadium move
🕒 7h | Football

theblaze.com

theblaze

Other Stories That Matter

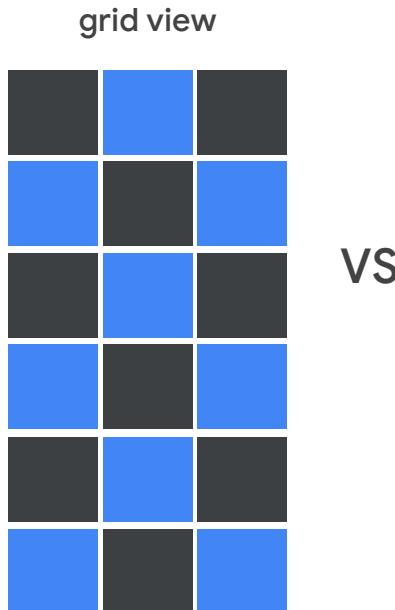
- Amazon launches model homes completely controlled by Alexa
Teri Webster | 7 mins
- Meet blinkist, the learning app that all the ceos love
Blinkist
- TX councilman walks back accusations of cops racial profiling him for 'being black with dreadlocks'
Jana J. Pruet | 23 mins
- They won HOA legal battle; now, Jewish congregation is fighting city of Dallas to worship
Glenn Beck | 33 mins
- News you need: Morning links for Thursday, May 10

Sponsored Links by Taboola

TX councilman walks back accusations of cops racial profiling him for 'being black with dreadlocks'

Google

Grid View vs List View



Choose the appropriate layout for the type of content you're displaying. Text-heavy content tends to perform better with list view.

- **List View:** Attention decreases from top to bottom - More relevant / recent news should come first
- **Grid View:** Attention spread more evenly - best suited for visual content

Research:

- [Fact-finder](#)
- [Nielsen Norman Group](#)

Organize news by section or category

abcnews.go.com

The smartphone screen displays the abcNEWS mobile website. At the top, there is a navigation bar with a menu icon, the abcNEWS logo, and a 'LOG IN' button. A blue rectangular box highlights the 'POLITICS' tab in the navigation menu. Below the menu, there is a large, high-resolution photograph of a man with glasses, likely a political figure, with his hands raised. The main headline below the photo reads "'We are less safe' under Trump, former CIA chief says". Below the headline are several other news items: "Treasury inspector general probing possible leak of Cohen financial records", "Cohen promised health care company access to Trump White House, exec says", "One year since dismissal, Comey continues to spar with Trump", and "Republicans draw conflicting lessons from early primaries: ANALYSIS".

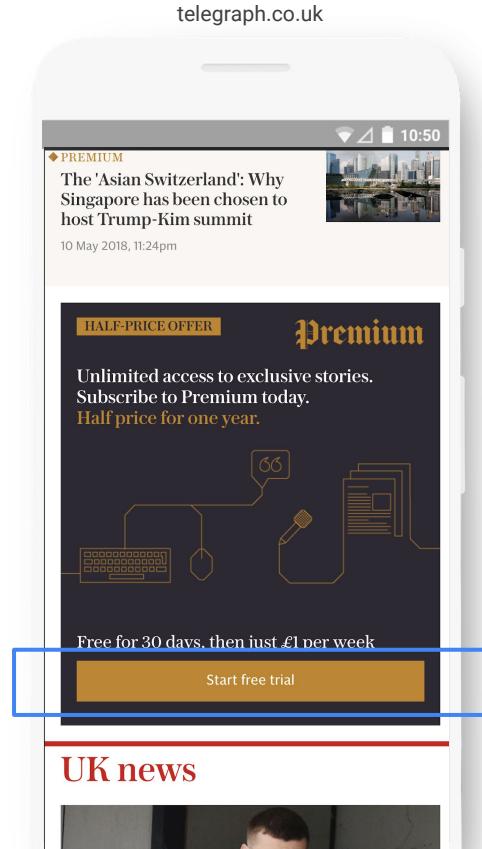
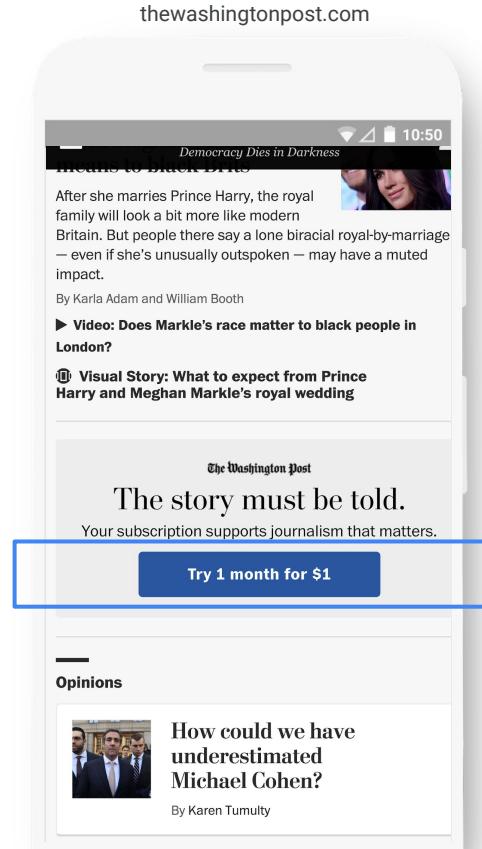
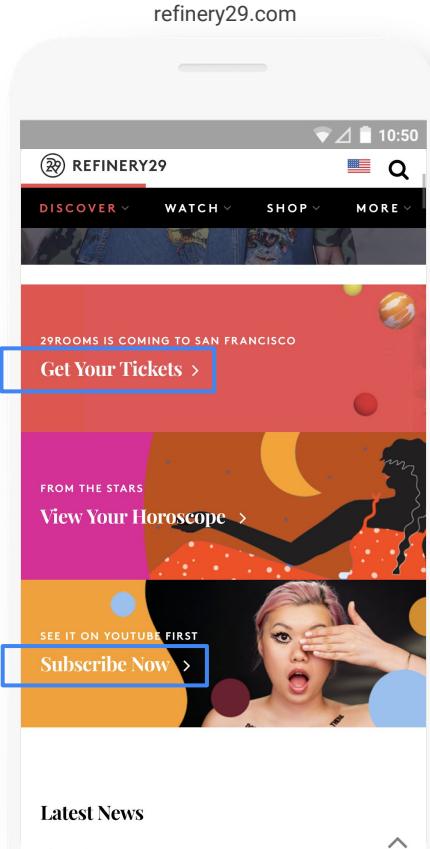
nbcnews.com

The smartphone screen displays the nbcnews.com mobile website. At the top, there is a navigation bar with a menu icon, the NBC News logo, and a 'LOG IN' button. A blue rectangular box highlights the 'Analysis & Comment' tab in the navigation menu. Below the menu, there is a large, high-resolution photograph of several military tanks in a field. The main headline below the photo reads "Iran and Israel - a new conflict in the making?". Below the headline is a byline for "Alex Rossi". Further down the page, there is another photograph of a man in a suit, likely Donald Trump, standing in front of a podium and gesturing. The headline for this second article reads "Trump sends earthquake through the Middle East". Below the headline is a byline for "Alex Rossi".

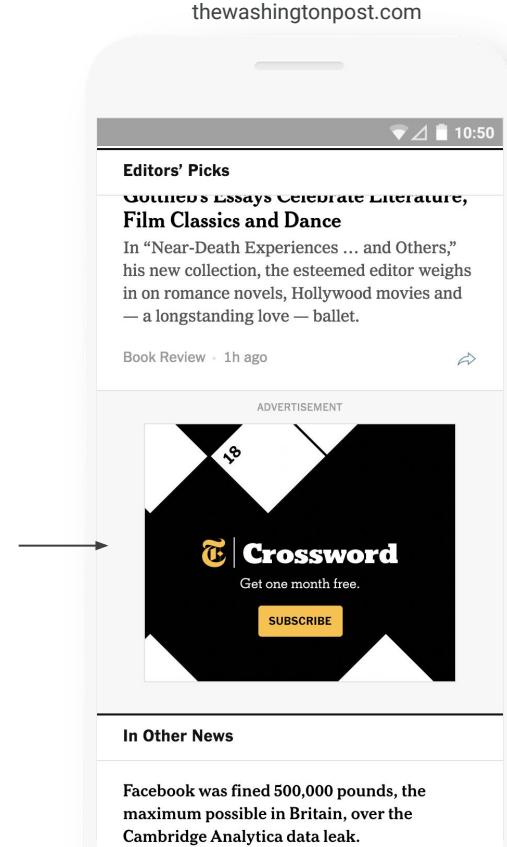
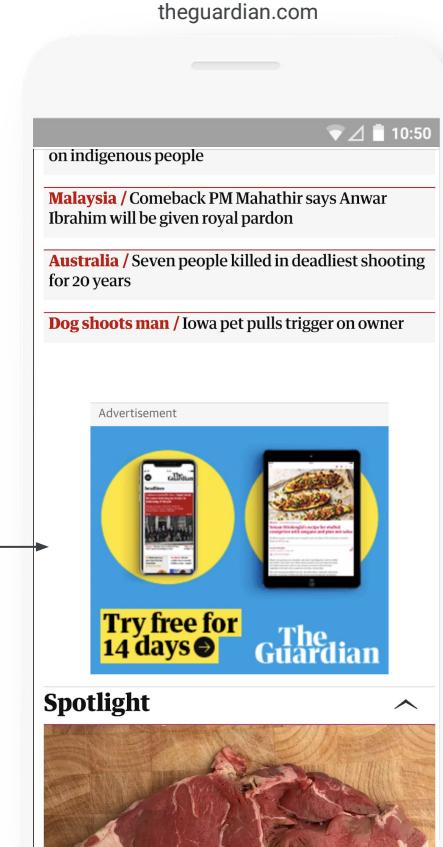
telegraph.co.uk

The smartphone screen displays the telegraph.co.uk mobile website. At the top, there is a navigation bar with a menu icon, the Telegraph logo, and a 'LOG IN' button. A red rectangular box highlights the 'Education' tab in the navigation menu. Below the menu, there is a large, high-resolution photograph of a grand building, identified as Cambridge University. The main headline below the photo reads "Cambridge University students demand lower burden of proof for sex crimes". Below the headline is a timestamp "09 May 2018, 8:00pm". Another news item below the main one reads "Pupils caught drinking from plastic bottles will be treated like smokers behind bike sheds, leading headmaster says". Below this is a timestamp "09 May 2018, 6:47pm". A third news item at the bottom reads "London ranked best city in world for students". Below this is a timestamp "09 May 2018, 6:14am". A blue rectangular box highlights the 'Crime' tab in the navigation menu.

Display additional CTA(s) below the fold



Display ads non-intrusively (don't interrupt experience)



Menu & Navigation

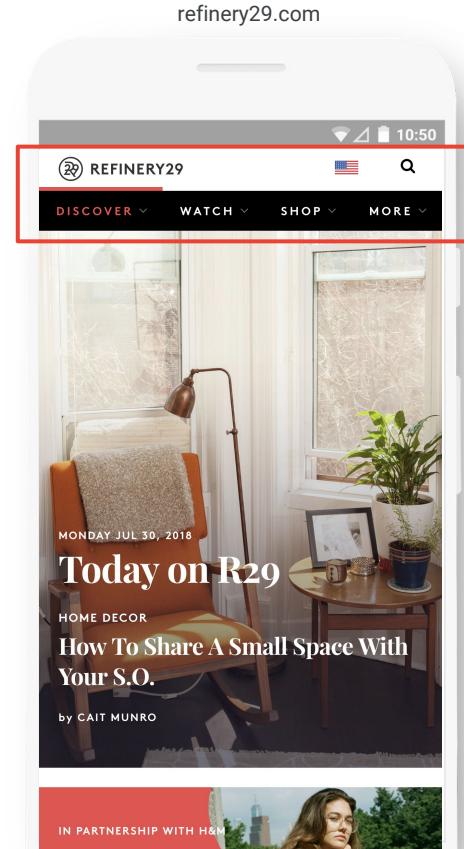
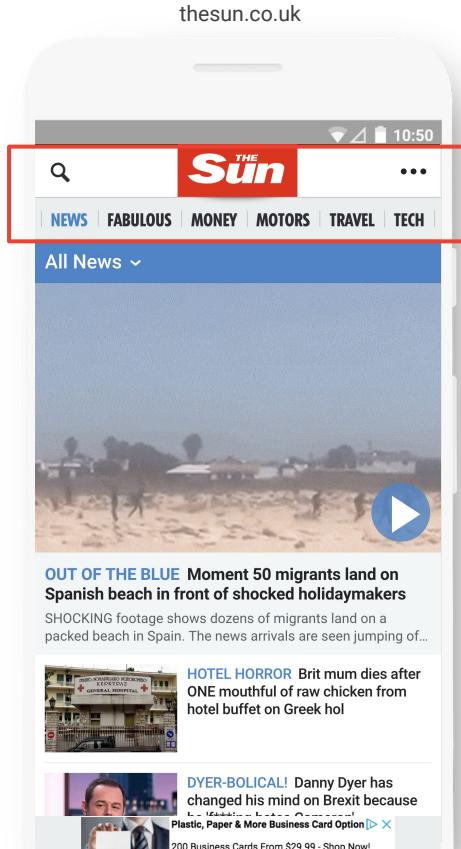
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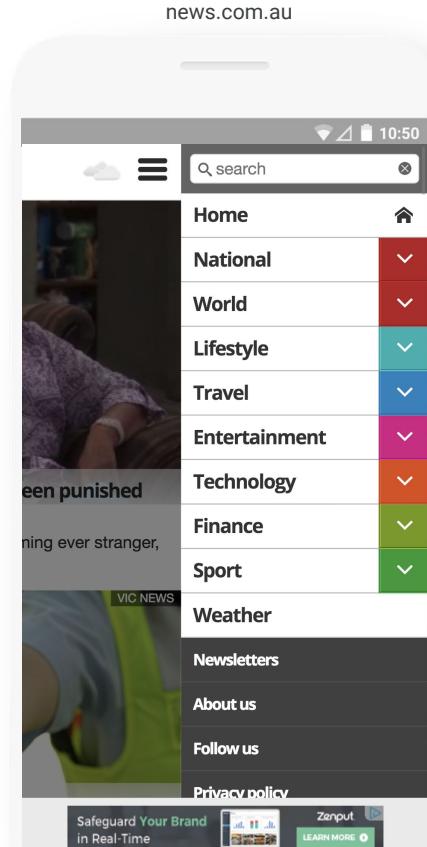
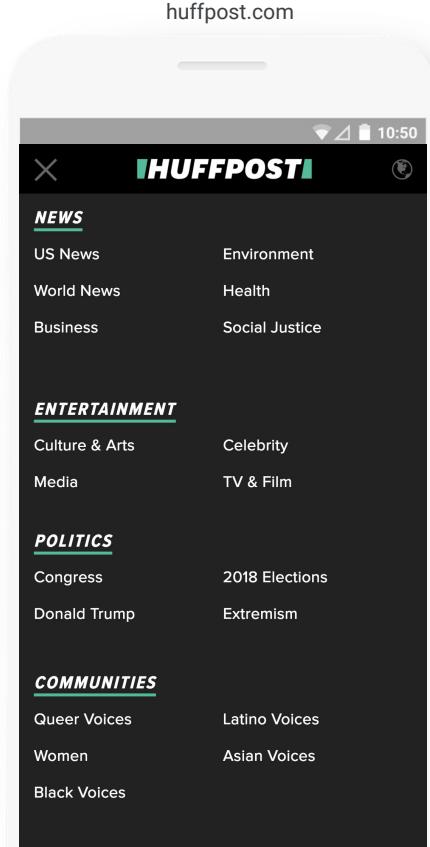
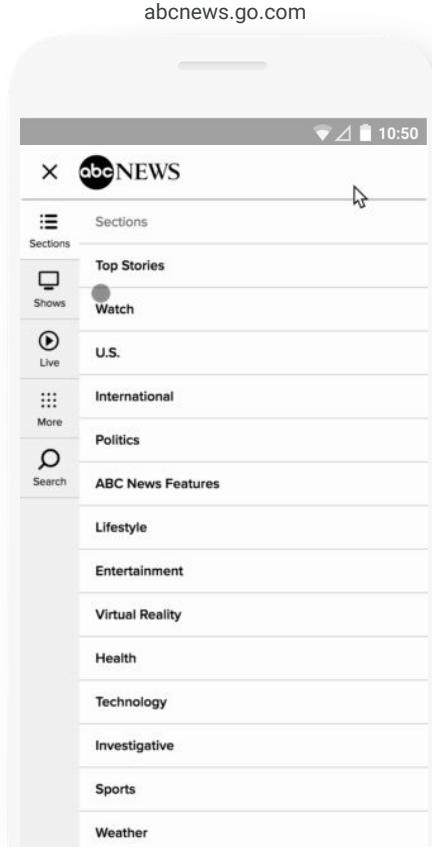


Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Show consolidated menu	Medium	High	Page views / depth
	Login / register easily accessible	Medium	High	Sign-up rate, returning visitors
	Add categories to main menu	Medium	Medium	Page views / depth
	Add secondary hidden menu	Medium	Medium	CTR
	Add key areas to homepage for quick access	Medium	Medium	Page views, CTR
	Organize expanded menu by sections or categories	Medium	Medium	Page views / depth

Show consolidated menu (less than 1/5 of page)



Organize expanded menu by sections or categories



Google

Login/ register easily accessible (follow conventions)

abcnews.go.com

Focus switches from Thai rescue effort to treatment for 12 boys

21m ago LINH PHAM/GETTY IMAGES

TOP STORIES

- Judge orders Manafort to jail closer to trials
- President Trump pardons Oregon cattle ranchers
- All 11 on board survive plane crash in Alaska
- Woman found dead in condo's trash compactor
- Pfizer is 'rolling back price hikes': Trump

nytimes.com

Your Wednesday Briefing

Here's what you need to know to start your day.

Listen to 'The Daily'

Why did Kavanaugh change his mind about prosecuting presidents?

ADVERTISEMENT

The truth demands

telegraph.co.uk

Trump at Nato President accuses Germany of being 'a captive of Russia' in blistering attack

11 Jul 2018, 10:00am

02:04

Live | England vs Croatia build-up Latest news ahead of today's World Cup semi-final

11 Jul 2018, 11:35am

IT'S AMAZING

PREMIUM

David Goodhart Nation has

Google

Consider adding categories to the main menu

abcnews.go.com

BBC Home News Sport More ▾ Q

NEWS Sections

Latest Stories Most Read

ADVERTISEMENT

Massey Ferguson 5450 - 2012 TRADUS

Video shows Thai cave boys in good health

The boys are seen wrapped in blankets and with divers, as a huge operation continues to free them.

5h | Asia

- ▶ 'I am dying to see him'
- ▶ Boys tell the world they are well
- How will the boys cope?

Pro-Brexit campaign

huffpost.com

THE Sun

NEWS FABULOUS MONEY MOTORS TRAVEL TECH

All News ▾

IT WASN'T A DREAM! Nation wakes up pinching itself after historic England penalties win

ENGLAND fans feared the worst when the last-16 clash against Colombia went to penalties but Gareth Southgate's men held...

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news.com.au

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News Opinion Sport Culture Lifestyle

US World Environment World Cup 2018 More

Headlines 72°F ▾

Big tech, desperate cities / Is Bezos holding Seattle hostage? The cost of being Amazon's home

It's like the death of a loved one Retail workers lose out to big tech

'All humanity has left the area' Paying for Tesla's Gigafactory

Opinion Cities must stop selling out to big tech companies

'Will you leave with or without children?' / US officials' question to migrant parents

Google

Consider secondary menu for less important content

abcnews.go.com

BBC Home News Sport More ...

NEWS

Latest Stories Most Read

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news.com.au

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'All humanity has left the area' Paying for Tesla's Gigafactory

Opinion Cities must stop selling out to big tech companies

'Will you leave with or without children?' / US officials' question to migrant parents

Google

Add key areas to homepage for quick access

huffpost.com

HUFFPOST
PRIDE 2018

LAST HOPE: FLOOD THE COURT?

TOP STORIES

Capital Gazette Reporter To Trump: 'I Couldn't Give A F**k' About Your Prayers

Capital Gazette Shooting Suspect Sued News Outlet For Defamation In 2012

'The Wire' Creator Blasts Marco Rubio After Newspaper Slayings

refinery29.com

REFINERY29

DISCOVER WATCH SHOP MORE

Featured Collections

SHOP THE COLLECTION

The Ultimate Getaway Style Guide

SHOP THE COLLECTION

nytimes.com

Top Stories

See Where New York City's Elite High Schools Get Their Students

- Out of about 600 public middle schools in the city, just 10 account for more than 25 percent of the offers to attend one of the city's specialized public high schools.
- The 10 middle schools are disproportionately Asian and white, in a school system that is two-thirds Hispanic and black.

26m ago

Who wins, and who loses, in the mayor's proposal for elite schools?

Search

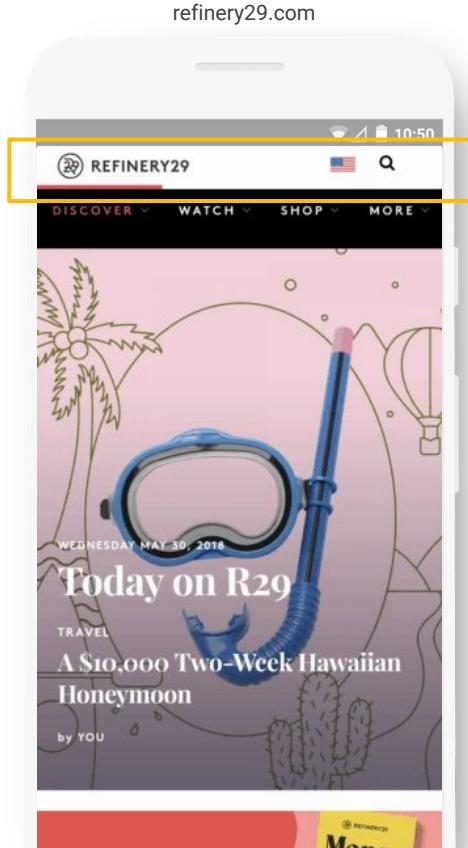
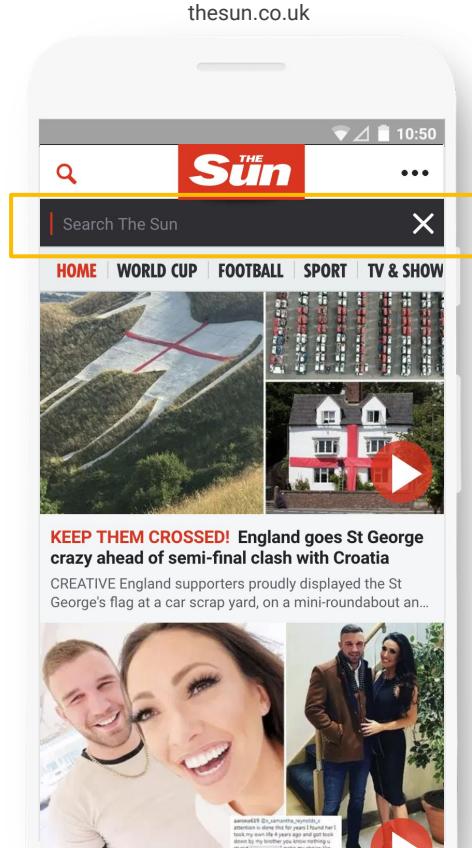
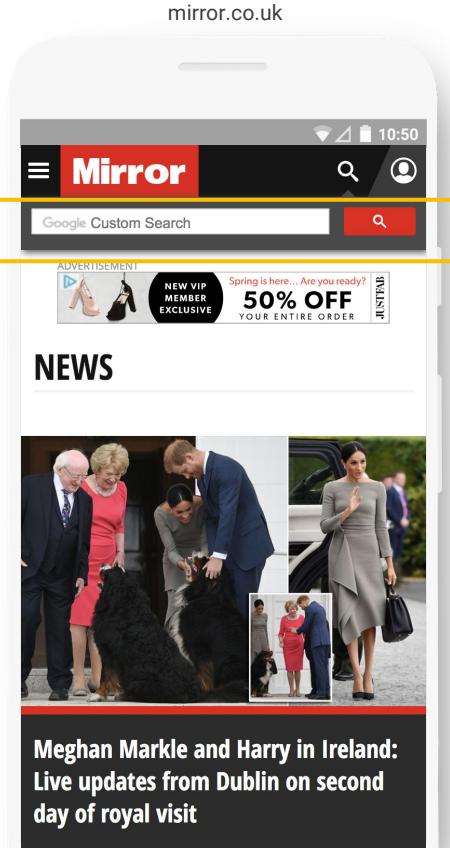
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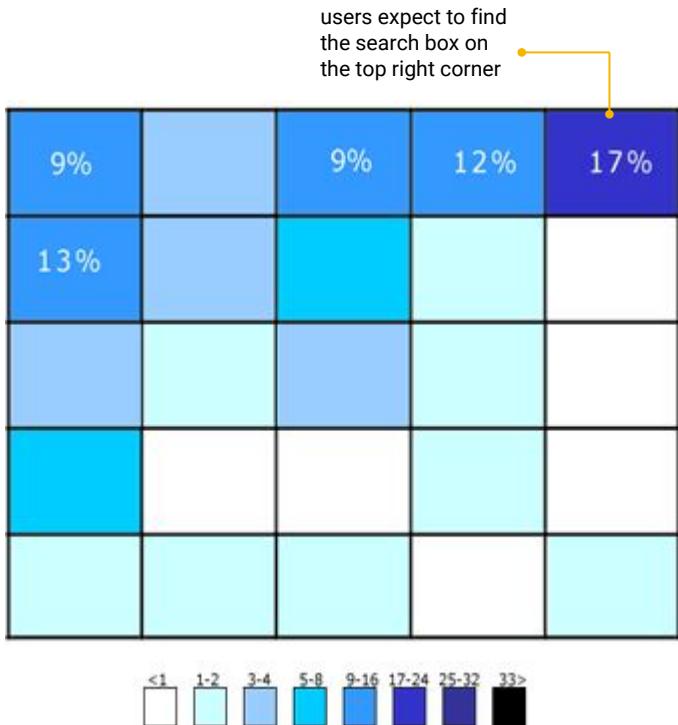


Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Include search	Hard	High	% traffic w/ searches, CVR
	Make search visible	Easy	High	% traffic w/ searches, search depth
	Enable auto-complete (history-based search suggestions)	Easy	High	Bounce rate on traffic w/ searches, search depth
	Add search suggestions	Medium	High	Bounce rate on traffic w/ searches, search depth
	Display number of search results	Medium	Medium	Bounce rate on traffic w/ searches, search depth
	Implement spelling correction	Medium	Medium	Bounce rate on traffic w/ searches, search depth
	Always return search results	Medium	Medium	Bounce rate on traffic w/ searches, search depth

Make search visible & prominent (preferably at the top)



Search placement and visibility



If search is an important function on your mobile site, it should be displayed prominently. The more content you have, the more prominently you want to display your search feature.

When search is **hidden** behind menus or icons:

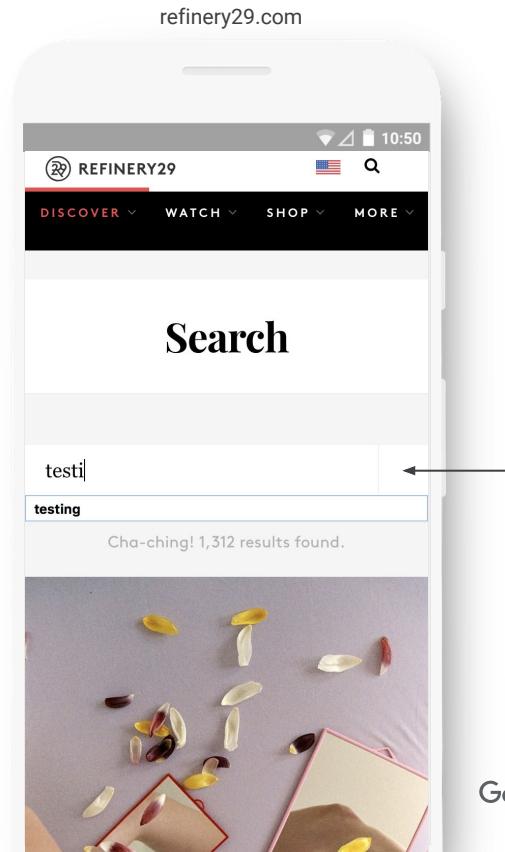
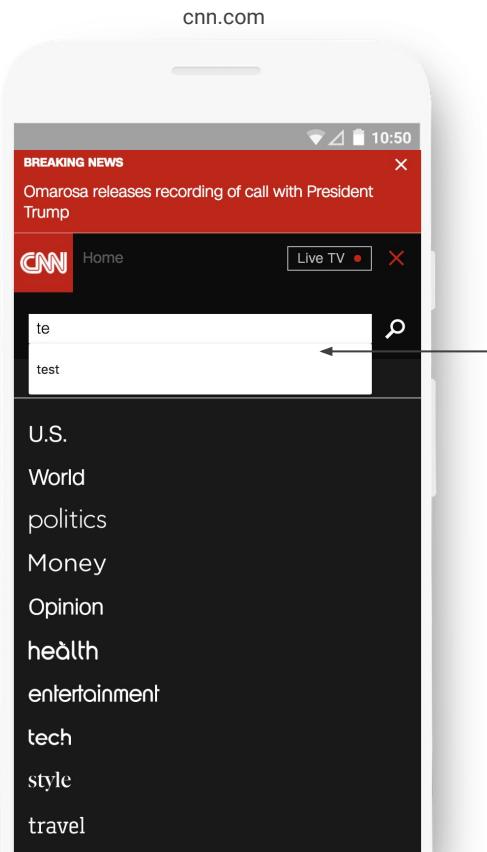
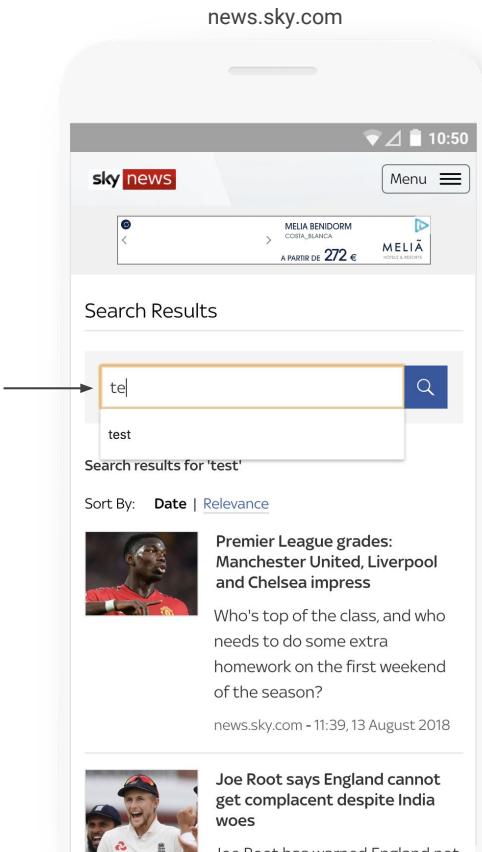
- Makes the search feature less noticeable.
- Increases the “cost” of interaction. Users need to take an extra action in order to access the search.
- Placing your search bar somewhere unexpected means your users will need extra effort to find it.

Research:

Users look first towards the upper-right corner for search. If they don't find the search box there, they start scanning the top of the page (F-shaped pattern).

- [Dawn Shaikh and Keisi Lenz](#)
- [Nielsen Norman Group \(F-Shaped pattern\)](#)

Make search useful: Enable auto-complete



Google

Make search useful: Search suggestions

washingtonpost.com

The Washington Post
Democracy Dies in Darkness

Showing results for "test"
Search instead for: "trent"

112,142 results for "test"
[Advanced Search ▾](#)

Are you looking for this author?
Sydney Trent

ch ar test 098j172
wptest · Brand-studio · May 30, 2018

Schofield returning to Tennessee after testing NBA draft
chase championships with his teammates. The forward **tested** his NBA draft status without hiring an agent, leaving

Associated Press · Sports · May 29, 2018

2nd powered test flight for Virgin Galactic spaceship
Galactic has conducted the second rocket-powered test

Start your day by asking for

cnn.com

The New York Times

SUBSCRIBE NOW | LOG IN

Showing 691,225 results for:
Search

Sort by Relevance ▾ Restrict by Date Range

LOREM IPSUM DOLOR SIT AMET
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras convallis neque at arcu lobortis tempor. Praesent suscipit turpis dignissim sagittis sagittis. Phasellus sem ante, luctus at erat a, dignissim sagittis ligula. Phasellus ornare at ante et tristique. In semper enim eget ipsum feugiat, vel ultrices quam tincidunt. Sed ut dapibus sapien. Suspendisse sed consequat tellus, et tincidunt ligula. Nullam lectus massa, sollicitudin a egestas eu, ultricies id velit. Nullam pellentesque aliquet elit id rutrum. Nullam vitae vestibulum tellus. Mauris semper tortor eleifend ullamcorper. Nunc tempus turpis dictum erat mollis, sit amet ornare lorem placerat. Nulla egestas elementum ante, in ullamcorper justo sodales ac. Sed maximus, lorem sagittis tincidunt suscipit, justo velit consectetur nisi, sed aliquet eros libero in magna. Ut in enim tincidunt, lobortis enim non, volutpat dui. Nulla lobortis semper nibh sed ultricies. sed aliquet eros libero in magna. Ut in enim tincidunt, lobortis enim non, volutpat dui.

July 25

MAGAZINE
Should Statutes of Limitations for Rape Be Abolished?

entrepreneur.com

Entrepreneur
EUROPE

STARTUPS
The Case for Berlin's Claim as Europe's Startup Capital
The German capital's low cost of living and gritty brand attract entrepreneurs from across Germany and beyond.

JUST ADDED →

WOMEN Entrepreneur Online Courses ENROLL NOW

Google

Make search useful: Display number of results

nytimes.com

Showing 353,666 results for: **football**

Sort by Relevance ▾ Restrict by Date Range

NYTimes.com Section: Football

Breaking news and multimedia about professional football, including the NFL, the New York Giants and the New York Jets. Coverage includes NFL teams and players, the NFL playoffs and the Super Bowl.

SPORTS

Urban Meyer and the New Era of College Football: Winning Isn't Everything

The remarkably successful Ohio State football coach is learning that tolerance for off-the-field problems is at an all-time low.

Aug. 3

PRO FOOTBALL

From Football Hall of Famers,

cnn.com

test

Sections: All CNN

Everything Stories Videos Photos

Displaying results 1-10 out of 12631 for test

[Online Test Builder - Train, Test, and Certify](#)
Ad www.gaugeonline.com/

Enterprise test making software for training, certification, and compliance. Testing and Certification. Highlights: Cloud-Based Testing Platform, Free Trial Available.

[G-d's chosen people - importance of faith](#)
Ad israelschallenge.com/Israe_Rescued/The_Challenge

There are exciting promises for God's people in the Torah and the Tanakh.

Why working from home could increase your tax bill
May 30, 2018

Colon and rectal cancer screenings

refinery29.com

fashion

Cha-ching! 29,850 results found.

A woman smiling on a talk show set with a city skyline in the background.

Google

Make search useful: Spelling correction

washingtonpost.com

The Washington Post
Democracy Dies in Darkness

Search

Showing results for "marketing"
Search instead for:
"marking" **"markating"**

163,718 results for "marketing"
[Advanced Search ▾](#)

Markets Right Now: US stocks follow European markets lower
YORK - The latest on developments in financial **markets** (all times local): 9:35 a.m. Stocks are opening

Associated Press · Business · Aug 10, 2018

Global stocks sink as Turkey fears hurt emerging markets
turmoil fueled fears of contagion in other emerging **markets**. KEEPING SCORE: Germany's DAX declined 0.6

Joe McDonald | AP · Aug 13, 2018

cnn.com

NBC NEWS

Search NBC News
 SEARCH

About 385,000 results (0.31 seconds) Sort by: **Relevance**

F2 Freestylers - The World Leaders In Football. Ad www.insight.tv/
Jeremy Lynch And Billy Wingrove Show Off Their Tricks In London. Watch Now. Download App. 7 Day Free Trial.
Highlights: Unlocks Content, No Advertising, Watch In High Quality.

Do you know who'll be winner? - We know how to earn on it Ad www.bettingbettit.com/
Check out our service and learn more about bonus!

Sign up with Facebook® Today - Join a Community of Millions Ad www.facebook.com/SignUp
Join for Free and Start Connecting and Sharing with the People in Your Life.

Showing results for football
Search instead for **footbell**

College Football News, Video, Scores | NBC Sports

entrepreneur.com

Entrepreneur EUROPE

Showing results for marketing
Search instead for **marketing**

Marketing News & Topics
<https://www.entrepreneur.com/topic/marketing>
The latest news, videos, and discussion topics on Marketing.

Teach Yourself Online Marketing With
<https://www.entrepreneur.com/video/301186>
Oct 3, 2017 ... Marketing is an essential part of any growing business. If you want to teach yourself the craft, either to implement marketing strategies yourself ...

4 Strategies to Use When Marketing to
<https://www.entrepreneur.com/article/312408>

Entrepreneur INSURANCE **10 MINUTES TO BETTER COVERAGE** [GET A QUOTE NOW](#)

Make search useful: Always return results

msnbc.com

Stories

All | Articles | Videos | Polls | Transcripts

on all issues ▾

from all shows ▾

from all dates ▾

No content matches your search.

Best of MSNBC

Republicans schedule Kavanaugh
Like it or not, parts of Omarosa's
Protect colle

fastcompany.com

IDEAS

Craigslist's founder just gave \$1 million for STEM on DonorsChoose

LEADERSHIP

Are you a leader or a manager? Here's the difference

CO.DESIGN

A brief history of plastic,

refinery29.com

We found 0 results for "football". Showing results 1 - 10 of 8,531 for football

Inshallah, Football

Alissa Simon Oct 25, 2011 Article

Three story strands compete for attention in the sincere but unpolished human-rights docu "Inshallah, Football," from Indian helmer Ashvin Kumar. Filmed in 2009 in Srinagar, in Indian-controlled Kashmir, pic centers on Basharat Baba, a talented teen ...

FX to air college football in fall

Stuart Levine Mar 28, 2011 Article

FX is letting the sports

Category Pages

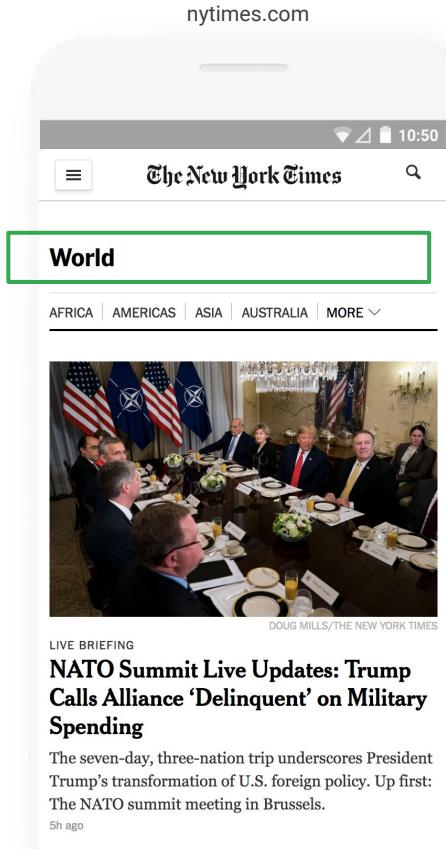
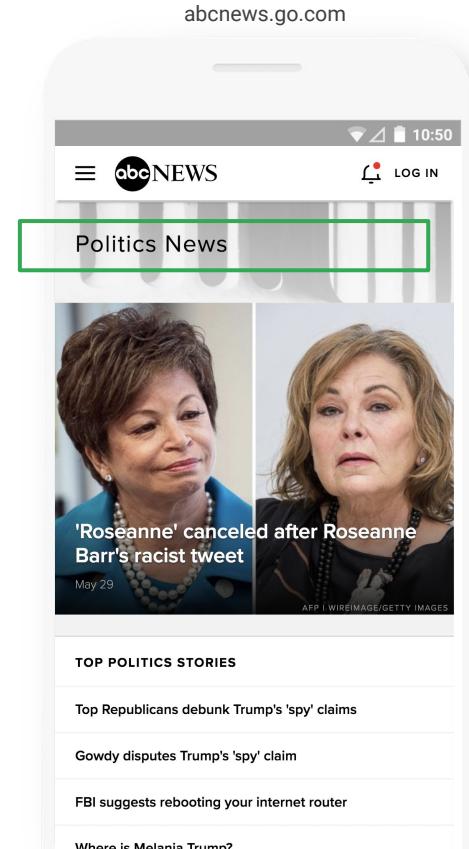
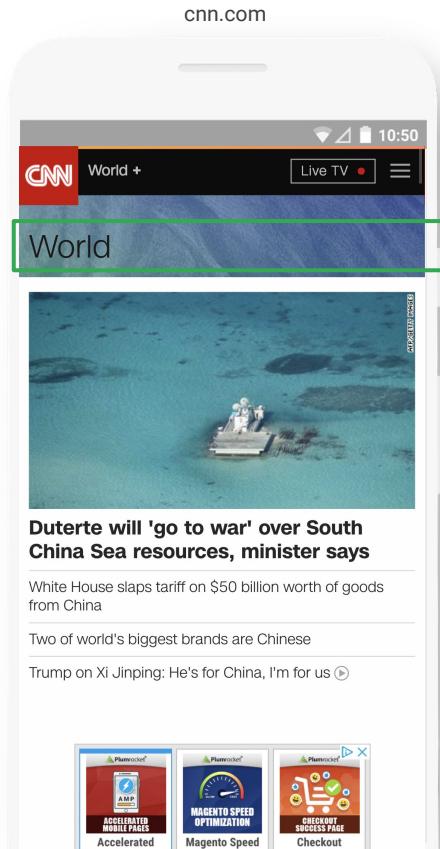
News & content sites playbook at a glance

Creating frictionless experiences across the funnel



Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Display clear category title at the top	Easy	High	Time on site, Bounce rate
	Highlight top story related to the category	Easy	High	Time on site, Bounce rate
	Allow user to switch easily between sub-categories	Medium	Medium	Page views, CTR

Display clear category title at the top



The seven-day, three-nation trip underscores President Trump's transformation of U.S. foreign policy. Up first: The NATO summit meeting in Brussels.

5h ago

Highlight top story related to the category

cnn.com

Health

'What did we do?' Families struggle with anxiety over chemicals in tap water

When insurance wouldn't pay, parents funded cancer patient's lifesaving treatment

Violent crime is like infectious disease -- we can stop it spreading

How to design a school in the era of mass shootings

Historic face transplant gives suicide survivor a 'second chance'

Can 'detox teas' like Teami help you lose weight?

What happened on Easter Island? New theory proposed

abcnews.go.com

Entertainment News

'Queen of Soul' Aretha Franklin has died at 76

34m ago AP

TOP ENTERTAINMENT STORIES

- AP Newsbreak: 'Queen of Soul' Aretha Franklin dies at 76
- Black Americans aren't buying Omarosa on Trump
- 'No one did it better' - Reaction to Aretha Franklin's death
- Correction: People-Aretha Franklin story

news.sky.com

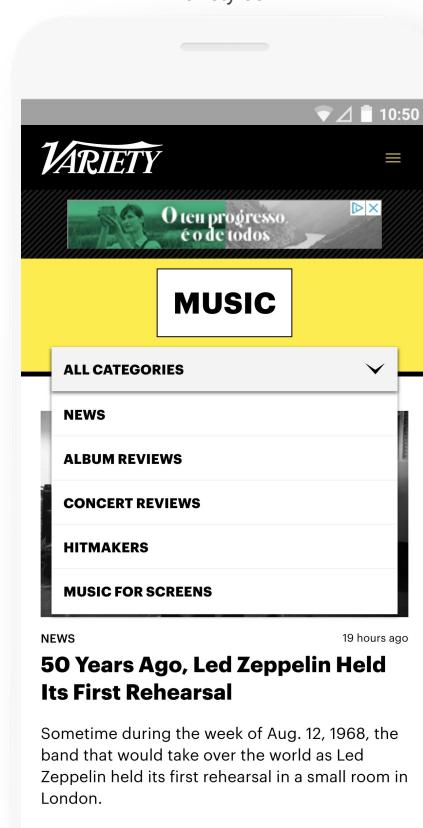
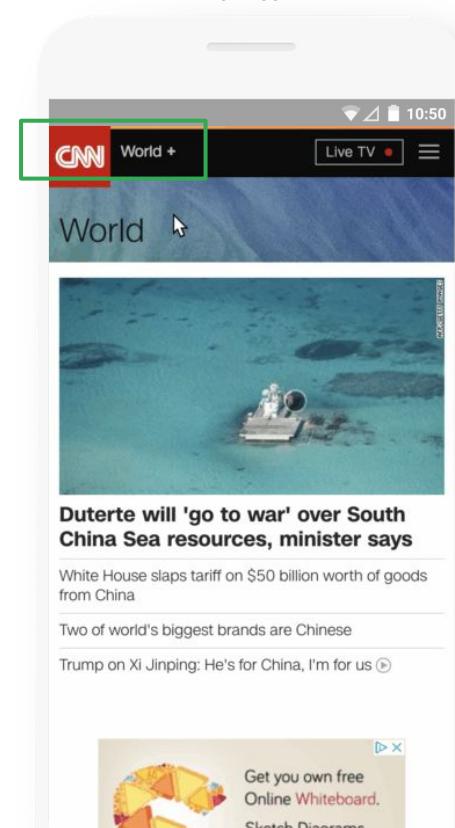
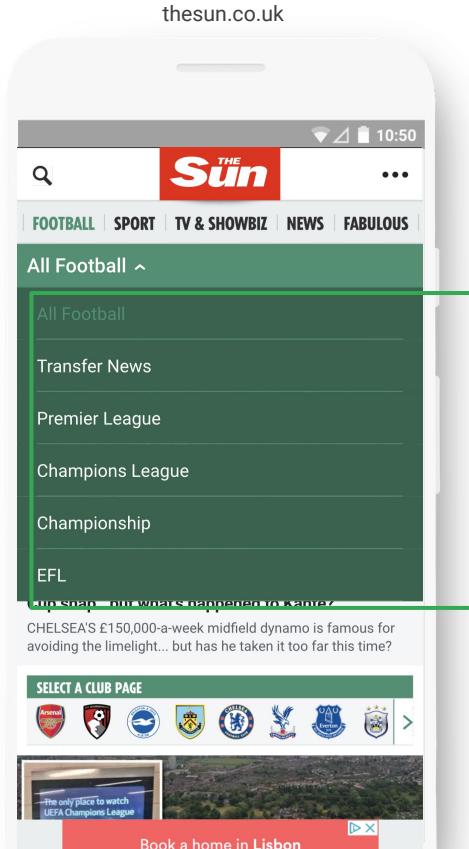
Science & Tech

Regional accents 'suppressed by voice assistants'

Research from Newcastle finds that people are being forced to talk in "normal English" to communicate with their voice assistants.

Apple to launch Apple Car by 2025 - report

Allow user to switch easily between sub-categories



News / Article Pages

News & content sites playbook at a glance

Creating frictionless experiences across the funnel

Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Add social share options	Easy	High	CTR
	Link to related content	Easy	High	CTR, Page views
	Make links easily identifiable	Easy	High	CTR, Page views
	Implement AMP technology	Medium	High	Bounce rate, time on site
	Consider AMP & PWA	Hard	High	Bounce rate, time on site
	Add estimated reading time	Medium	Medium	Time on site / page
	Easily switch between articles	Medium	Medium	CTR, Page views

Add social share options

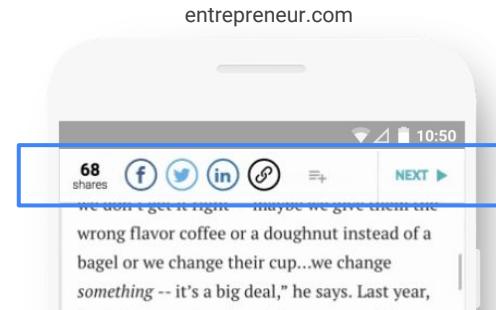


FILE - In this Oct. 9, 2017 file photo, Jamie Lee Curtis arrives at the L... [more+](#)

Jamie Lee Curtis is returning on a mission in the film that started her career in 1978.

The [trailer](#) to "Halloween" was released Friday by Universal. It's a sequel and reboot that ignores all other versions in the franchise except the original. It picks up 40 years after the events of the John Carpenter classic.

The 59-year-old reprises her role as Laurie Strode



"we don't get it right... maybe we give them the wrong flavor coffee or a doughnut instead of a bagel or we change their cup...we change something -- it's a big deal," he says. Last year, for instance, when the chain announced it would be replacing its fan favorite Coffee Coolatta with something, in the words of then SVP of marketing Chris Fuqua, "better," called the Frozen Iced Coffee, customers accused it of "basically ruining everything."

Which brings us to the cups.

About 10 years ago, Dunkin' Donuts execs began talking seriously about ditching the foam cups most stores were still using for most medium, large and extra-large hot drinks in favor of something more sustainable. Foam had endured for many reasons, and Dunkin' used a lot of it: about a billion cups each year. Franchisees loved foam because it was cheap

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Where are the women? BBC's 10 best-paid stars are still men

13:58, UK, Wednesday 11 July 2018



(Clockwise from top left) Fiona Bruce, Alex Jones, Sue Barker, Clare Balding, Victoria Derbyshire, Emily Maitlis



Google

By Ashish Joshi, correspondent and Bethany Minelle, entertainment reporter

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news.sky.com

head of a man potentially representing the owner of the tomb.

The find is considered to be extraordinarily rare as many older tombs have been plundered by criminals and thieves over the centuries.

It was discovered by accident and is more than 2,000 years old, dating between 305 and 30 BCE.

More from Egypt

- [Police jailed for five years after going on strike in Egypt](#)
- [Laura Plummer: Briton jailed in Egypt over painkillers seen in prison video](#)
- [Abdel Fattah al Sisi re-elected Egypt president as spoilt ballots outnumber rival](#)
- [UK urged to do more to help 'thousands' of Egyptian political prisoners](#)
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reported Thursday.

Wolfe was [arrested and indicted on charges](#) of lying to the FBI on Thursday as part of that investigation. The FBI said he gave false statements to agents "about his repeated contacts with three reporters, including through his use of encrypted messaging applications."

"Mr. Wolfe's alleged conduct is a betrayal of the extraordinary public trust that had been placed in him," U.S. Attorney Jessie Liu said in a statement. "It is hoped that these charges will be a warning to those who might lie to law enforcement to the detriment of the United States."

Attorney General [Jeff Sessions](#) said last year that investigations into leaks [had tripled](#) under President Donald Trump. The White House has publicly fumed about the ongoing deluge of information shared with reporters and at one point even floated the idea of [jailing journalists](#) to stop leaks.

[f](#) [t](#) [p](#) [e](#) [m](#) [i](#) [+](#)

cnn.com

LIVE
The Health and Human Services Secretary testifies on lowering drug prices. Watch now

cnn politics

Singapore (CNN) — Nearly five hours of unprecedented and surreal talks between US President Donald Trump and North Korea's Kim Jong Un culminated on Tuesday with fulsome declarations of a new friendship but just vague pledges of nuclear disarmament.

For Trump, that amounted to a triumphant outcome in his [extraordinary gamble](#) with the rogue kingdom's despotic leader. But there were scant details on what new commitments had been secured from Kim, even as Trump announced he would end the regular military exercises the US conducts with South Korea.

Whether [nuclear disarmament](#) is indeed the final outcome of Tuesday's summit won't be known for years, if not decades. But the dramatic act of extending his hand to one of America's longtime adversaries will forever

telegraph.co.uk

The Queen has undergone eye surgery to remove a cataract, wearing sunglasses in public rather than cancel her long-planned engagements.

The 92-year-old monarch underwent the successful procedure in May. [Buckingham Palace](#) confirmed on Friday afternoon.

In recent weeks, the Queen has been seen wearing sunglasses at a number of events including the [Royal Windsor Horse Show](#) and Buckingham Palace garden parties.

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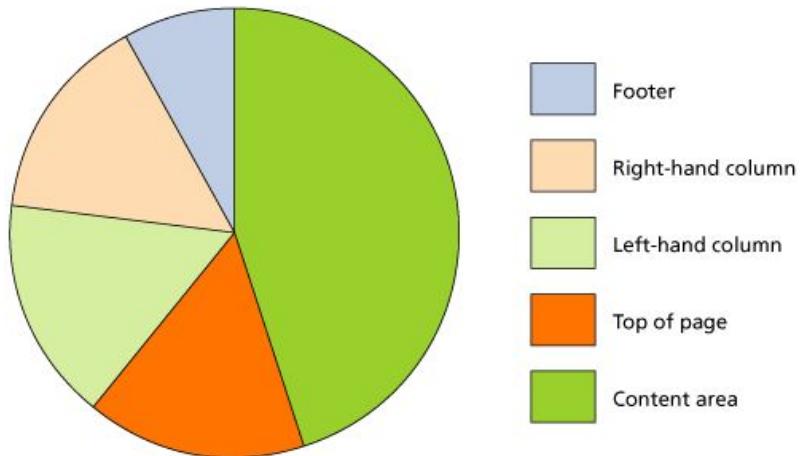
It emerged on Friday that the Queen was treated as a day patient at the private King Edward VII's hospital in London.

[When approached a Buckingham Palace](#)

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Interior Page Behavior



For interior pages, users usually spend more time in the content area than in areas that are used for navigation.

RESEARCH:
[Nielsen Norman Group](#)

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by John Metcalfe,
Bay Area bureau chief, CityLab

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fastcompany.com

07.11.18 | 7:00 AM

Target has a secret app for superfans, and it looks like Instagram

The invite-only app lets members collaborate with Target designers—and see their ideas in stores.

[Source Photo: Milkos/iStock]

BY MARK WILSON
4 MINUTE READ

I'm looking at an app, and I could swear it's Instagram. I see large square photos in an endless feed. Avatars appear in round

entrepreneur.com

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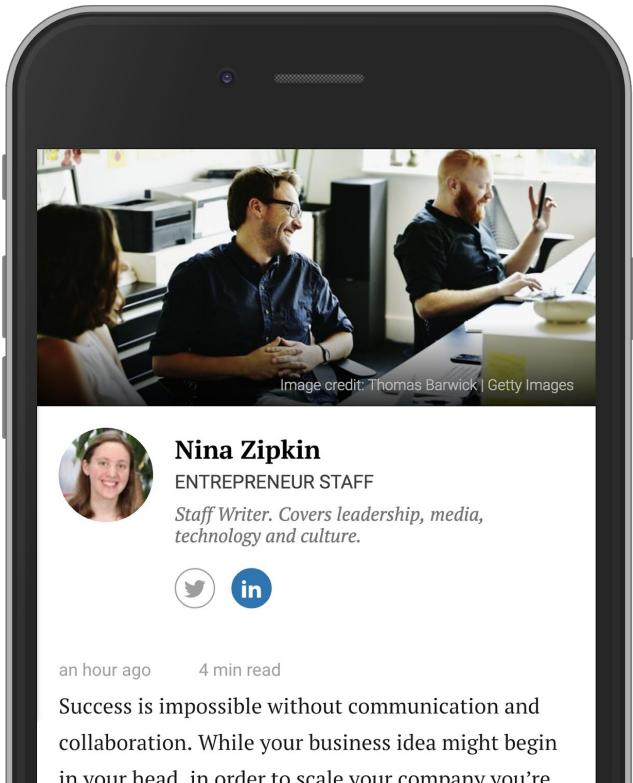


Image credit: Thomas Barwick | Getty Images

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Staff Writer. Covers leadership, media, technology and culture.

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Research:

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- [MarketingLand](#)
- [New Yorker](#)

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TOP 100 CANNABIS LEADERS

news.sky.com

first visit as president

Big Narstie: People will be surprised Ed Sheeran can rap so well

Donald Tusk in Twitter spat with Donald Trump ahead of NATO summit

Sky Views: Questions unanswered over Trump's UK visit

"These brave men and women will carry out their roles in Kabul with all the pride and professionalism we have come to expect, helping to bring the stability and security that the Afghan people deserve."

Earlier this month, a leaked letter revealed US defence secretary James Mattis has expressed concern that Britain's status as a leading military power "is at risk of erosion" without a boost to UK defence spending.

Posted in: DONALD TRUMP, NATO, THERESA MAY

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1 MONTH AGO

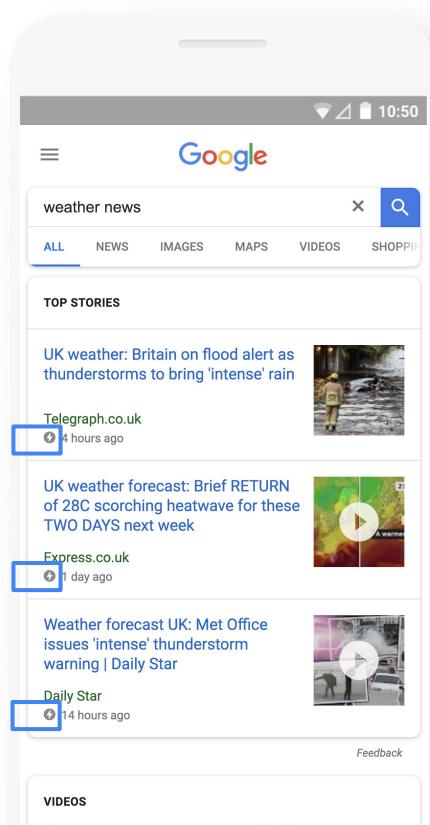
GLAMOUR

Siriano's efforts to be inclusive separate him from other couture designers, but as he told the executive director of the Council of Fashion Designers of America Fern Mallis [at a recent panel at the 92nd St. Y](#), his personal mission and love for every single kind of woman has proven to be great for his brand. To the tune of: Dressing plus-size women has tripled—yep, tripled—his business. (Now is a good time to add that the plus-size fashion market is worth [\\$21 billion](#).)

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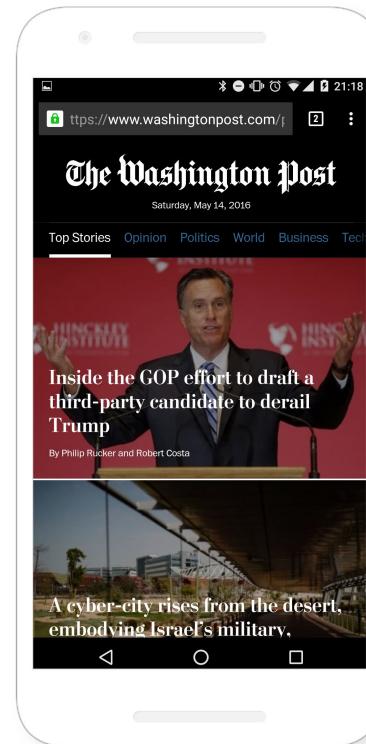
in time spent on site

Consider combining technologies like AMP & PWA

1. AMP loads instantly, and silently installs Service Worker to "warm up" PWA



2. Once user navigates from AMP, content loads instantly



Advantages of PWA for Publishers



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Worthy of being on the home screen



Performance offline

Work reliably, no matter the network conditions



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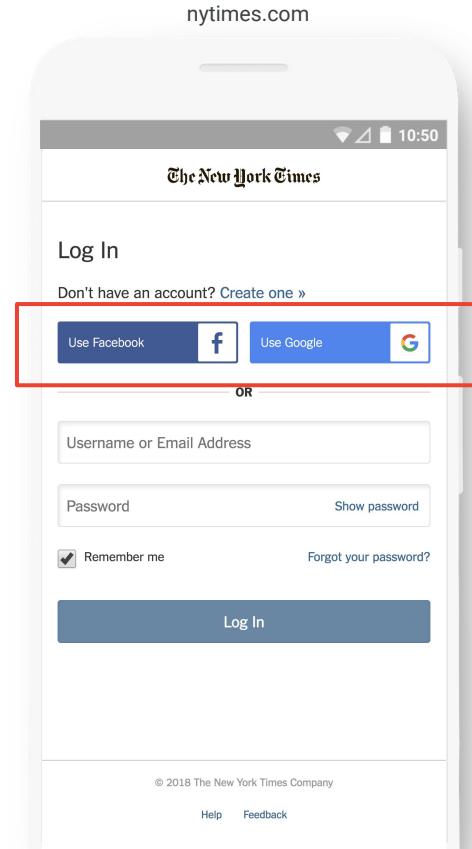
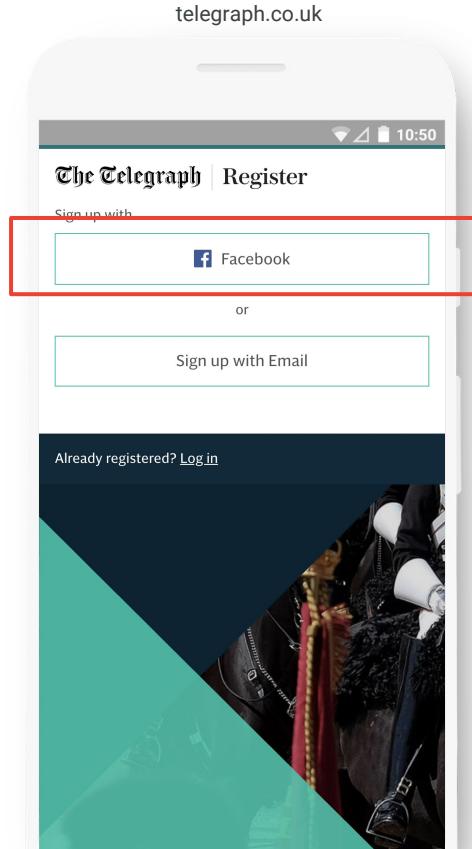
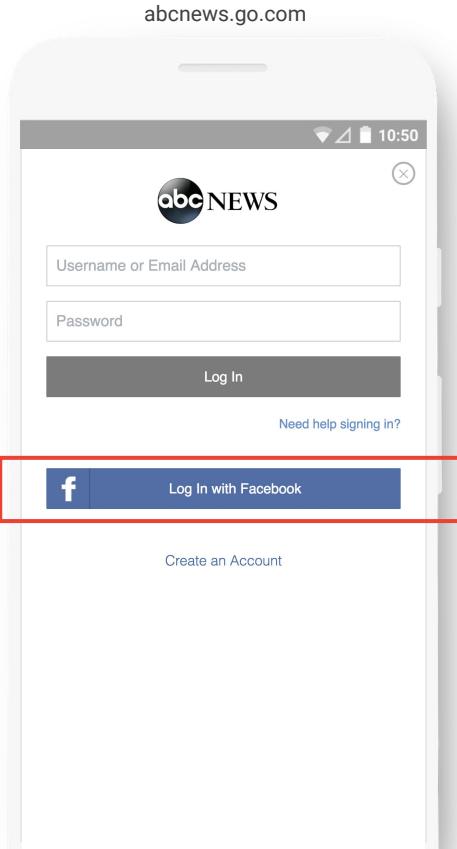
News & content sites playbook at a glance

Creating frictionless experiences across the funnel



Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Consider implementing One Tap Sign In & Sign Up	Medium	High	Sign-up rate
	Allow guest checkout (premium subscriptions)	Medium	High	CVR, Exit rate
	Simplify payments with Google Pay	Medium	High	CVR
	Enable social login	Medium	Medium	CTR
	Reduce number of fields	Medium	Medium	Form completion
	In-line real time validation	Medium	Medium	Form completion
	Enable auto-fill	Medium	Medium	Form completion
	Make premium option visible	Medium	Medium	CVR, CTR

Enable social login

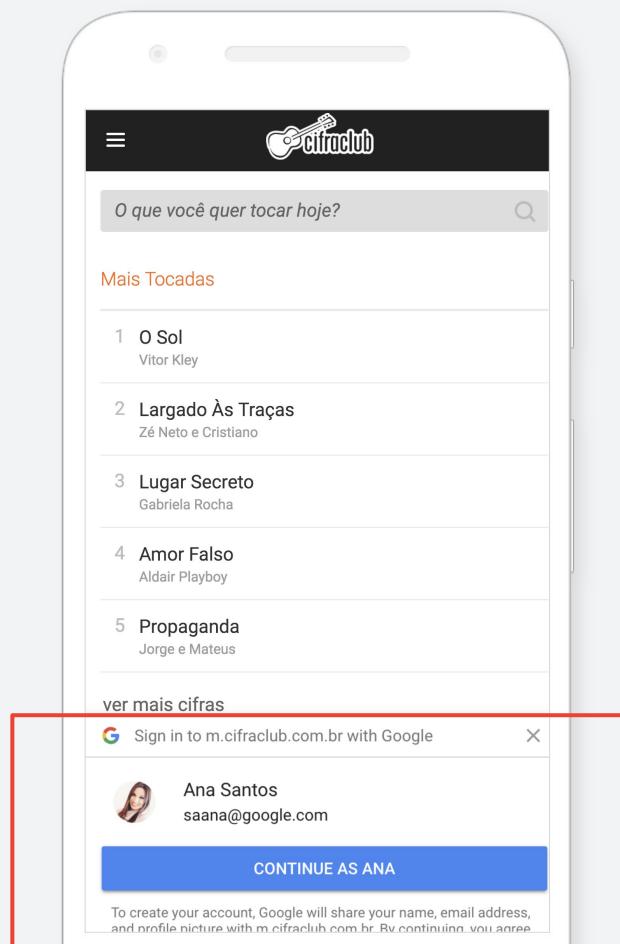


One Tap Sign Up & Sign In

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- Enable instant personalization on load
- Passwordless account security
- Supported on all major browsers

Google

cifraclub.com.br



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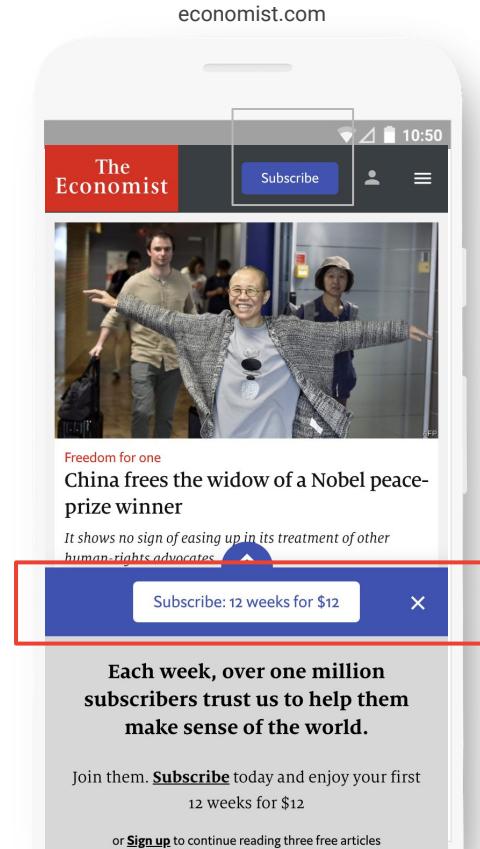
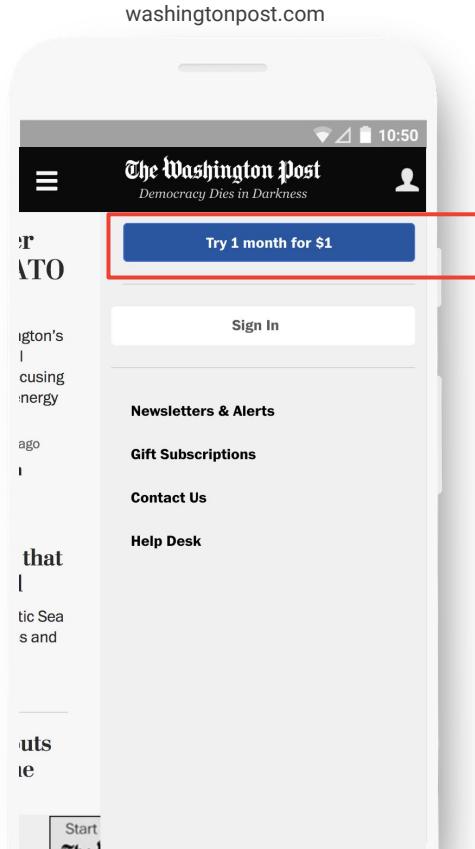
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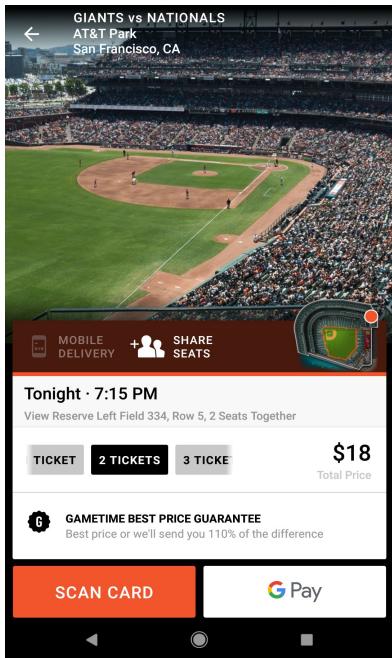
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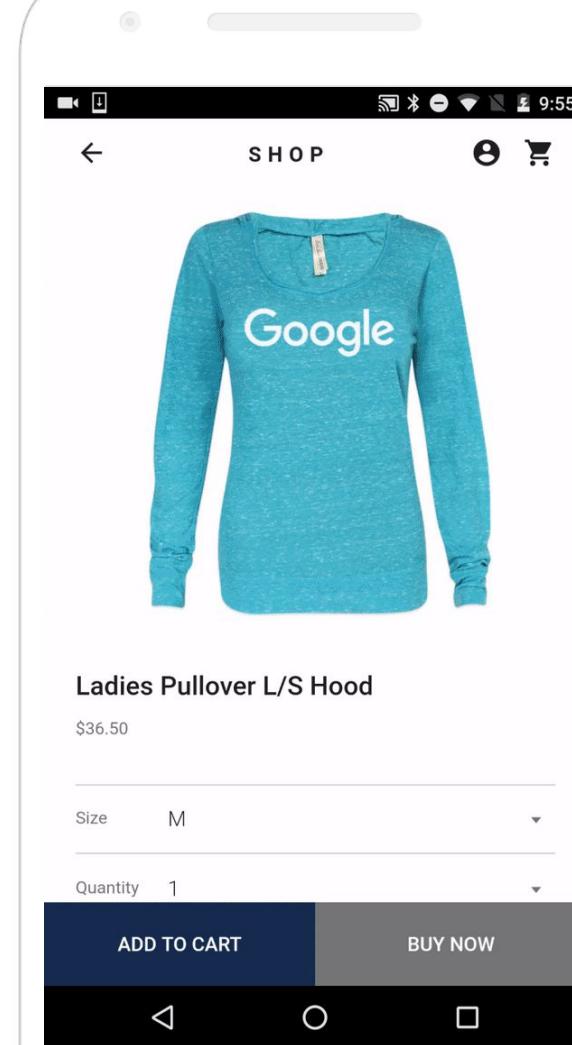
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