

HOME PAGE

Benchmark

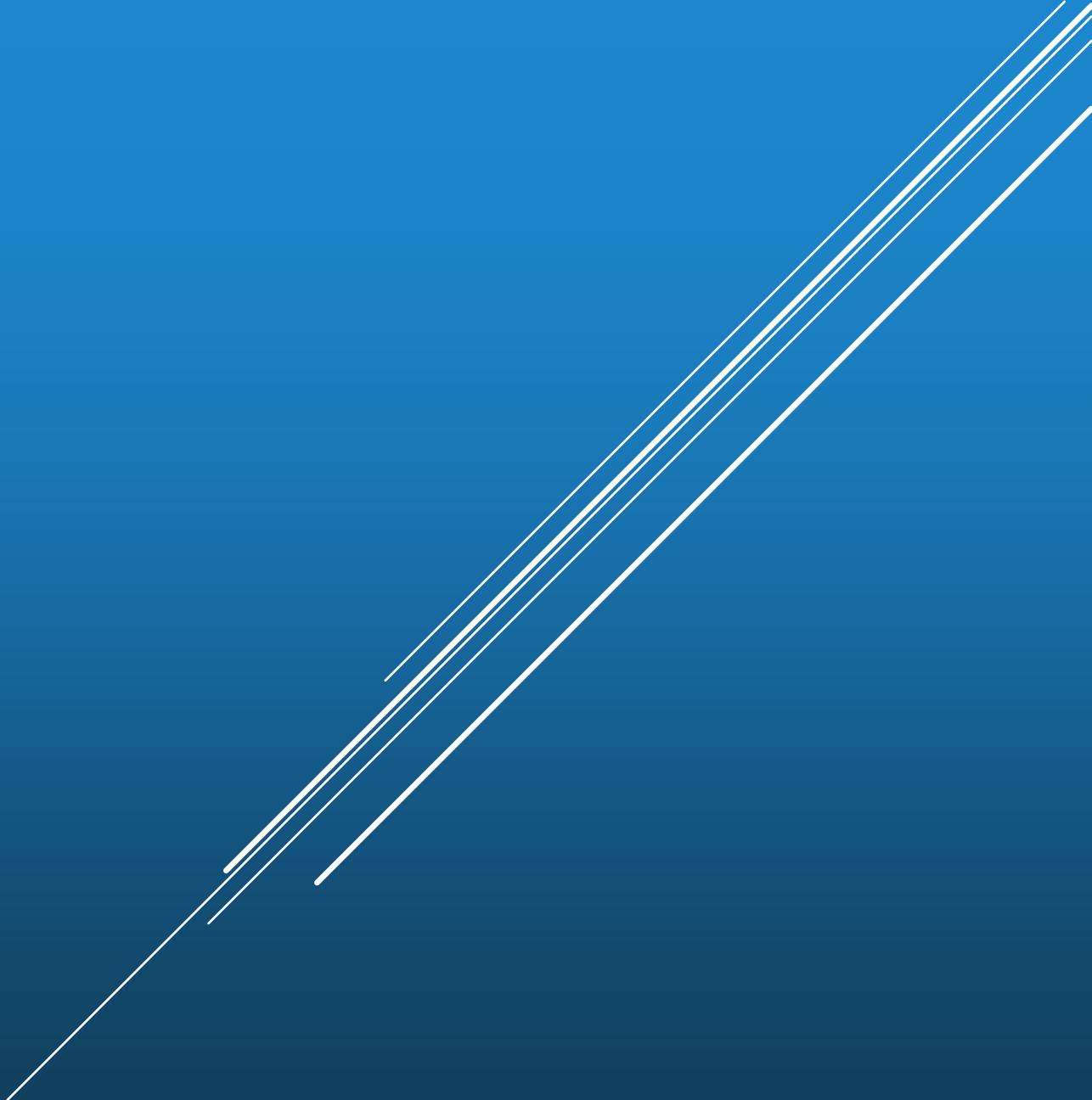


euronews.

OBJECTIVES

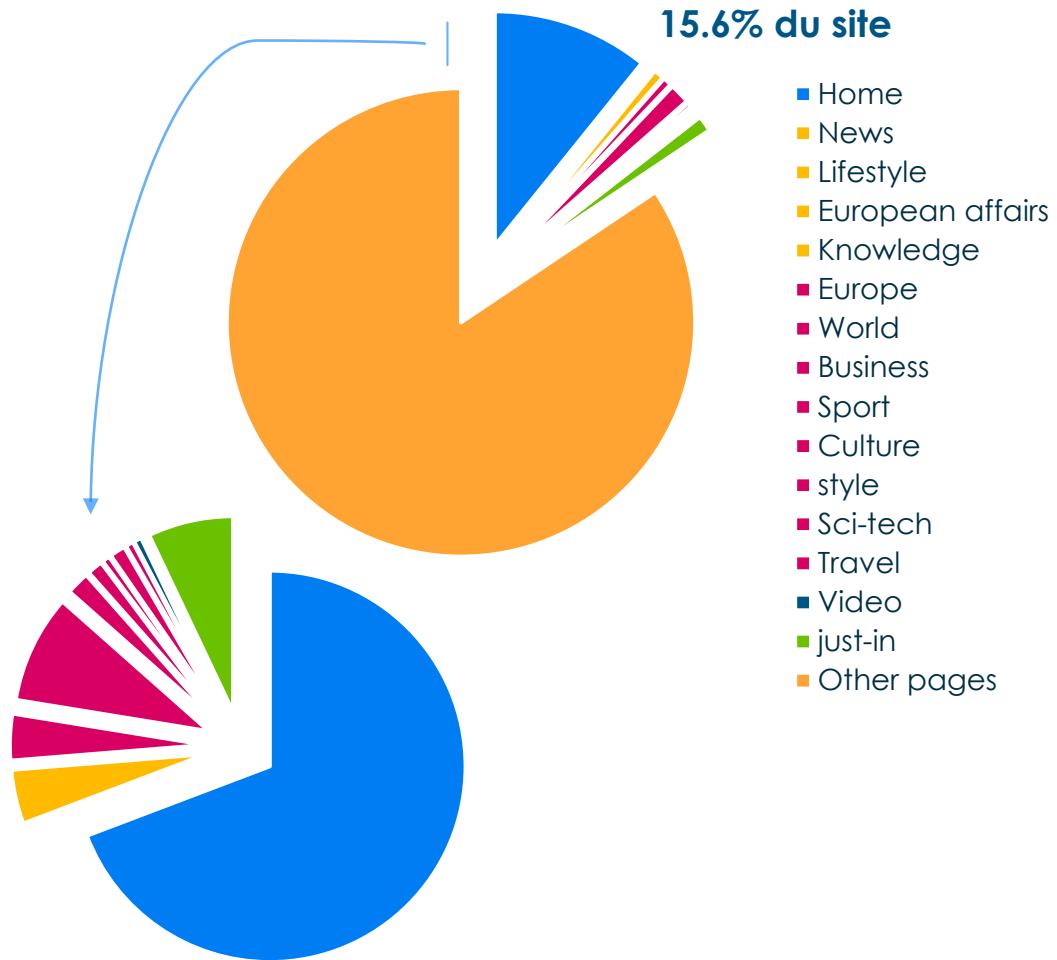
- ① **Time spent:** optimize recirculation
- ② **Design:** More clarity, readability, harmonize design
- ③ **Monetization:** optimise advertising

ANALYSIS



DATA EURONEWS

Pages view on all languages, on 30 days,
from 24/07 to 22/08 2018



Trafic global site + embed : 37 553 692 pages vues

Homepage : 4 057 835 pages vues (12.8%)

Home des verticales :

- News : 251 806 pages vues (0.7%)
- Lifestyle : 16 153 (0.0%)
- European affairs : 14 006 (0.0%)
- Knowledge : 5 653 (0.0%)

Home des thèmes :

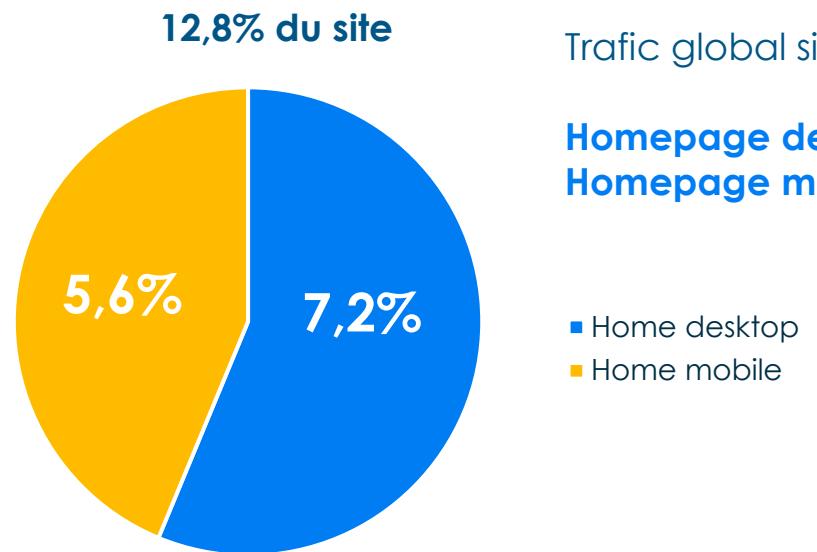
- Europe : 232 709 pages vues (0.6%)
- World : 514 587 (1.4%)
- Business : 103 090 (0.3%)
- Sport : 71 289 (0.2%)
- Culture : 45 680 (0.1%)
- Style : 4 978 (0%) => uniquement pour l'anglais
- Sci Tech : 60 536 (0.2%)
- Travel : 24 116 (0.1%)

Video : 47 029 (0.1%)

Page Just-in : 399 152 pages vues (1.1%)

DATA EURONEWS

On mobile



Trafic global site + embed : 37 553 692 pages vues

Homepage desktop : 7,2%
Homepage mobile : 5,6%

- Home desktop
- Home mobile

Pageviews: 58 520 | Average time: 0:11

Pageviews: 28 810 | Average time: 0:06

Pageviews: 7 430 | Average time: 0:05

Pageviews: 4 350 | Average time: 0:04

Pageviews: 2 940 | Average time: 0:04

euronews. [Search](#) [euro](#) [World](#) [Business](#) [Sport](#) [Culture](#) [Style](#) [Travel](#) [Video](#) [Programmes](#)

FEATURED

Trump jabbed first, and now world hits back in trade fight

Living in

BUSINESS

FIFA WORLD CUP RUSSIA 2018

EDITOR'S CHOICE

VIDEOS

TOP VIDEOS

● MORE NEWS [WORLD](#) [EUROPE](#) [AFRICA](#) [MIDDLE EAST](#) [ASIA](#) [AMERICAS](#) [OCENIA](#)

Airbus threatens to abandon Britain, cost the country £1 billion

Iraq to recruit 11 million fighters by hand amid flood claims

The negative images on migration portrayed by the Italian newspaper

An island nation in the Mediterranean Sea is becoming dry

EU migrant crisis deepens as it happened on Friday, April 21.

EU officials string thousands of flags across beaches

Living in

BUSINESS

FIFA WORLD CUP RUSSIA 2018

EDITOR'S CHOICE

VIDEOS

TOP VIDEOS

DATA EURONEWS

Home page – Yandex Metrica

On 22/06/2018 – on 1 month,
Links and scroll study



Browse today's tags

[World News](#) [US politics](#) [migration](#) [FIFA World Cup Russia 2018](#) [Eurozone](#) [Donald Trump](#) [Brexit](#)

euronews. [Facebook](#) [Twitter](#) [YouTube](#) [LinkedIn](#) [Dailymotion](#)

Channels	Topics	Services	Corporate
berg R	Business	live	Press Releases
World	Politics	All Weather	EU Coverage
Business	Finance	Lead In	Terms and Conditions
sport	Culture	Follow Us	Cookie Policy
style	Science	Widgets & Services	Contact
tech	Technology	Partnerships	Events
travel	Environment	Advertiser	Advertiser
videos	Entertainment	Jobs	Jobs
magazines	Health	Read your Right	Read your Right

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COMPETITORS PRACTICES



SUMMARY

of the benchmark's competitors practice

- Structure
- Advertising
- Above the fold
- Interesant bloc
- Competitors changes

10 COMPETITORS PRESENTATION



the guardian

Le Parisien



CNN

L'OBS

Slate

franceinfo:



BBC

euronews.



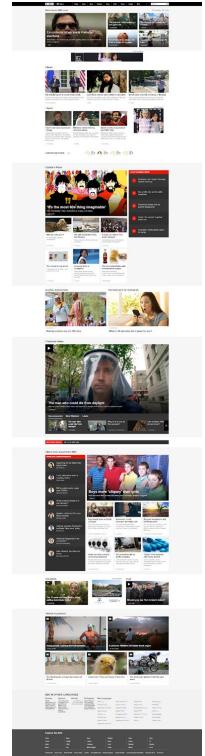
abc NEWS



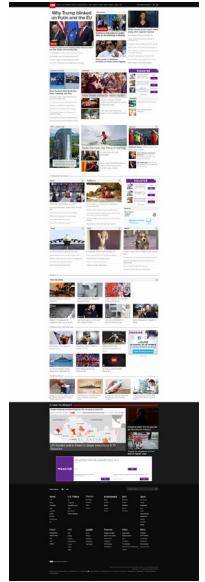
ALJAZEERA



BBC



CNN



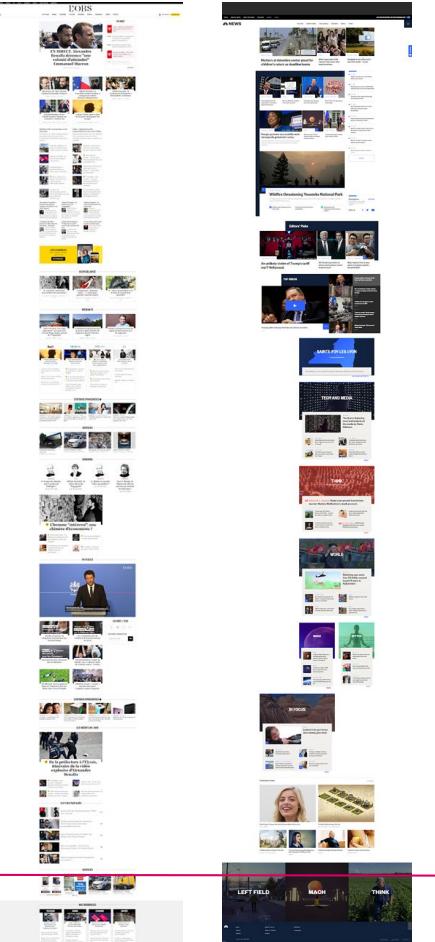
LeParisien



franceinfo:



L'OBS



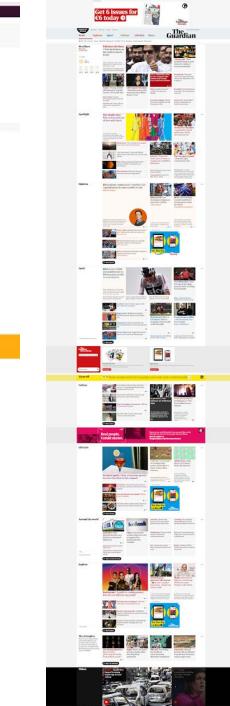
NBC NEWS



Slate



the guardian



→ euronews is on the average height

STRUCTURE : HEIGHT

euronews.

Le Parisien



BBC

CNN

abc NEWS

franceinfo:

L'OBS

NBC NEWS

Slate

the guardian



→ euronews is on the average height

STRUCTURE MOBILE : HEIGHT

9*

euronews.



4

abc NEWS



2

ALJAZEERA



3

BBC



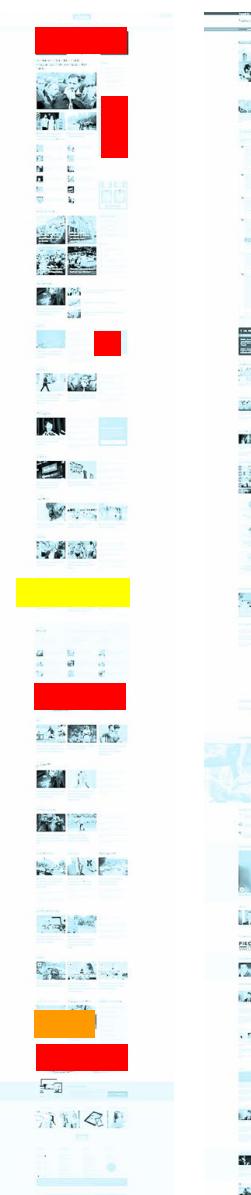
5

CNN



7

LeParisien



-

franceinfo:



4

L'Obs



4

NBC NEWS



5

Slate



6

the guardian

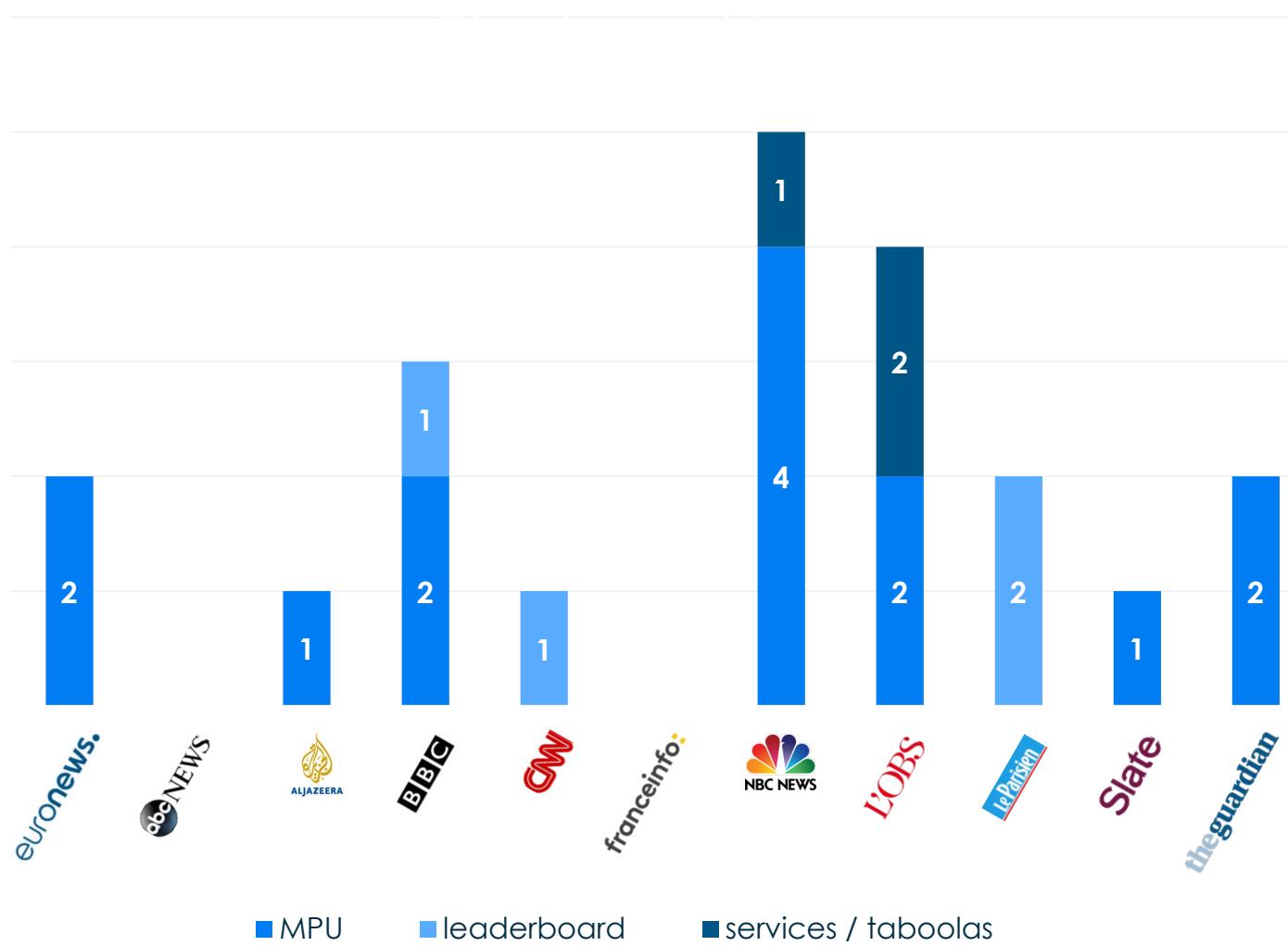


* doesn't include prerolls + wallpaper !

AMOUNT OF ADVERTISING

Average 4,6

- Native ads
- Ads
- Sponsored Ads like taboolas



AMOUNT OF MOBILE ADVERTISING

STRUCTURE : ARTICLE ABOVE THE FOLD

The euronews homepage features a prominent banner for Bulgaria with the tagline "A discovery to share!". Below it is a large photo of Donald Trump. The main news feed includes a story about Iran sanctions and an earthquake aftermath.

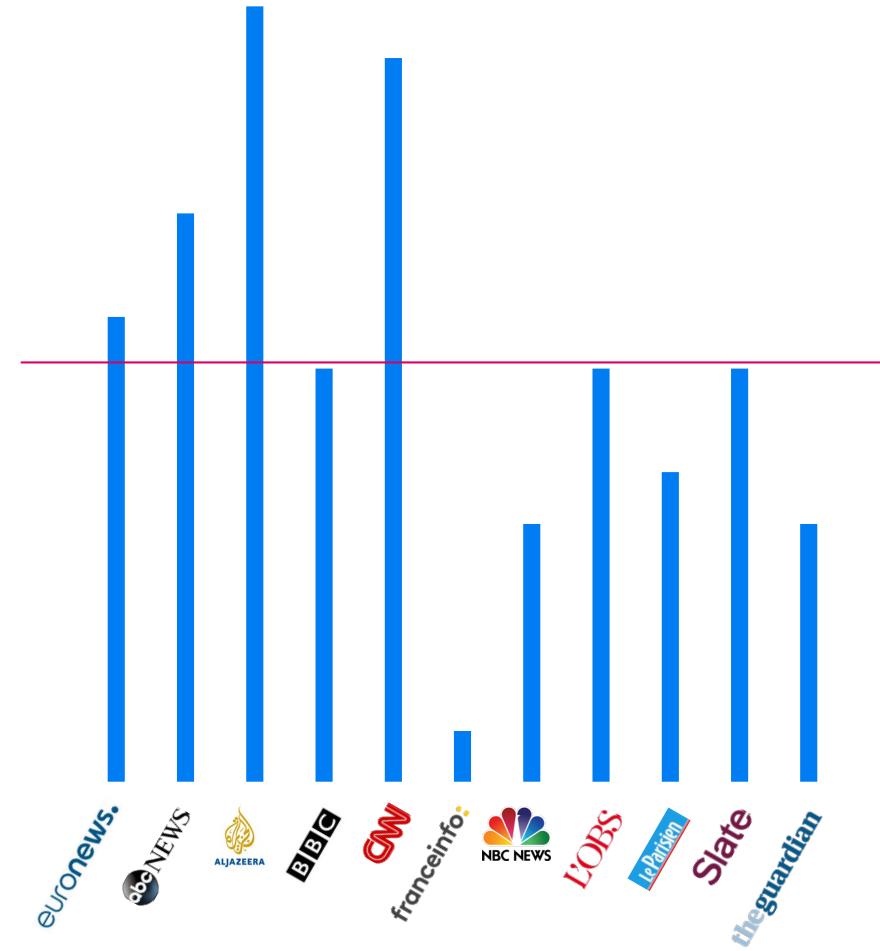
The abcNEWS homepage displays a large image of a plane dropping water on a wildfire. The top navigation bar includes "WATCH LIVE", "VIDEO", "LIVE SHOWS", and "LOG IN". The "TOP STORIES" section lists various news items, including one about the Mendocino Complex Fire being the largest in California history.

The AJAJEERA homepage features a grid of news stories. One story about Iran's defiance towards US sanctions is highlighted. There is also a video player on the right side of the page.

The BBC homepage shows a mix of international news. Headlines include a far-right candidate winning in Brazil, managers happy after intense derby, and a capital city older than most people. There is also a travel advertisement for Aegean Airlines.

The CNN homepage features a story about Iran's president issuing a challenge to Trump. Other news items include Trump urged to stop tweeting on Trump Tower meeting and a report from Saudi Arabia.

The franceinfo homepage shows a photo of a memorial plaque in Moselle, France, dedicated to fallen Nazis. The headline reads: "Ca n'a rien à voir avec nous" : en Moselle, le désarroi des habitants face aux rassemblements néonazis.



8,1
Avera
ge

The NBC News homepage features a navigation bar with links to 'HOME', 'DAILY NEWS', 'MEET THE PRESS', 'DATELINE', 'MOTOS', and 'TODAY'. Below the navigation is a main content area with several news stories. One story about Rick Gates includes a photo of him and a quote: 'Progressives ponder how far forward to push the party'. Another story about California wildfires includes a photo of a firefighter.

The L'Obs homepage has a navigation bar with links to 'POLITIQUE', 'MONDE', 'ÉCONOMIE', 'CULTURE', 'OPINION', 'DÉBAT', 'TENDANCES', 'VIDÉOS', and 'PHOTOS'. A large video player at the top shows a Facebook logo with the text 'Et maintenant, Facebook veut connaître les données bancaires de ses utilisateurs'. Below the video are several news cards, one of which is about a Google double homicide.

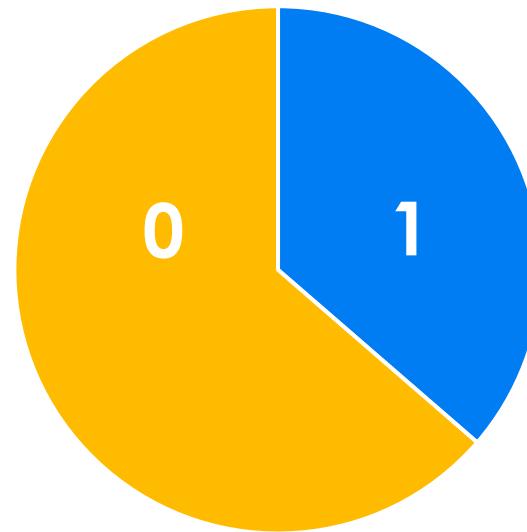
The Le Parisien homepage features a navigation bar with links to 'POLITIQUE', 'ÉCO', 'SOCIÉTÉ', 'FAITS DIVERS', 'MA VILLE', 'SPORTS', 'LOISIRS', 'LA PARISIENNE', and 'ÉTUDIANT'. A prominent banner at the top is for 'TRANSITION CONNECTÉE' with ENEDIS. Below the banner, there's a photo of the Eiffel Tower and a headline about a heatwave.

The Slate homepage has a navigation bar with links to 'NOTEBOOK', 'MONTAGNE TRAIL', 'ALEX JONES', 'DATA', 'CARL WHITMORE', 'LUDWIG JAMES', 'WEBSITE', and 'PODCASTS'. A large red advertisement for 'Slate Plus' is at the top. Below it, there are several news articles, including one about Jared Kushner.

The Guardian homepage features a navigation bar with links to 'News', 'Opinion', 'Sport', 'Culture', 'Lifestyle', and 'More'. A large blue banner at the top says 'The Digital Pack' with a 'Try free for 14 days' button. Below the banner, there are several news stories, including one about Iran and US economic sanctions.

STRUCTURE : AD ABOVE THE FOLD

Nbr of ads



euronews.

Le Parisien

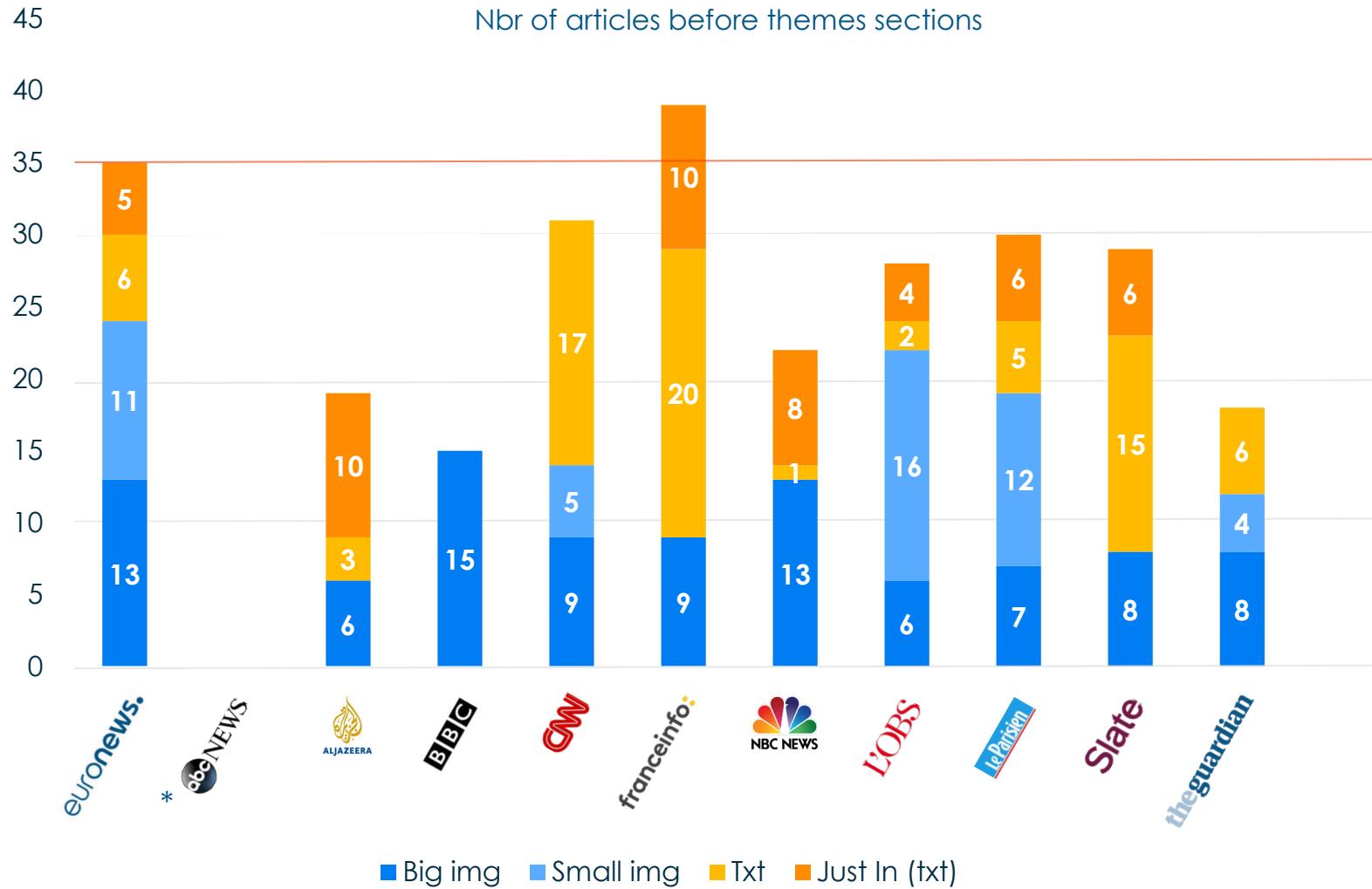
Slate

the guardian

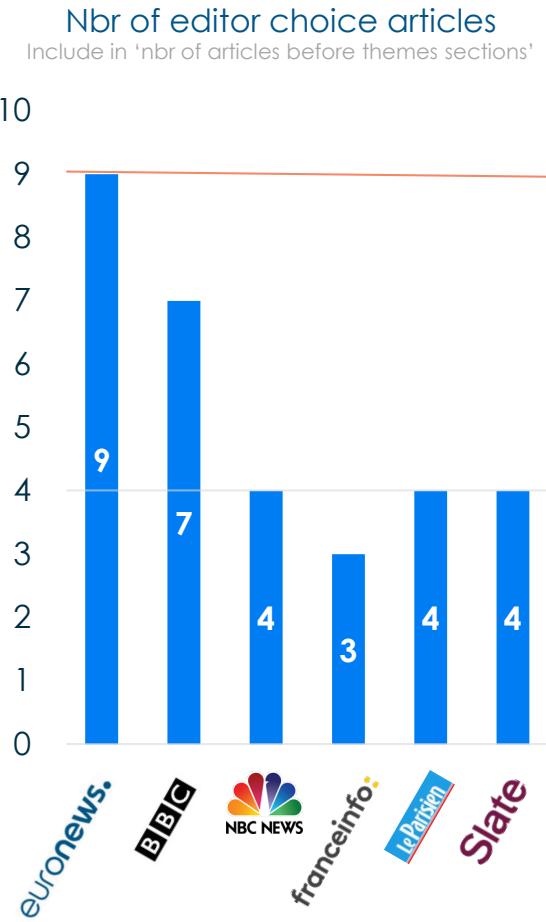
BBC

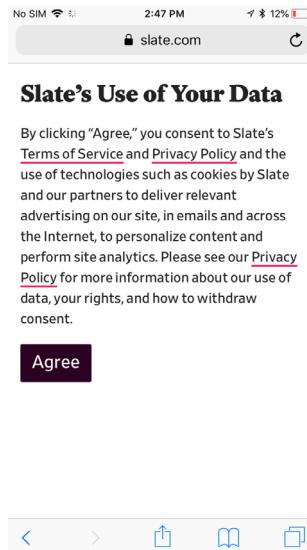
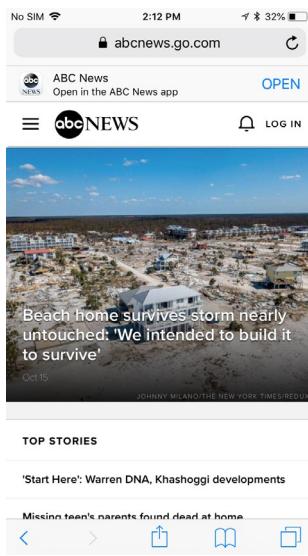
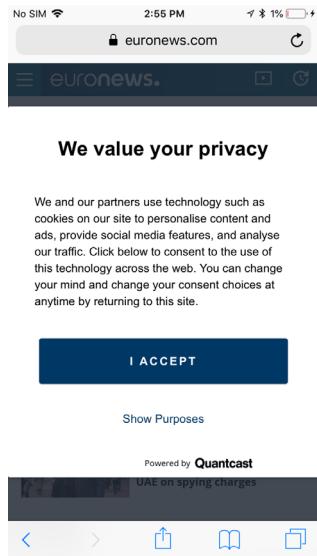
CNN

AMOUNT ARTICLES ON HOME PAGE



* Only news, focus on TV strategy

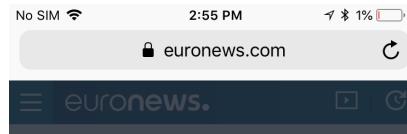




STRUCTURE MOBILE START SCREEN

- Use of native promotional app
- Cookie policy
- Paid content
- Breaking news

STRUCTURE MOBILE START SCREEN



We value your privacy

We and our partners use technology such as cookies on our site to personalise content and ads, provide social media features, and analyse our traffic. Click below to consent to the use of this technology across the web. You can change your mind and change your consent choices at anytime by returning to this site.

I ACCEPT

Show Purposes

Powered by Quantcast

UAE on spying charges

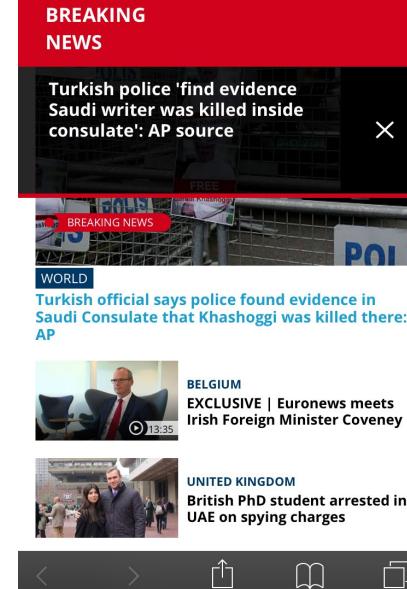
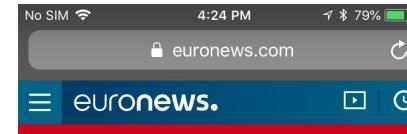


Cookie policy
(pop up)

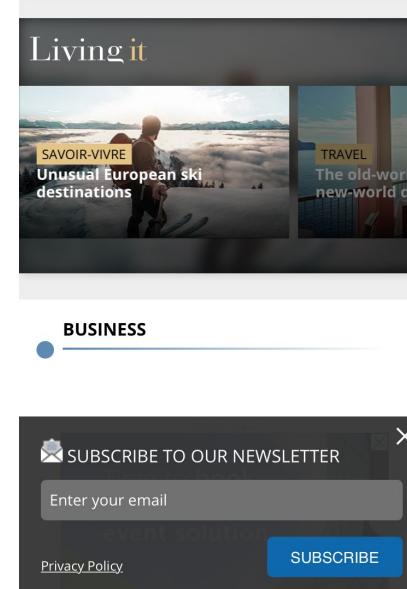


App promotion (infeed
and native)

→ Euronews have too much « pop up »
on mobile



Breaking news
(pop up)



Newsletter
(pop up)

NICE TO HAVE

BBC → Video bloc with playlist

The screenshot shows a video player for a BBC story titled "When politicians try to be like 'regular' people". The video features Donald Trump speaking at a rally. Below the video, there is descriptive text: "Donald Trump told a rally that Americans needed photo ID to buy groceries. It's not the first time a politician has been accused of being out of touch". There are navigation links for "Recommended", "Most Watched", and "Latest". Below the main video, there are thumbnails for other stories: "When politicians try to be like 'regular'...", "Colombia's battle with cocaine traffickers", and "Gaddafi's home still a ghost town".



→ Watch live (at the top)

The screenshot shows a live video feed from ABC News Live with the caption "Heavy rain in the East Coast: Radar". To the right is a radar map of the Eastern United States.

→ Bloc live at the top of the home

the guardian → Bloc opinion (views, all views)

Opinion



So Jeremy Hunt is the Tories' capable one? Let's look at the evidence ...
Hannah Jane Parkinson



Telling women how not to get raped won't stop sexual violence on campus
Chris Linder



Forget angry, Brexit stereotypes - the 'white working class' does not exist
Zoe Williams



Here in Colombia, the hypocrisy of western cocaine users is laid bare
Iman Amrani

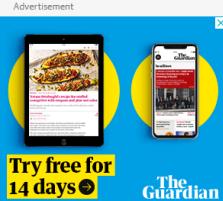


England must start to listen to its neighbours on these troubled isles
Martin Kettle



The theft of Helen the shark makes me wish the dinosaurs hadn't died out
Elle Hunt

As Brexit looms, humility and respect are required to see us through this crisis together
1,236



Try free for 14 days

The Guardian

→ Animated label while live

● Live / England v India - first Test, day two!



franceinfo:

⚡ LES DIRECTS

EN COURS

DIRECT. Canicule : la vigilance orange étendue à 66 départements

Rai News



LIVE

Rainews24 canale 48 digitale terrestre

NICE TO HAVE

CNN → Little bloc for themes

Travel: Pilot flies huge cargo plane in a 'loop'
The beautiful Silk Road city you've never heard of
Liquids and laptops may soon be allowed to stay in carry-on bags
Can you name this penguin?
5 marvelous places to visit in August

Style: Europe's tallest skyscraper nears completion
Photos capture shifts in society
Defining a new Chinese 'girlhood'
Instagram hoax fools thousands

Health: Four reasons to skip a charcoal 'detox'
Middle-aged men are for rent in Japan
Surgeon falsely accused of wrongdoing tries to recover his name
Do women heart attack patients fare better with female doctors?
Who was buried at Stonehenge? Study sheds light

Slate → Programmes ?

Dossiers

EN PARTENARIAT AVEC STUDIO+ : De l'underground à la pop culture, une histoire du surf
Le surfeur, personnage de tous les fantasmes

En partenariat avec CANAL+ : Les séries argentines entrent dans leur âge d'or
L'enfer des prisons d'Amérique latine

EN PARTENARIAT AVEC CANAL : L'espion, un super-héros ordinaire

En partenariat avec Tendances : Islamisme et antisémitisme, les failles de la société française

EN PARTENARIAT AVEC CANAL+ : Le Marseillais, ce bouc-émissaire médiatique

AVEC VINORESTO : Dinez au restaurant avec vos amis... et vos bouteilles!

Slate • Second menu on theme bloc

WHAT'S WORTH YOUR TIME
CULTURE
Movies Music Television Books Sports Wide Angle Brow Beat

MATTHEW DESSEM : Johnny Depp's Notorious B.I.G. Movie City of Lies Has Been Pulled From Release

ROB DOZIER : Dave Bautista Threatens to Leave a James Gunn-Less Guardians of the Galaxy, Vol. 3

ROB DOZIER : Watch the Entire First Episode of Random Acts of Flyness

MARISSA MARTINELLI : Chinese Audiences Will Not See Disney's New Movie Starring Notorious Outlaw Winnie the Pooh

MARISSA MARTINELLI : John Oliver Explains How Prosecutors, Not Judges or Juries, Control Your Fate in Court

COLIN FLEMING : 2001 Is Still Teaching Us How to Watch Movies

LILI LOOFBOUROW
Reality TV
Better Call Saul's obsession with the mundane is a tonic for these times.

BBC
→ Weather in feed

LONDON WEATHER



NICE TO HAVE

→ Services not in menu but in feed

Le Parisien

SERVICES LE PARISIEN

- [Codes promo et réductions](#)
- [Offres d'emploi](#)
- [Billetterie spectacles](#)
- [Blog de vin](#)
- [Cours d'anglais](#)
- [Mots-fléchés](#)
- [Astro et voyance](#)
- [Dictionnaire et synonymes](#)

BBC → Highlight languages views before footer

BBC IN OTHER LANGUAGES

Russian	Spanish	Persian	Portuguese	More Languages
Пять дней в августе 2008-го: хроника российско-грузинской войны	Las 4 economías que se han hundido más que Grecia en los últimos 10 años (y una de ellas está en América Latina)	اگرای مرحله اول تحریمهای امریکا علیه ایران آغاز شد	Quem são os candidatos a vice e o que agregam a seus presidenciáveis?	Arabic عربی Azeri AZƏRBAYCAN Bangla বাংলা Burmese မြန်မာ Hindi हिन्दी Hausa HAUSA Kirundi KIRUNDI Kinyarwanda GAHUZA Pashto پښتو
				Chinese 中文网 French AFRIQUE Indonesian INDONESIA Japanese 日本語 Kyrgyz Кыргыз Marathi मराठी Nepali नेपाली Persian فارسی Portuguese BRASIL Somali SOMALI Spanish MUNDO Turkish TÜRKÇE Ukrainian УКРАЇНСЬКА Vietnamese TIẾNG VIỆT
				Russian HA РУССКОМ Sinhala සිංහල Tamil தமிழ் Uzbek O'ZBEK

→ Newsletter in feed

Slate



L'Obs → Hierarchy on footer

Retour haut de page ^

POLITIQUE MONDE ÉCONOMIE CULTURE OPINIONS DÉBATS VIDÉOS PHOTOS

ANNONCES Auto Immobilier LOISIRS Actu télé Actu Ciné SHOPPING L'objet du mois Achat au numéro eBuyClub PRATIQUE Programme TV Conjugalison Traducteur Dictionnaire Lettres gratuites Calculer sa retraite LesFurets.com BLOGS Résultats de loterie Consommation durable MOBILE L'Obs L'Obs le Magazine La conjugalison

TéléObs BibliObs "O" Rue 89 Newsletters Services Index Plan du site Mentions légales Publicité Politique de confidentialité Contact FAQ

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COMPETITORS CHANGES

01 SEP 2016

The screenshot shows the Al Jazeera English website. At the top, there's a navigation bar with links for News, Programmes, Opinion, Investigations, video, and a search icon. Below the navigation, a banner headline reads "Brazil: Rousseff ousted, Temer sworn in as president". To the left of the main content area, there's a sidebar with various news snippets and video thumbnails. The main content area features several articles and videos related to political events in Brazil and other global stories.

> Today

This screenshot shows the Al Jazeera English website from September 1, 2016. The layout has been updated, featuring a more prominent navigation bar at the top with "News", "Middle East", "Documentaries", "Shows", "Investigations", "Opinion", "In Pictures", and "More". A "Live" button is also present. The main content area includes a large graphic with flags and numbers, a prominent article about Iran and US sanctions, and other news items. The overall design is more modern and visually distinct from the 2015 version.

→ More clear, regular, titles bigger

→ <https://archive.org/web/>

COMPETITORS CHANGES

01 MAY 2017

NBC NEWS SECTIONS NIGHTLY NEWS MSNBC MEET THE PRESS DATELINE TODAY

TOP STORIES

Kelly calls Trump 'idiot,' say White House staffers (EXCLUSIVE) AP Photo/Evan Vucci

Netanyahu claims Iranians lied about nukes (WORLD)

Trump, Nigerian president dodge 's---hole' controversy in White House meeting (WHITE HOUSE)

N. Korean vow to shut nuclear site appears to be mostly symbolic (NORTH KOREA)

Guard at juvenile lockup charged in teen's death (U.S. NEWS)

NFL team reportedly investigating angry fan's threatening tweet to G.M. (SPORTS)

Kelly calls Trump 'idiot,' say White House staffers (EXCLUSIVE)

Michelle Wolf set fire to the Correspondents' Dinner and let it burn. Good. (OPINION)

ICE's acting boss announces 'bittersweet' plan to retire (U.S. NEWS)

Here's how antibiotic-munching bacteria do it (HEALTH NEWS)

Stormy Daniels sues President Trump for 'total con job' tweet (U.S. NEWS)

Migrants seek asylum at border, but U.S. has a message: No more room (LATINO)

Golden State Killer possibly

LATEST

Journalists among the dead as Kabul suicide blasts kill 22 (WORLD) 32 minutes ago

Guard at juvenile lockup charged in teen's death (U.S. NEWS) 44 minutes ago

NFL team reportedly investigating angry fan's threatening tweet to G.M. (SPORTS) an hour ago

Kelly calls Trump 'idiot,' say White House staffers (EXCLUSIVE) an hour ago

GET BREAKING NEWS UPDATES

Enter your email SIGN UP

privacy policy

FOLLOW NBC NEWS

f t r

> Today

NEWS NIGHTLY NEWS MEET THE PRESS DATELINE MSNBC TODAY

Closely watched Ohio special election too close to call, NBC News projects DECISION 2018 Seth Wenig/AP NIGHTLY NEWS

The outcome of the House race, which Republicans have won for 35 years, may not be known until over 3,400 provisional ballots are tallied in coming weeks.

Rick Gates, testifying in Manafort trial, admits to affair, London apartment Joshua Roberts / Reuters NIGHTLY NEWS

Missing Iowa student's family makes emotional plea for her return U.S. NEWS

'I'll smoke ya': Officer cleared of shooting woman holding screwdriver U.S. NEWS

9h ago Could EPA proposal lead to new uses for cancer-causing asbestos?

10h ago ACLU sues Jeff Sessions over restricting asylum for domestic, gang violence

10h ago Parents of Ohio teen who suffocated in minivan, push for 911 system changes

NBC NEWS

POLITICS TECH & MEDIA BUSINESS WORLD THINK SPORTS

→ More clear (menu), trendy, regular, titles and images bigger, more spaces

→ <https://archive.org/web/>

COMPETITORS CHANGES

Slate

01 JAN 2018

The screenshot shows the main content area of the Slate website. At the top left is a large image of a woman sitting cross-legged on the floor, holding a small red device. To her right is a headline: "Six Tech Resolutions for 2018" by Slate Staff. Below this are several news cards: one about the Buffalo Bills making the playoffs, another about a man arrested at a Houston hotel, and one about Bryce Petty's struggles against the Patriots. A "JOIN SLATE PLUS" button is visible. At the bottom left is a "YEAR-END READS" section featuring an image of Donald Trump and the title "America's Gun".

→ More clear (menu), one big image, more organized

>

Today

The screenshot shows the main content area of the Today website. At the top right are navigation links: NOTABLE, PODCASTS, and SLATE PLUS. Below this is a large "SLATE" logo with the tagline "A KILLER LAST-SECOND COMEBACK". The main article is titled "Liberals Don't Have to Defend Sarah Jeong" by Yascha Mounk. To the left of the main article is a photo of Josh Voorhees. On the right side, there are several sidebar columns: "THIS JUST IN" (Remains of Young Boy Found in New Mexico Compound), "FOREIGN POLICY" (It's Undeniable Trump Is Trying to Effect Regime Change in Iran), "WHO IS AMERICA?" (The Interview That Got Sarah Palin So Riled Up Might Not Even Air), "NET NEUTRALITY" (Turns Out It Was John Oliver, Not a Cyberattack, That Crashed the FCC's Comment System), and "DEAR PRUDENCE" (Help! My Fiancée Is Crushing on Her "Work Spouse"). At the bottom left is a "PODCASTS" section with the "The Waves" logo.

→ <https://archive.org/web/>

COMPETITORS CHANGES

L'Obs

21 JAN 2016

The screenshot shows the L'Obs website homepage from January 21, 2016. At the top, there's a navigation bar with links like "L'Obs", "TéléObs", "BibliObs", "Le Plus", "Rue89", "Tout changer", "Services", and "E-shop". A yellow button for "Abonnez-vous" (Subscribe) is also present. Below the navigation, there's a section titled "À CHAUD" with several news items. One prominent article features a large photo of two men in traditional Saudi attire. Other visible headlines include "Qui dirige vraiment l'Arabie Saoudite?", "Evasion fiscale: Les 12 milliards d'euros retrouvés en Suisse qui accablent UBS", and "Taubira, Macron, Fabius... Hollande face au casse-tête du remaniement". The sidebar on the left contains more news snippets.

>

Today

The screenshot shows the L'Obs website homepage from "Today". The layout is more organized and modern. At the top, there's a navigation bar with links like "L'Obs", "TéléObs", "BibliObs", "O", "Rue 89", "Newsletters", "Services", "Espace abonnés", and "Applications". Below the navigation, there's a main article with a large photo of police officers and migrants. The article title is "Des associations dénoncent les "violences policières" envers les bénévoles à Calais". To the right, there's a sidebar titled "EN BREF" with a list of news items. At the bottom, there are three smaller images with captions: "Attentat" au drone contre, Les Etats-Unis ont-ils le, and Les orages succèdent à la.

→ More clear (menu), one big image, more organized, more spaces

→ <https://archive.org/web/>

COMPETITORS CHANGES

the guardian

10 JAN 2018

sign in become a supporter subscribe search

find a job US edition ▾

the guardian

home

headlines Wednesday 10 January 2018

Julian Assange / Stay in London embassy untenable, says Ecuador
South American country that has housed WikiLeaks founder for five years says it is seeking mediator to end impasse with UK

US / Judge blocks Trump move to end Dreamers program for immigrants

Caribbean / Tsunami alert issued for Honduras after 7.6-magnitude earthquake

New York / Police solve 1994 rape case that newspaper called a hoax

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Brexit / Key British ministers make plea to Germany in pursuit of deal

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Lawsuit comes one year after news site published in full unverified claims about Russia collusion by former intelligence officer Christopher Steele

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Under cross examination at the tax evasion and bank fraud trial of his ex-boss Paul Manafort, Gates struggled to give clear answers

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14:00 29°C 17:00 28°C 20:00 23°C 23:00 23°C

Iran sanctions / EU foreign policy chief calls on firms to defy Trump over threat
Federica Mogherini urges Europeans to increase dealings with Tehran despite US threats

Life or death Iranians despair as US sanctions bite

Trump / Trade with Iran and you won't trade with US

Video What is the Iran nuclear deal?

Indonesia / Aid begins to arrive as death toll rises

Tokyo / Profound sexism / Tokyo medical school admits changing results to exclude women

IMDB scandal / Najib Razak charged with money laundering

Twitter / He hasn't violated our rules / Jack Dorsey backs move to keep Alex Jones on Twitter

Facebook / Boris Johnson / May calls on ex-foreign secretary to say sorry for burqa remarks

Elon Musk / Tesla / Trading halted after Elon Musk's 'take private' tweet sends stock soaring

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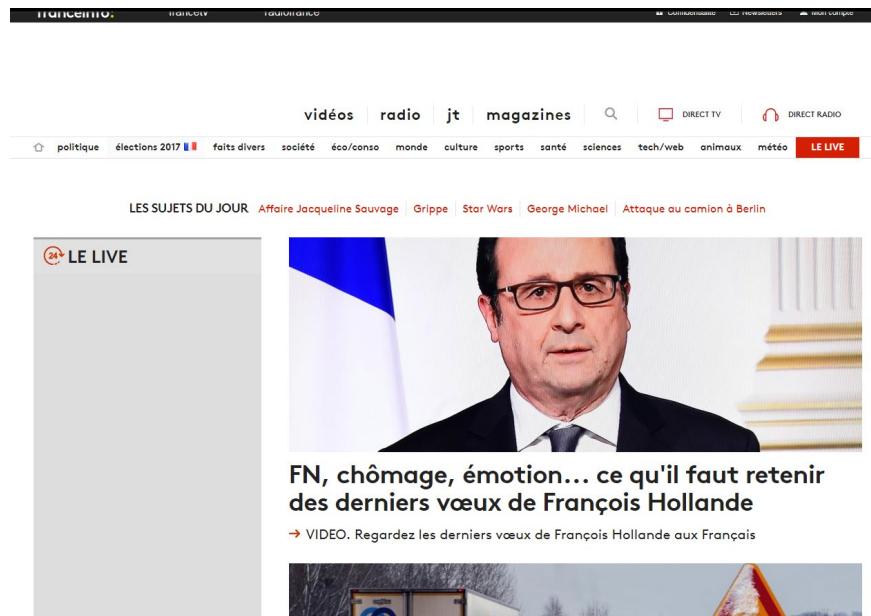
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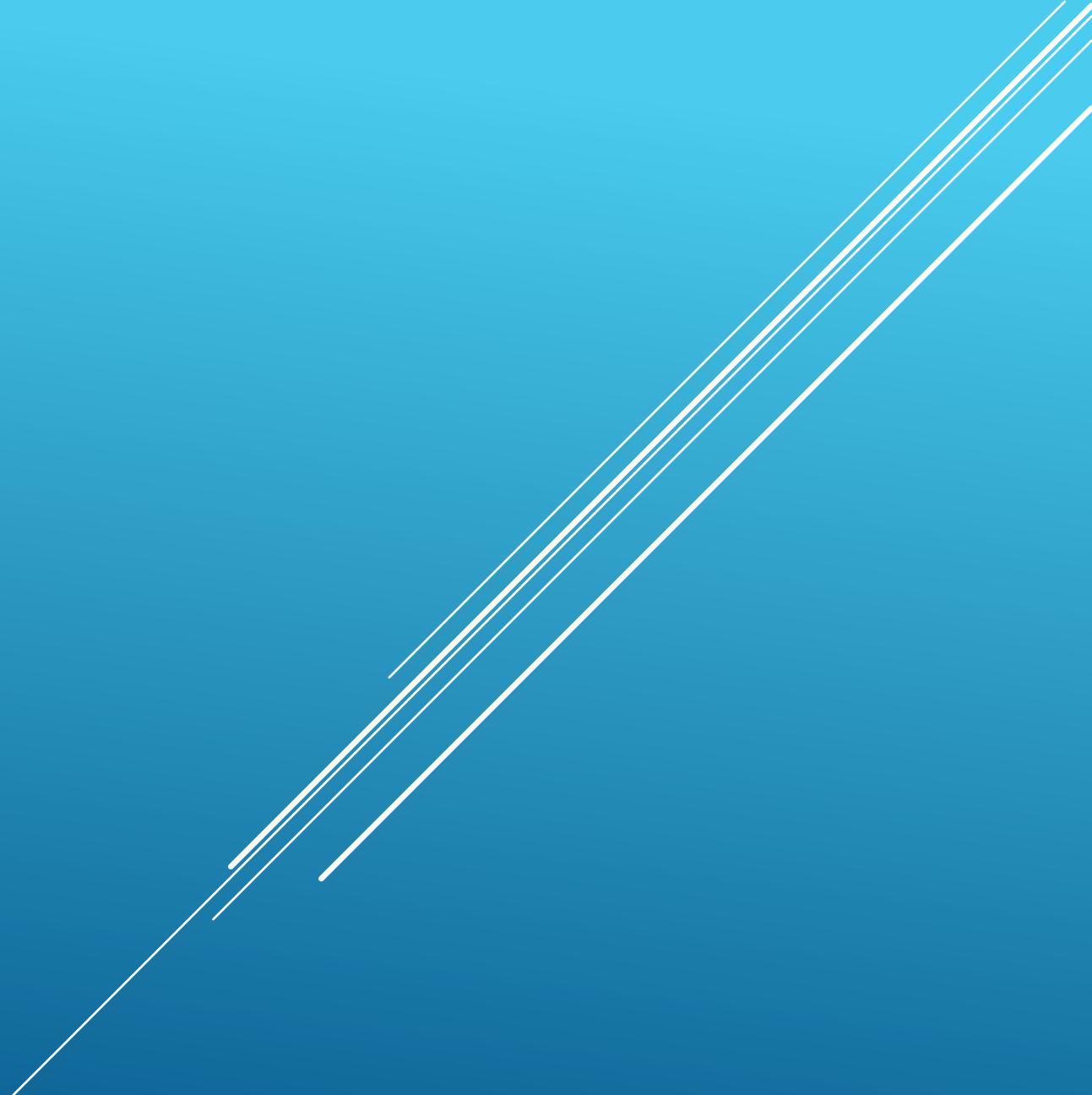
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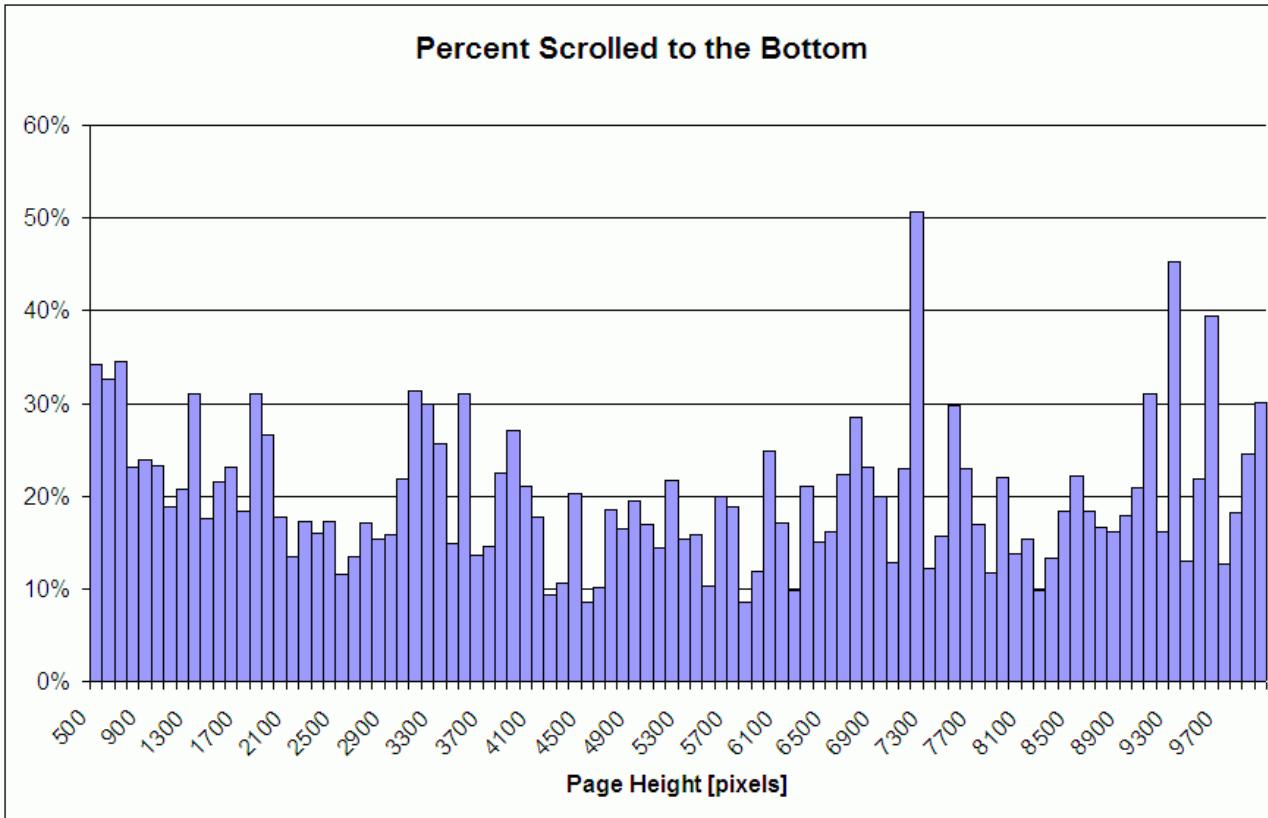
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ANNEXES



SCROLLING



Visitors are equally **likely** to scan the entire page **no matter the page size**.

HomePage UX design

Why is UX important ?

88%

Visitors are **no longer inclined** to **come back** on the web site after a **bad User Experience**

48%

Of the interviewed assert that the **design graphic** of a website is the **number one factor** for a **brand credibility**

HomePage UX design

Questions to build a good home page design :

- What your site is for
- What should I do first
- Why I should be here and not somewhere else