

Website Optimization and Content Strategy

DigiKnow Webinar, 7.18.12



USER INTERFACE SUPER FRIENDS



Web Site Optimization 101

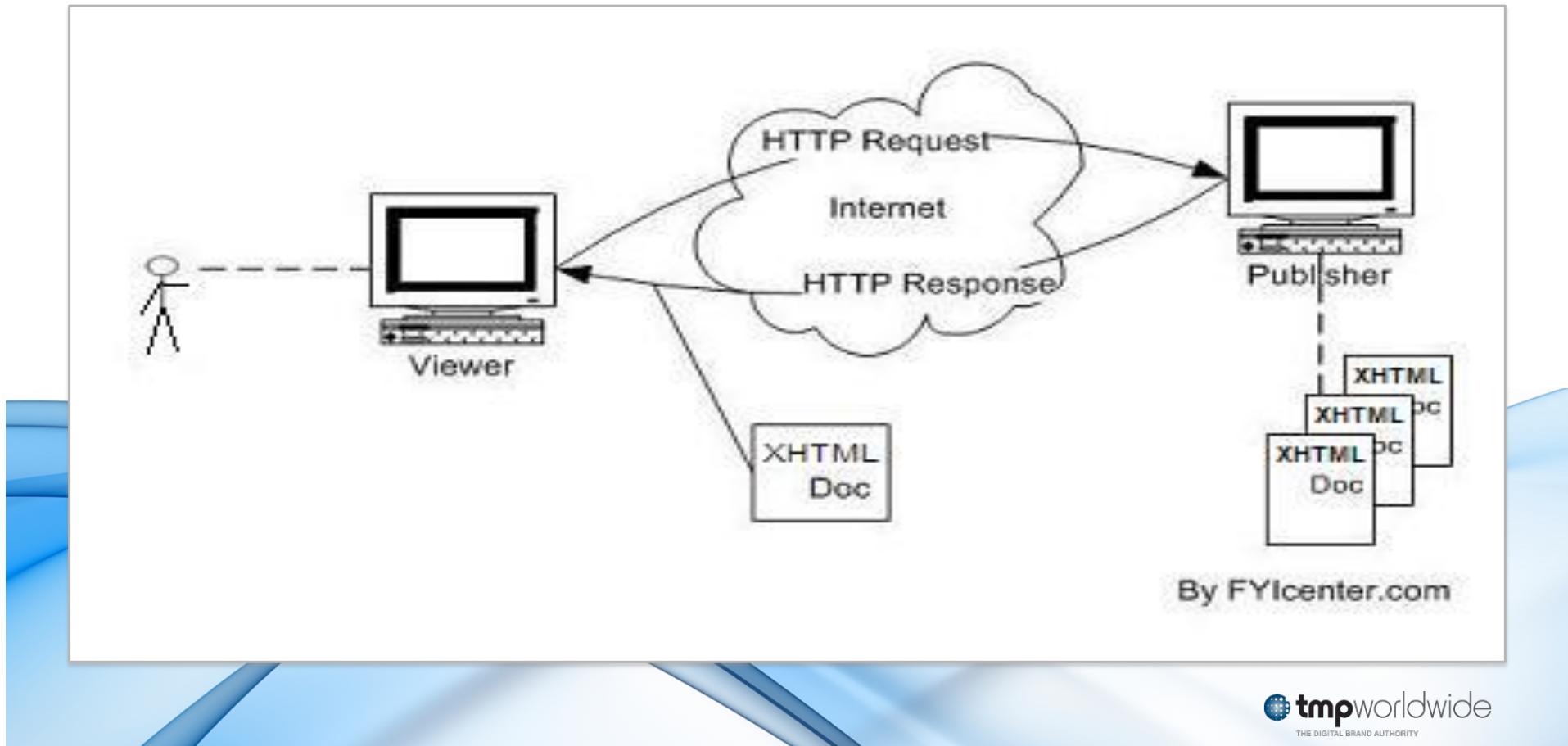
Michael “Spell” Spellacy
DigiKnow, July 18, 2012



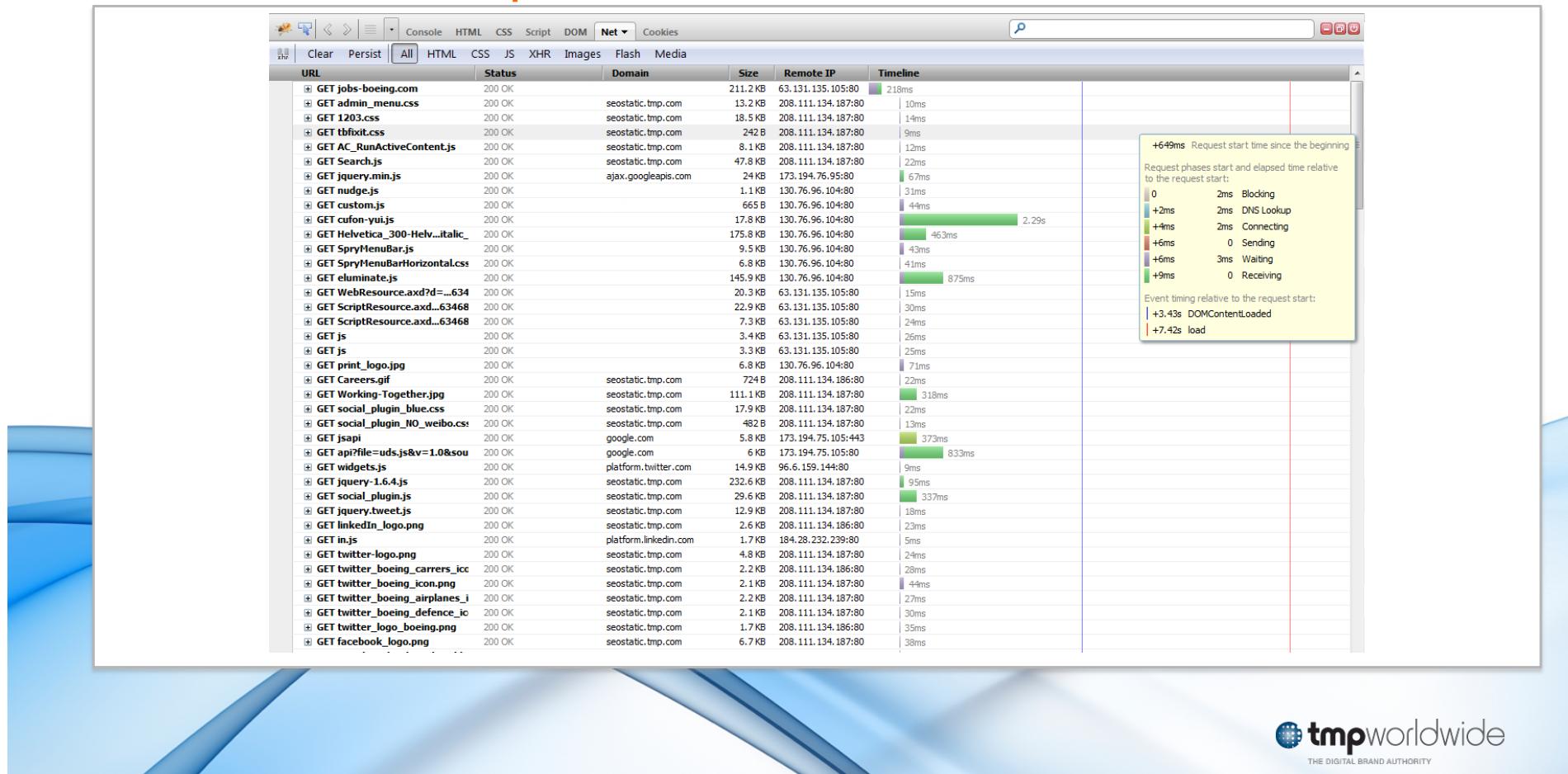
Why Optimize?

- Improved User Experience
- Mobile! Mobile! Mobile!

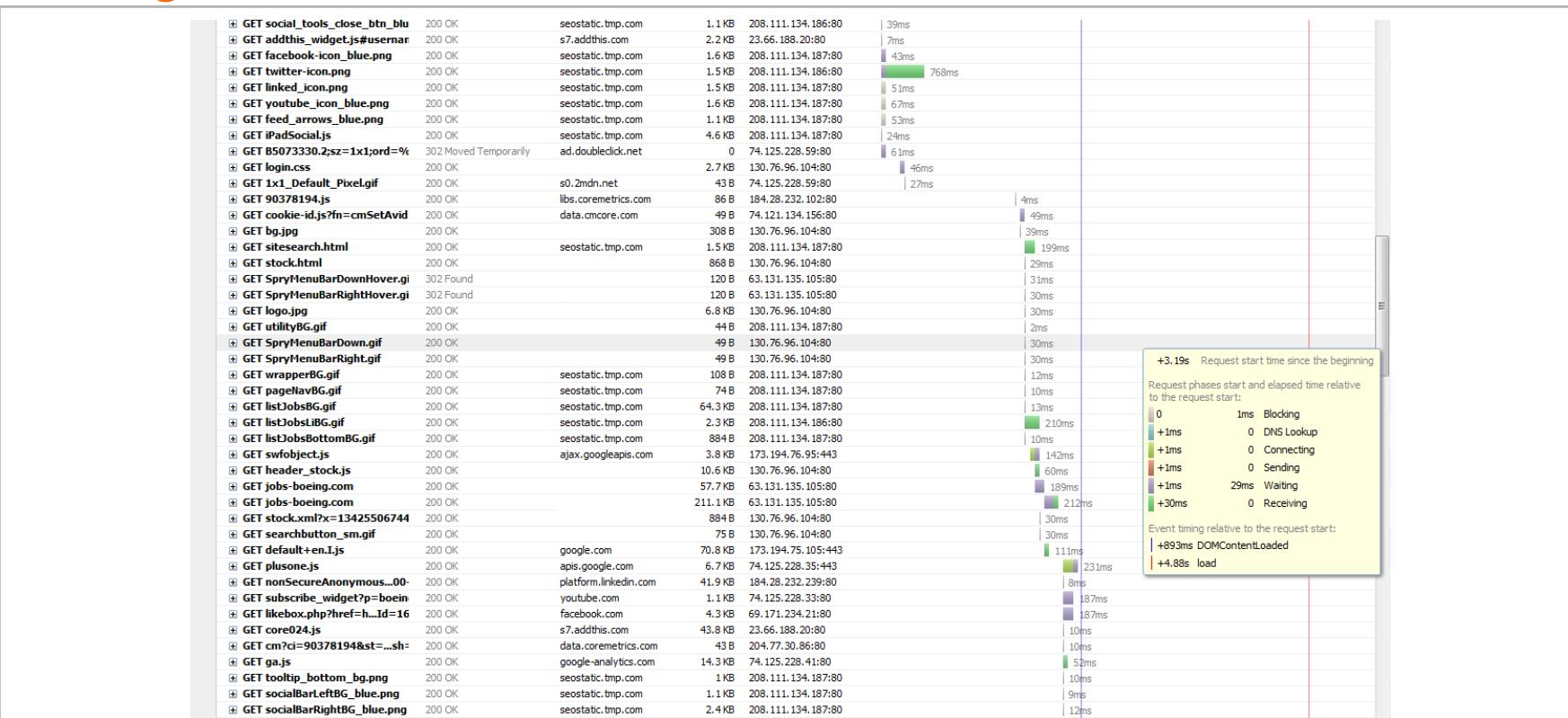
HTTP Request Explained



This is an HTTP request...



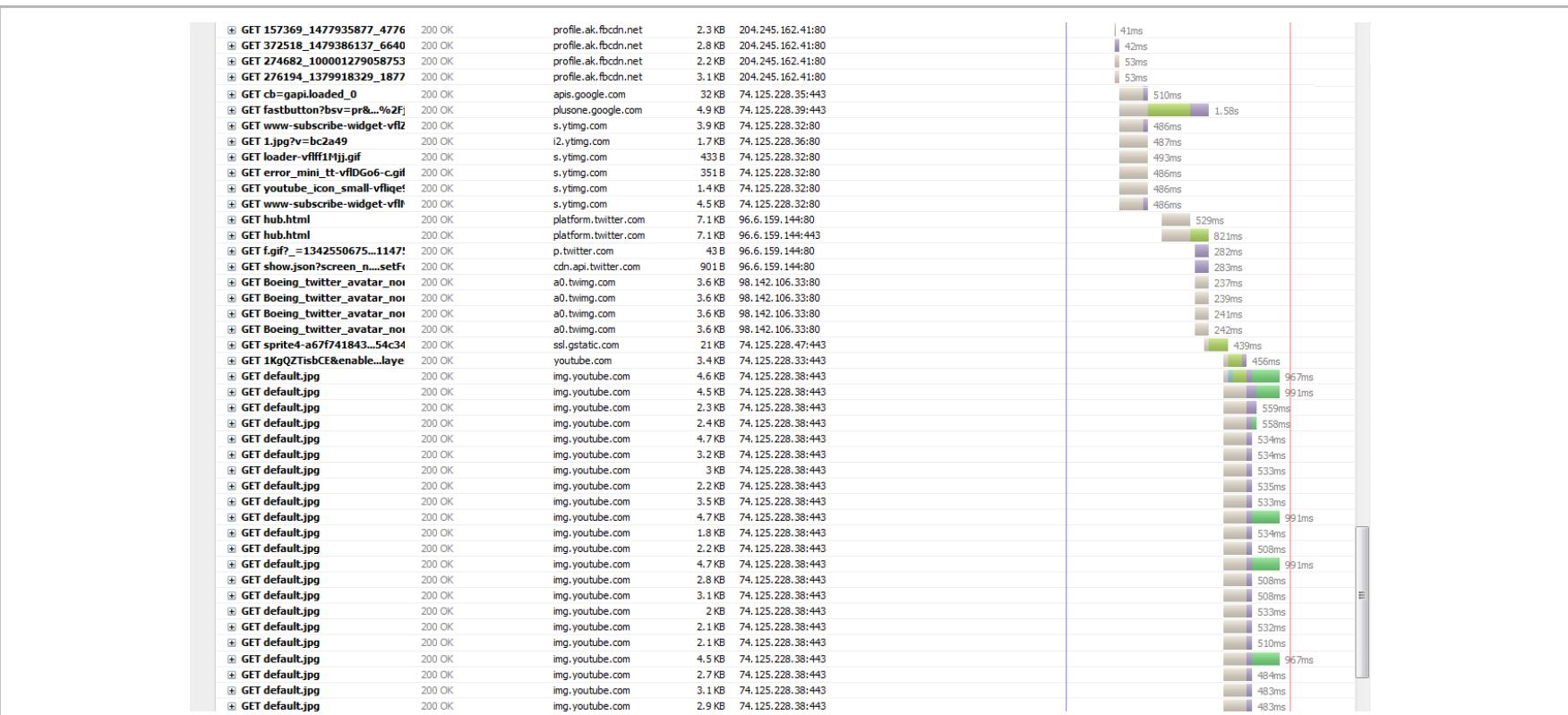
...that goes on...



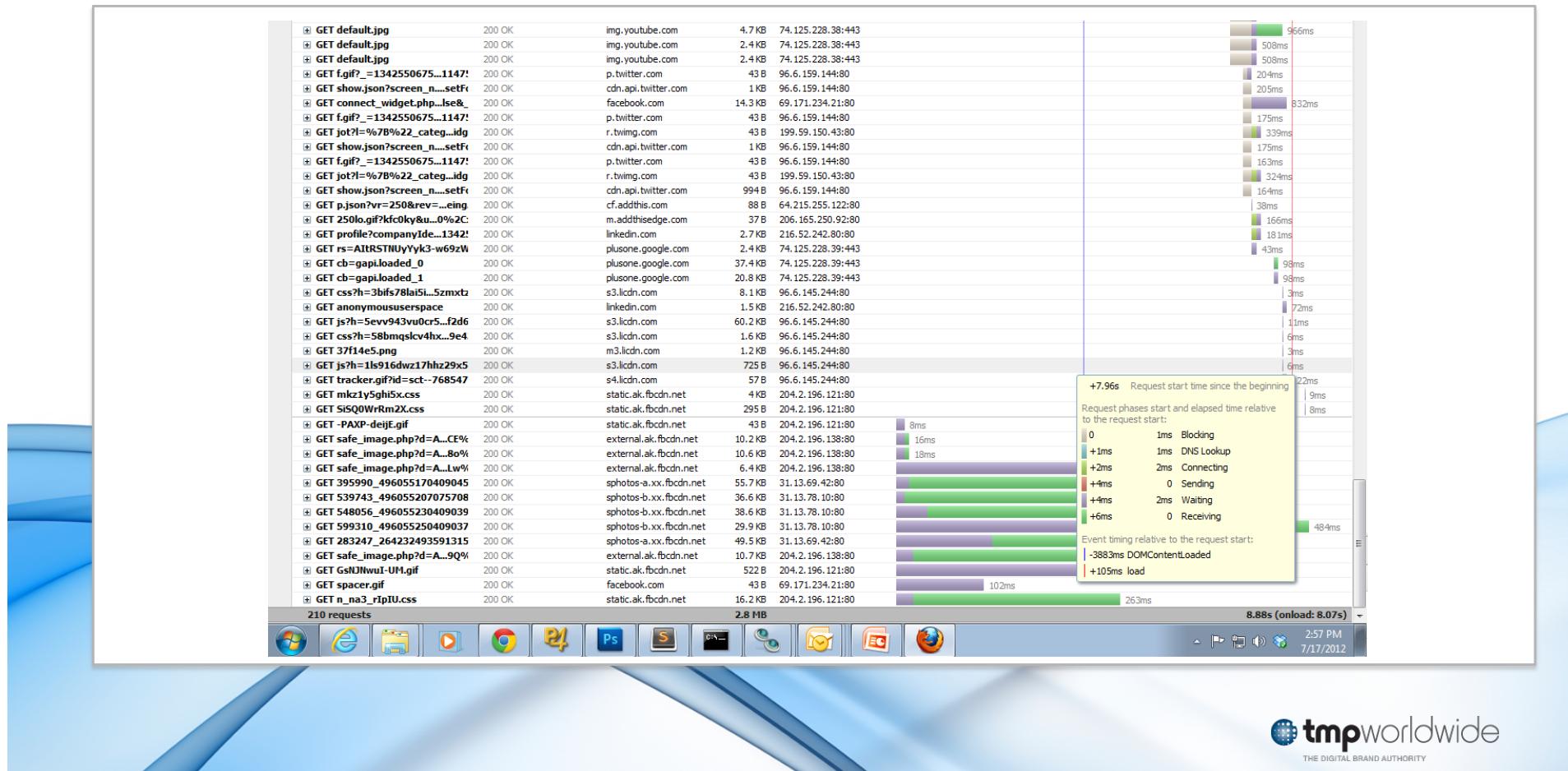
...and on...

⊕	GET socialBarMiddleBG_blue.png	200 OK	seostatic.tmp.com	971 B	208.111.134.187:80	3ms
⊕	GET horizontal_bar_blue.png	200 OK	seostatic.tmp.com	1 KB	208.111.134.187:80	9ms
⊕	GET widget087.css	200 OK	s7.addthis.com	13.8 KB	23.66.188.20:80	4ms
⊕	GET _utm.gif?utmwv=5...D(no	200 OK	google-analytics.com	35 B	74.125.228.41:80	25ms
⊕	GET _utm.gif?utmwv=5...D(no	200 OK	google-analytics.com	35 B	74.125.228.41:80	25ms
⊕	GET _utm.gif?utmwv=5...D(no	200 OK	google-analytics.com	35 B	74.125.228.33:80	50ms
⊕	GET follow_button1340_n_nan	200 OK	platform.twitter.com	23.6 KB	96.6.159.144:80	8ms
⊕	GET user_timeline.json...18a_=	200 OK	api.twitter.com	2.3 KB	199.59.148.87:80	644ms
⊕	GET user_timeline.json...19a_=	200 OK	api.twitter.com	4.4 KB	199.59.148.87:80	644ms
⊕	GET user_timeline.json...20a_=	200 OK	api.twitter.com	3.7 KB	199.59.148.87:80	644ms
⊕	GET user_timeline.json...21a_=	200 OK	api.twitter.com	3.3 KB	199.59.148.87:80	644ms
⊕	GET uploads/v=2&alt=js...22a	200 OK	gdata.youtube.com	12.8 KB	74.125.228.37:443	1.47s
⊕	GET xdrpc.html?y=0.0...t=400	200 OK	platform.linkedin.com	23.3 KB	184.28.232.239:80	7ms
⊕	GET sh091.html#	200 OK	s7.addthis.com	16.9 KB	23.66.188.20:80	6ms
⊕	GET hubclient.js	200 OK	platform.twitter.com	3.2 KB	96.6.159.144:80	9ms
⊕	GET widget006_top.png	200 OK	s7.addthis.com	9.8 KB	23.66.188.20:80	4ms
⊕	GET 4VXq2HWxqgtQ.css	200 OK	static.ak.fbcdn.net	36.7 KB	204.2.196.121:80	43ms
⊕	GET q0u3uIUEfU.css	200 OK	static.ak.fbcdn.net	956 B	204.2.196.121:80	9ms
⊕	GET HwlJY_Ufma.css	200 OK	static.ak.fbcdn.net	321 B	204.2.196.121:80	8ms
⊕	GET PQzjfdIxS-6.css	200 OK	static.ak.fbcdn.net	3.4 KB	204.2.196.121:80	9ms
⊕	GET 2WfjGauEfM.css	200 OK	static.ak.fbcdn.net	3.9 KB	204.2.196.121:80	10ms
⊕	GET n0spxDVdyk_.js	200 OK	static.ak.fbcdn.net	16.6 KB	204.2.196.121:80	21ms
⊕	GET ijsPD8wYk5f.js	200 OK	static.ak.fbcdn.net	190.1 KB	204.2.196.121:80	62ms
⊕	GET tp5QzLbJQkJs	200 OK	static.ak.fbcdn.net	33.9 KB	204.2.196.121:80	25ms
⊕	GET Pdn1MfiOls.js	200 OK	static.ak.fbcdn.net	6.5 KB	204.2.196.121:80	29ms
⊕	GET A3_41tx-5zc.js	200 OK	static.ak.fbcdn.net	1.7 KB	204.2.196.121:80	621ms
⊕	GET YGUWHiTj_Sc.js	200 OK	static.ak.fbcdn.net	2.4 KB	204.2.196.121:80	28ms
⊕	GET ZulUr6Cu-wlk.js	200 OK	static.ak.fbcdn.net	10.8 KB	204.2.196.121:80	42ms
⊕	GET AhTkC14D1Ljs	200 OK	static.ak.fbcdn.net	10 KB	204.2.196.121:80	42ms
⊕	GET 373021_176187689062463	200 OK	profile.ak.fbcdn.net	2.2 KB	204.245.162.41:80	620ms
⊕	GET jKEcvPZFk-2.gif	200 OK	static.ak.fbcdn.net	1.7 KB	204.2.196.121:80	42ms
⊕	GET UltqmHJn-SK.gif	200 OK	profile.ak.fbcdn.net	390 B	204.245.162.41:80	10ms
⊕	GET 17371_100000877387942	200 OK	profile.ak.fbcdn.net	2.3 KB	204.245.162.41:80	13ms
⊕	GET 41370_100000620262325_	200 OK	profile.ak.fbcdn.net	2.5 KB	204.245.162.41:80	11ms
⊕	GET 157361_1121352031_9580	200 OK	profile.ak.fbcdn.net	2.4 KB	204.245.162.41:80	12ms
⊕	GET 157132_695825015_12098	200 OK	profile.ak.fbcdn.net	2.6 KB	204.245.162.41:80	13ms
⊕	GET 49525_100000152025123_	200 OK	profile.ak.fbcdn.net	2 KB	204.245.162.41:80	21ms
⊕	GET 17364_1000001261967740	200 OK	profile.ak.fbcdn.net	2.9 KB	204.245.162.41:80	22ms
⊕	GET 369082_1000002966236714	200 OK	profile.ak.fbcdn.net	2.5 KB	204.245.162.41:80	24ms
⊕	GET 273377_25312407_425690	200 OK	profile.ak.fbcdn.net	2.3 KB	204.245.162.41:80	22ms
⊕	GET 273762_1000003079000412	200 OK	profile.ak.fbcdn.net	2.7 KB	204.245.162.41:80	25ms
⊕	GET 370393_100000157322799	200 OK	profile.ak.fbcdn.net	2.7 KB	204.245.162.41:80	41ms
⊕	GET 41713_575639480_561018	200 OK	profile.ak.fbcdn.net	1.9 KB	204.245.162.41:80	41ms
⊕	GET 23080_588342815_2517_q	200 OK	profile.ak.fbcdn.net	2.8 KB	204.245.162.41:80	41ms

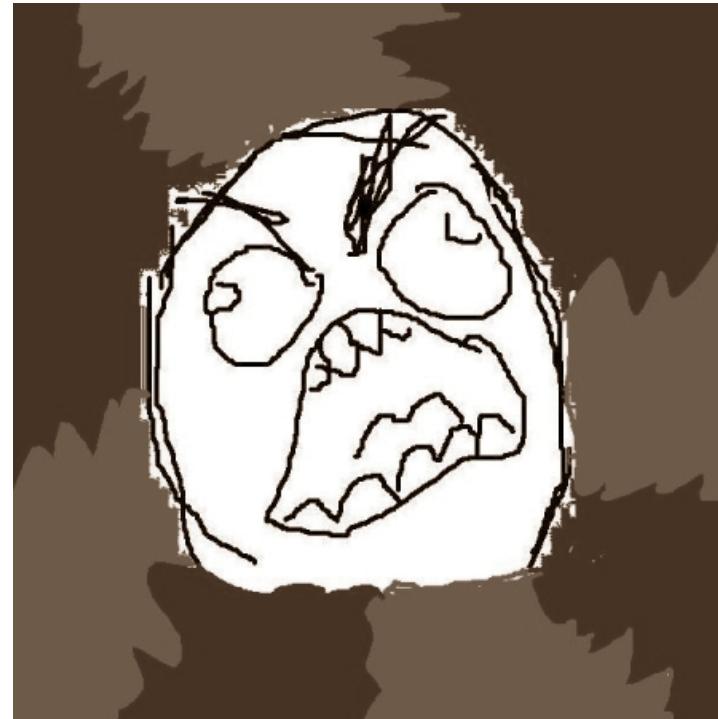
...and...on...



...and on.



FAFAFAFAFA!!!



Yikes!

- Total HTTP Requests Made: **210**
- Total Page Weight: **2.8 MB**

Multiple HTTP Requests + Large Page Weight = A Bad User Experience

Other Things To Consider

- Users may leave your site (and never return) if performance lags
- With the explosive growth of mobile usage, speed is very important! *
- People will visit a web site less often if it is slower than a close competitor by more than 250 milliseconds (a millisecond is a thousandth of a second). <http://nyti.ms/yTyFlt>
- Google Factors In Page Speed into Ranking

So What Can We Do To Improve?

Employ 56k Thinking

(Think Mobile, Too!)

So What Can We Do To Improve?

Creative teams can:

- Be Mindful of Mobile
- Look for opportunities to leverage CSS
- Consult with the UI Development Team

So What Can We Do To Improve?

Development teams can:

Write concise code. Constantly **strive** to do more with less!

Optimize Images (on average, over 60% of pages are images)

- Reduce JPEG Image Quality (This is rarely done anymore, but should be)
- Set JPEG's to "Progressive" (Perception of faster loading page is important)
- Use CSS Sprites
- Use Data URI (Base 64 Encoded Image) – Browser support is great!
- Use smush.it (<http://www.smushit.com/ysmush.it/>) to further optimize your images

Load **CSS at top** of the page and **script at the bottom** whenever possible!

So What Can We Do To Improve?

Development teams can:

Combine JavaScript and CSS into single files (fewer HTTP Requests)

Remove Duplicate Scripts and CSS

Avoid loading resources you don't need

Minify JavaScript and CSS

Setup Gzip and Expires headers (Server Related)

Test Your Pages Using YSlow or Google Page Speed (QA can also use these tools)

What We All Can Do...

Think strategically!
Question *Everything!*

Questions?

michael.spellacy@tmp.com

Become a follower:

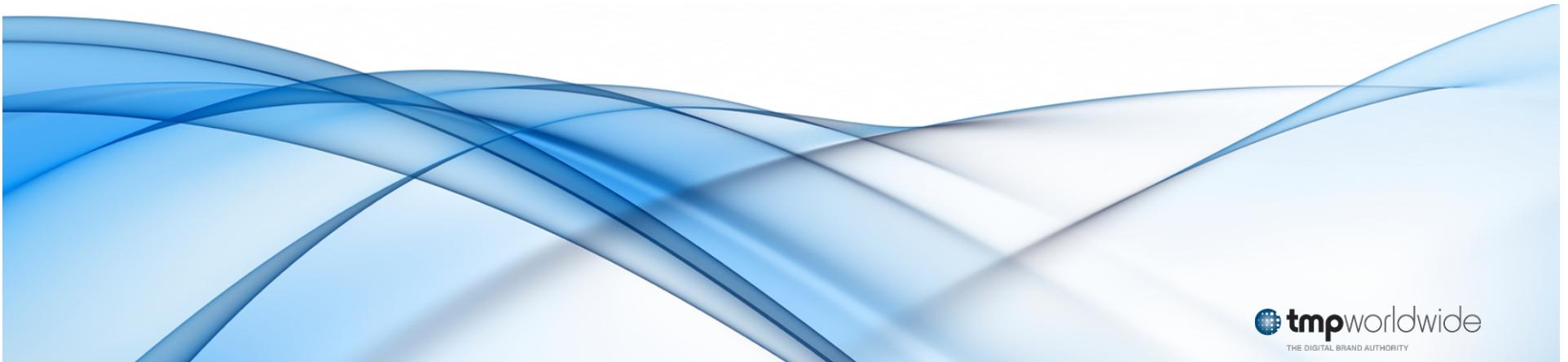
[@spellacy](#)



Go forth and make awesome!

 **tmp**worldwide
THE DIGITAL BRAND AUTHORITY

Questions?



Content Strategy

Yvette Milne
DigiKnow, July 18, 2012



Eohippus:
45,000,000
years ago



Equus: Today!

What is content?



Why should I care?

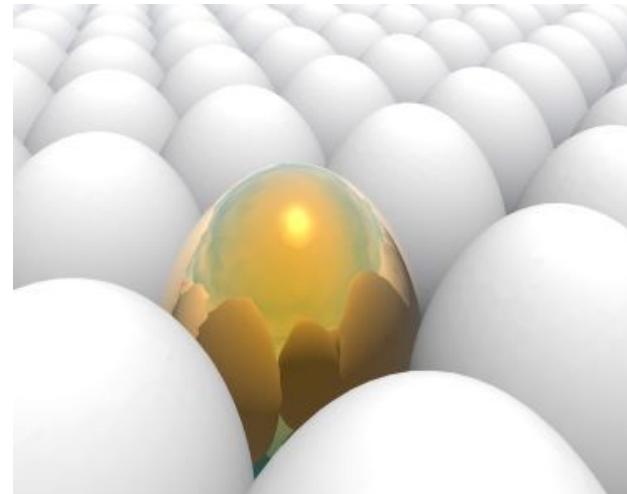
Creating, offering, serving, and supporting interesting, actionable, sharable content is vital.

Content is out there. It happens.

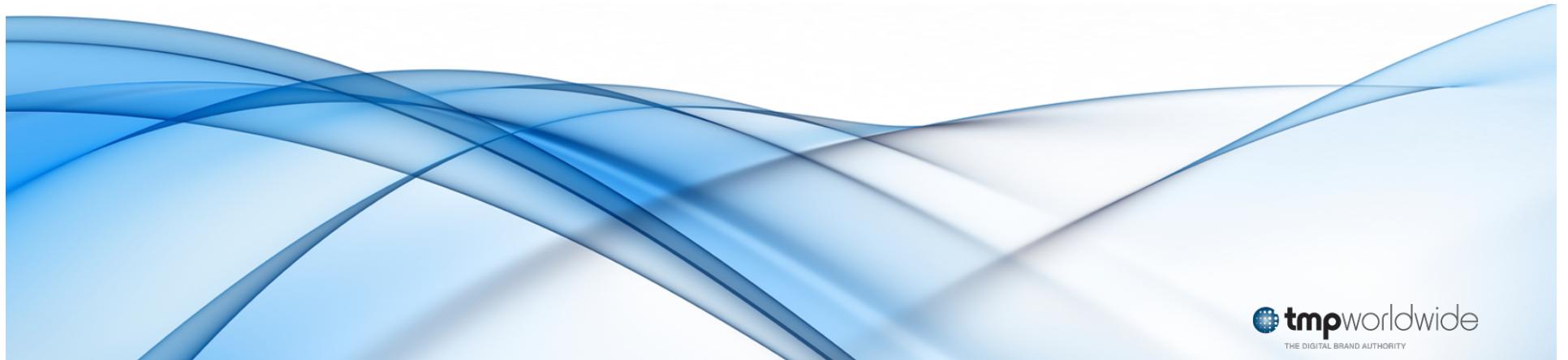
We need to control it. And manage it.

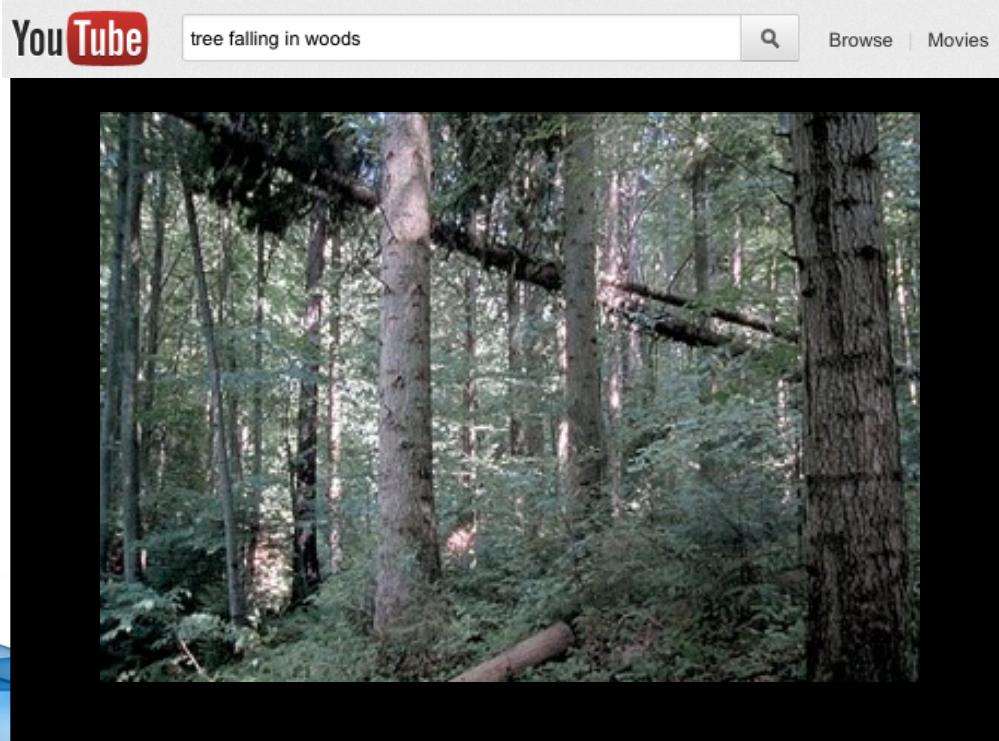
Not MORE.

More MEANING.



What makes content valuable?





0 views

The Valuable Content Checklist™



Findable

Readable

Understandable

Actionable

Shareable

The Valuable Content Checklist™

Findable: *Can the user find the content?*

Readable

Understandable

Actionable

Shareable

The Valuable Content Checklist™

Findable

Readable: *Can the user read the content?*

Understandable

Actionable

Shareable

The Valuable Content Checklist™

Findable

Readable

Understandable: *Can the user understand the content?*

Actionable

Shareable

The Valuable Content Checklist™

Findable

Readable

Understandable

Actionable: *Will the user want to take action?*

Shareable

The Valuable Content Checklist™

Findable

Readable

Understandable

Actionable

Shareable: *Will the user share the content?*

Use the checklist, but make it matter.

Remember to start with the BIG QUESTIONS:

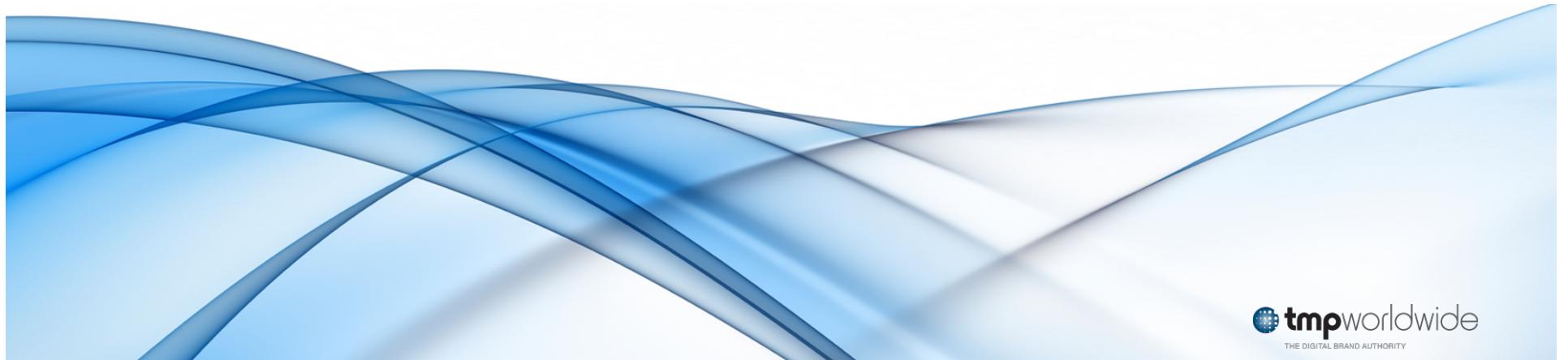
“What’s the point?” & “Does my user care?”

To get to content that matters, we need to roll up our sleeves and dig deep into the content development process.

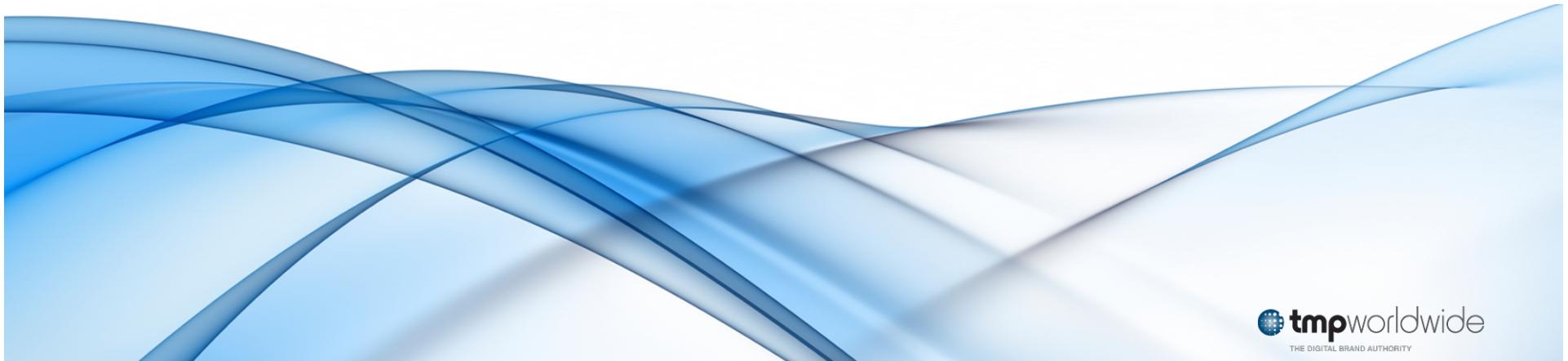
This is where content strategy comes in!



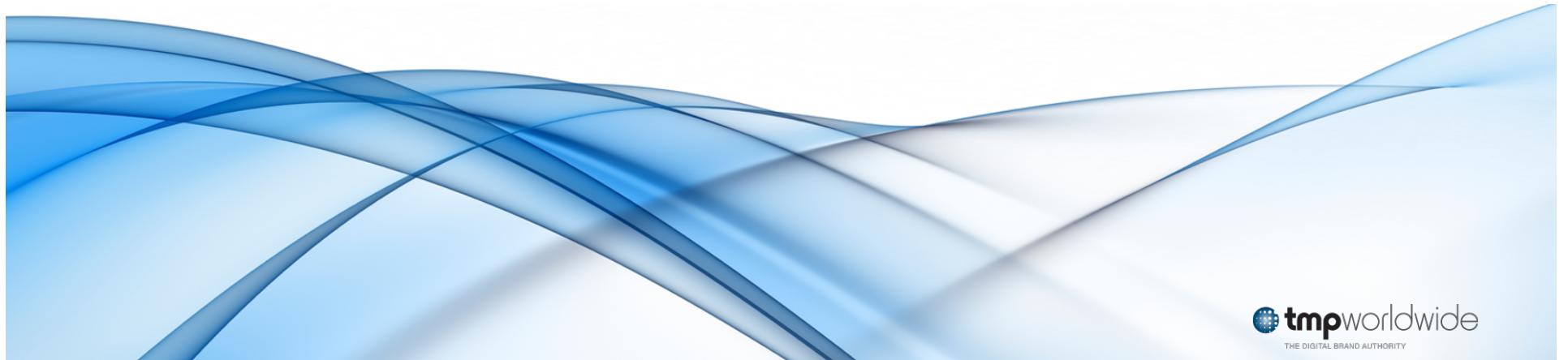
What is content strategy?



If the goal of content is to provide meaningful, interactive experiences,
then content strategy is to copywriting as information
architecture is to design.



How do you ‘strategize’ content?



Content Strategists as Curators

Content Curation

A content strategist as curator carefully considers the selection and placement of content to elicit the desired response.



They create a content experience with purpose, that supports the brand, and establishes a relationship with the audience.

Creating a content gallery

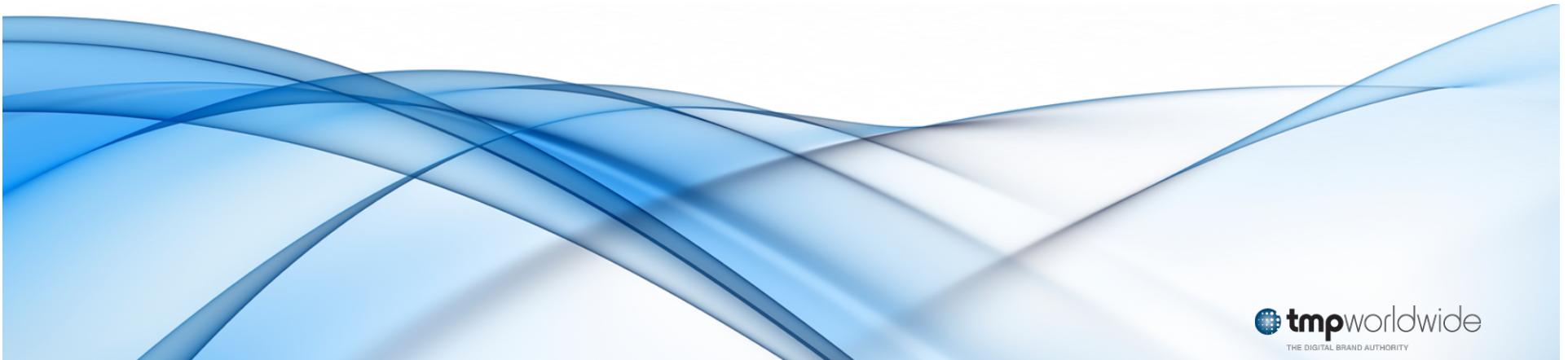


Exhibit a collection's greatest assets

- Recognize that content strategy is a long-term commitment
- Assess, analyze, and recommend high-level steps to create more cohesive content
- Define big picture objectives and how they affect arrangement of content on the site
- Create an overarching strategy that defines how content be should be organized, positioned, and made relevant
- Analyzes what is available and desired for publication
- Identifies premium content to focus on across the site

Manage the exhibit

- Set a plan for managing web content
- Work at page-level to maintain the integrity of the collection on a day-to-day basis
- Critically examine how to strengthen primary content
- Position primary content with related content that supports the overall theme
- Balance timely and timeless content to create context so that the site continues to feel alive, relevant, and worth returning to

Update the permanent collection

- Weaves new relevance into existing site content
- Create content packages/groupings that bring archived content back into the moment
- Increase the breadth of content you provide
- Remembers **MORE ≠ MORE MEANINGFUL**
- Frame strongest assets and communicate in a manner that resonates with audience
- Focus on high-traffic-content areas that your client can own to create more authoritative content that will result in higher traffic

Maintain a collection responsibly

- Create structure so that content can be dynamically served within the site
- Set up long-term management strategy
- Create an effective metadata structure to make mapping and moving assets cleaner and more efficient
- Use accurate, standardized descriptions for content so the collection is easier for users to find

Use analytics to drive content production

Analytics can:

- Demonstrate user flow and identify areas of interest or relevance
- Help determine what should be created, what should remain on display, and what should rotate into storage or retirement
- Shed light on user trends—where they come from, share practices, bounce rates, time-spent/topic, keyword searches—helping shape the next generation of topics
- Track trends and establish patterns, so content updates can be forecasted, ensuring that new content is timely and desirable

Establish a relationship with your audience

The content curator:

- Acts as a guide or docent
- Proposes topics for discussion
- Sets expectations and tone
- Acts as a subject-matter expert
- Oversees the transfer of content onto social and other platforms



Other aspects of digital curatorship

Brand the community's membership—create a vibe

Position users as publishers

BUT

Establish standards around user-generated material



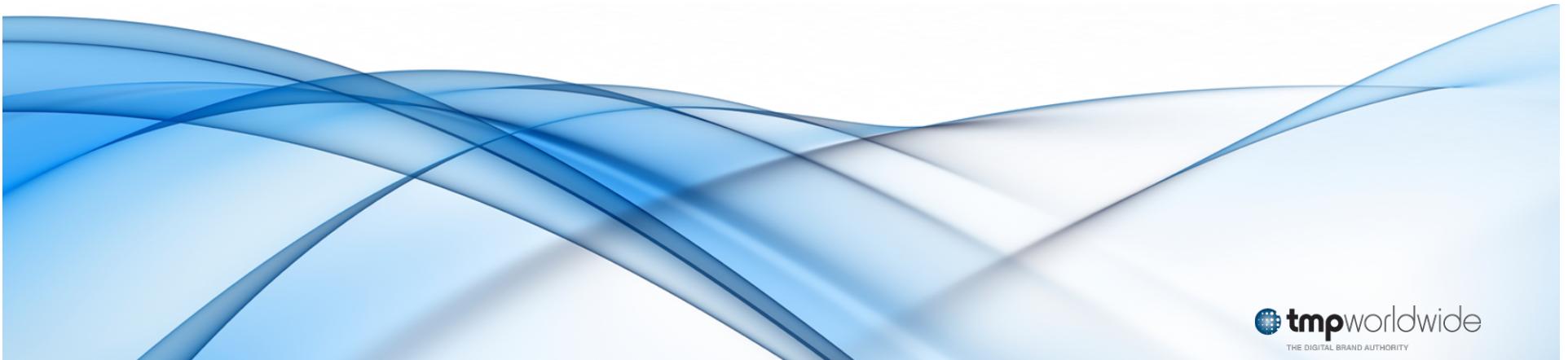
Content waits for no one.



MAKE IT
MATTER



Questions?



Thank you!

