

Give your site a refresh

Thursday, March 15, 2018



TownNews.com

Today's agenda:

- Speed improvements
- New design options
- Best practices for Ad Tech

Refresh for spring:

- Speed up site
- Improve user experience
- Increase engagement
- Grow ad revenue



Speed & security



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Speed improvements

- New DFP code base
- Page load “perception”
- Http/2 technology with multi-plexing
- Async support for more script tags
- Preconnect and DNS prefetch for CDN
- Full SSL support
 - **Switch by July 2018 to avoid negative Chrome flag**
- Coming soon: more optimizations including srcset



Fight against spam

- Enable email verification for new users
- Turn on verification of user-submitted content

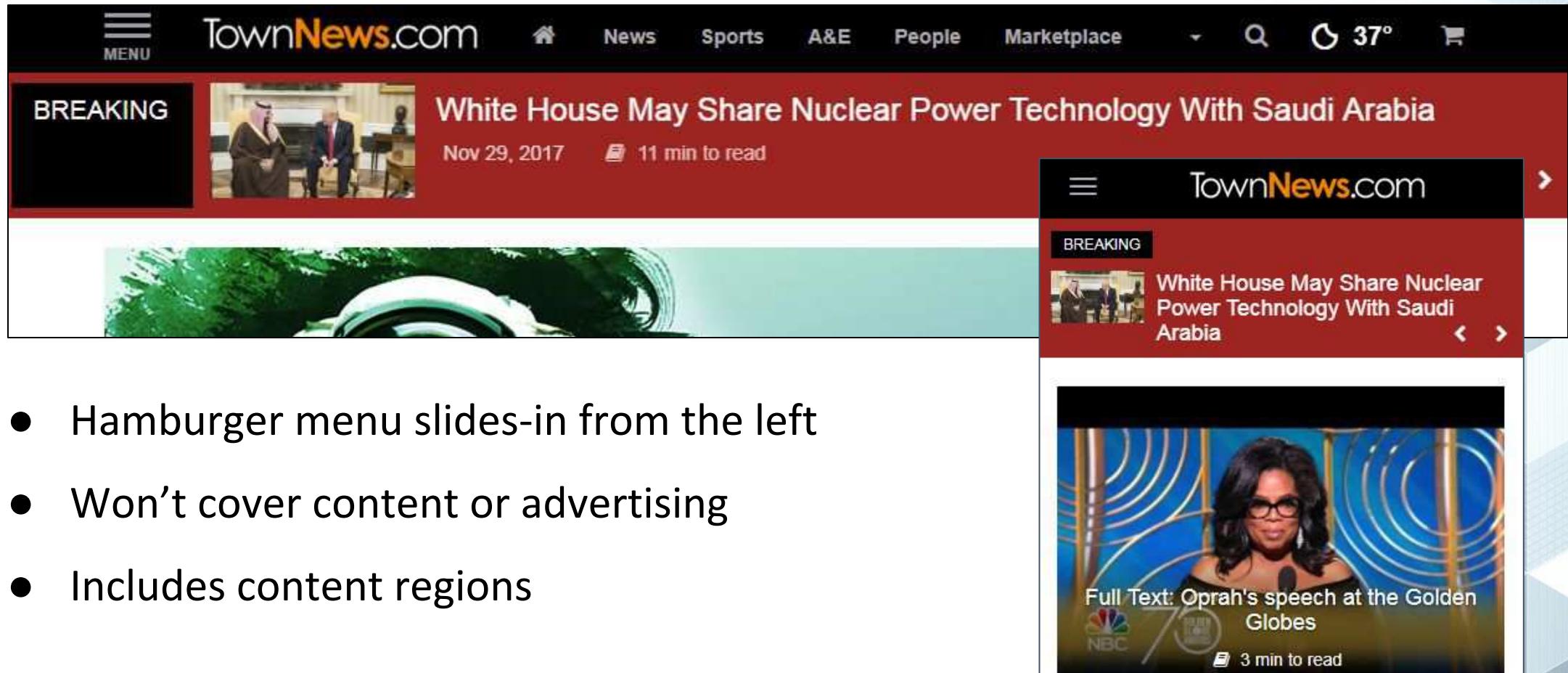


Design improvements



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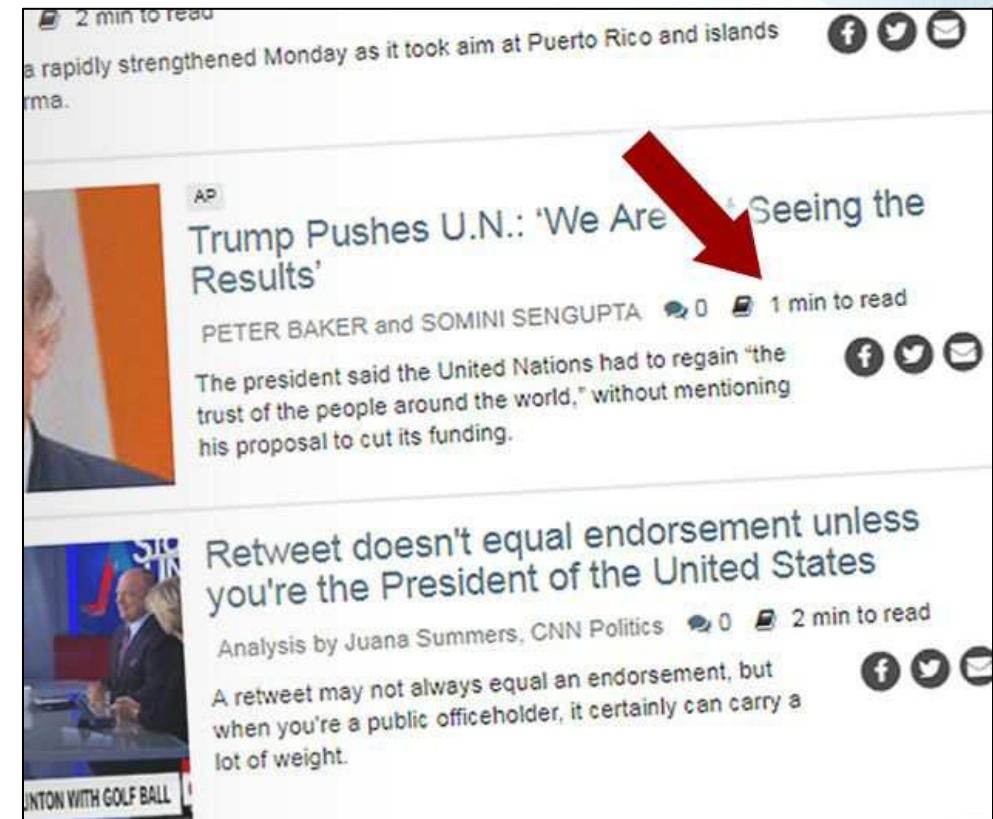
Slide-in hamburger & short navigation



- Hamburger menu slides-in from the left
- Won't cover content or advertising
- Includes content regions

Time-to-read support

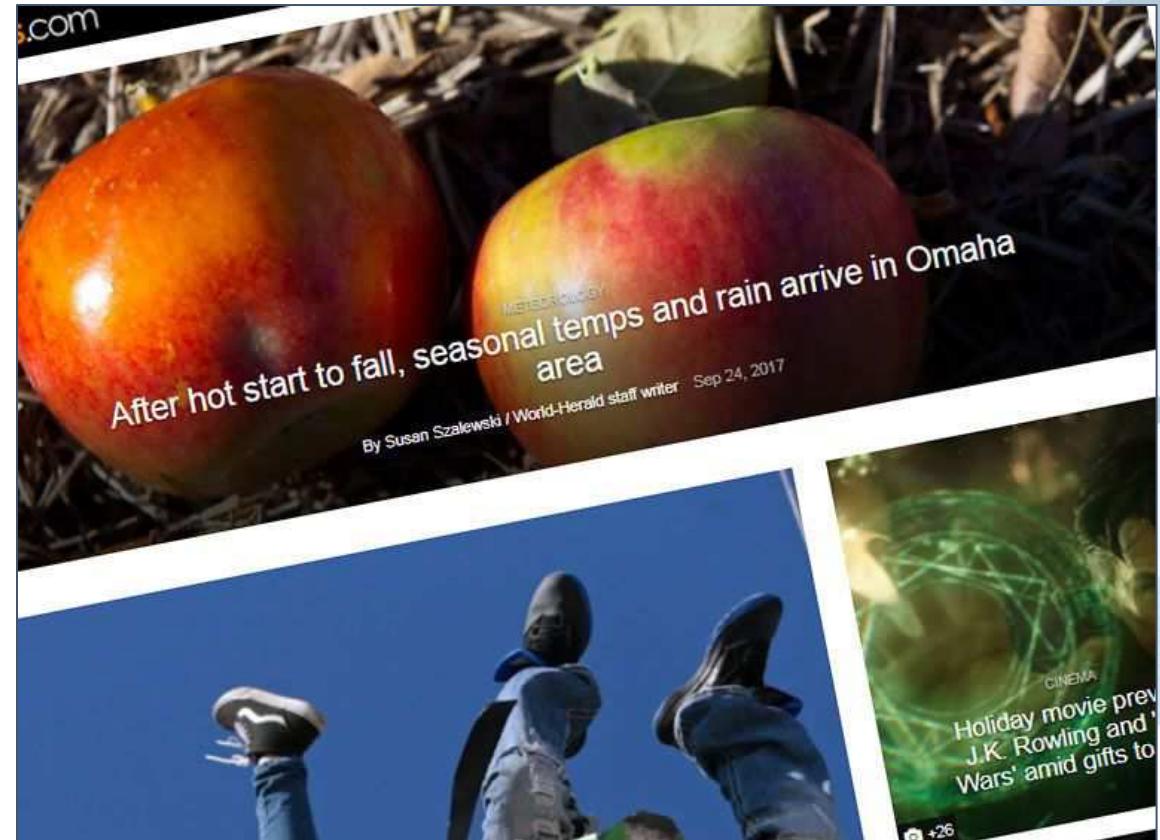
- Help users “commit to click”
- Uses a “reader speed” algorithm
 - Considers words and graphics
- Show on all stories, or longform articles
- Use as a query rule:
 - “Quick read” articles
 - “Longform” articles



Study by Claude Messner and Michaela Wänke and the “paradox of choice,” 2011, *New Yorker*

Block aspect ratios for images

- 8:3 ratio - extreme horizontal
- 2:3 ratio - vertical rectangle
- Find in URL properties and block properties



Backgrounds and color strips

- Span container or site width
- Create an edge-to-edge strip of color
- Create new sections separated by color

The screenshot shows a news website layout. At the top, there's a header with the logo 'TownNews.com' and a 'MENU' icon. The header also includes links for 'News', 'Sports', 'A&E', 'People', and 'Marketplace', along with a search icon and a weather indicator showing '37°'. Below the header is a large, horizontal image of a white, multi-story building with a prominent tower, identified as the Minnesota State Capitol. The text 'POLITICS TOP STORY' is at the top left of the image, followed by the headline 'Meet your elected officials in the Legislature' and a note '6 min to read'. Below this main image is a section titled 'ON THE TRAIL' with four smaller, separate images arranged in a grid. The first image shows two men in formal attire, one in a dark suit and another in traditional Saudi Arabian dress. The second image shows a fleet of ships at sea. The third image is a portrait of a woman with glasses and a teal jacket. The fourth image shows a political rally with many people holding up blue signs with the name 'Bernie' on them. Each of these smaller images has a caption below it: 'White House May Share Nuclear Power Technology With Saudi Arabia', 'Three U.S. carriers demonstrating power amid North Korean nuclear tensions', 'The most popular U.S. senators', and 'Bernie's bucks: Sanders' fundraising — and spending — prowess in 5 charts'.

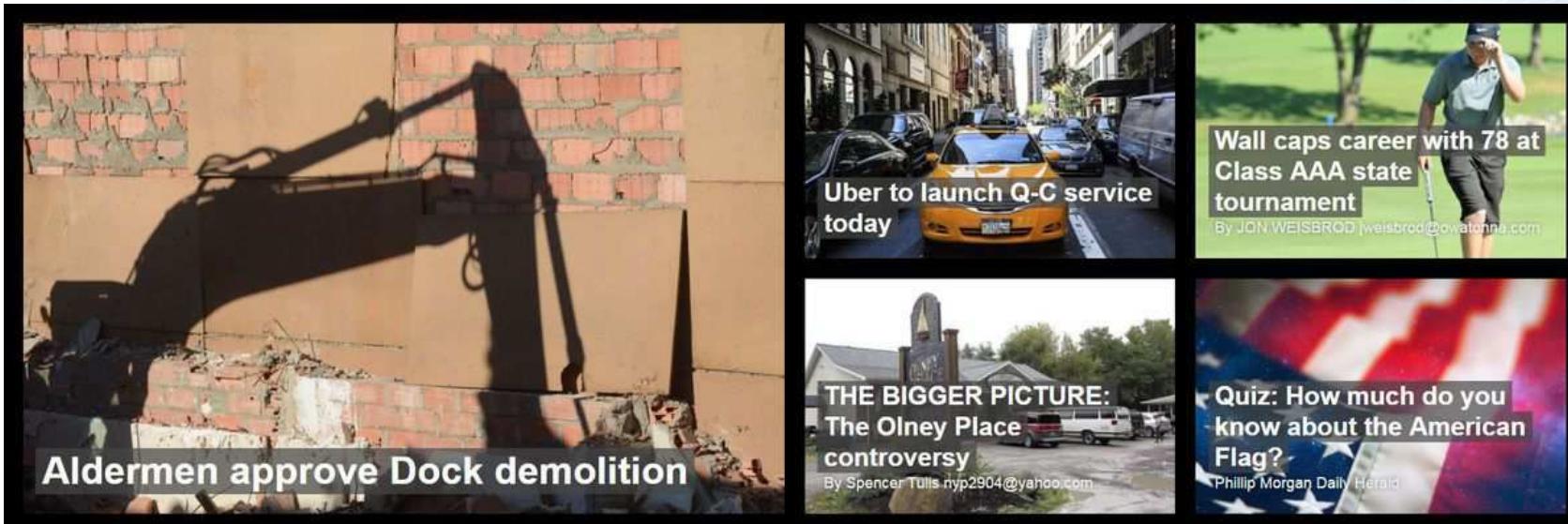
Colors and overlays for Card: Feature

- Add a color transparency
- Add a transparent fade at the bottom for more readable text
- Color block in case of no photo
- Text-in-a-box design matches Card: Mosaic



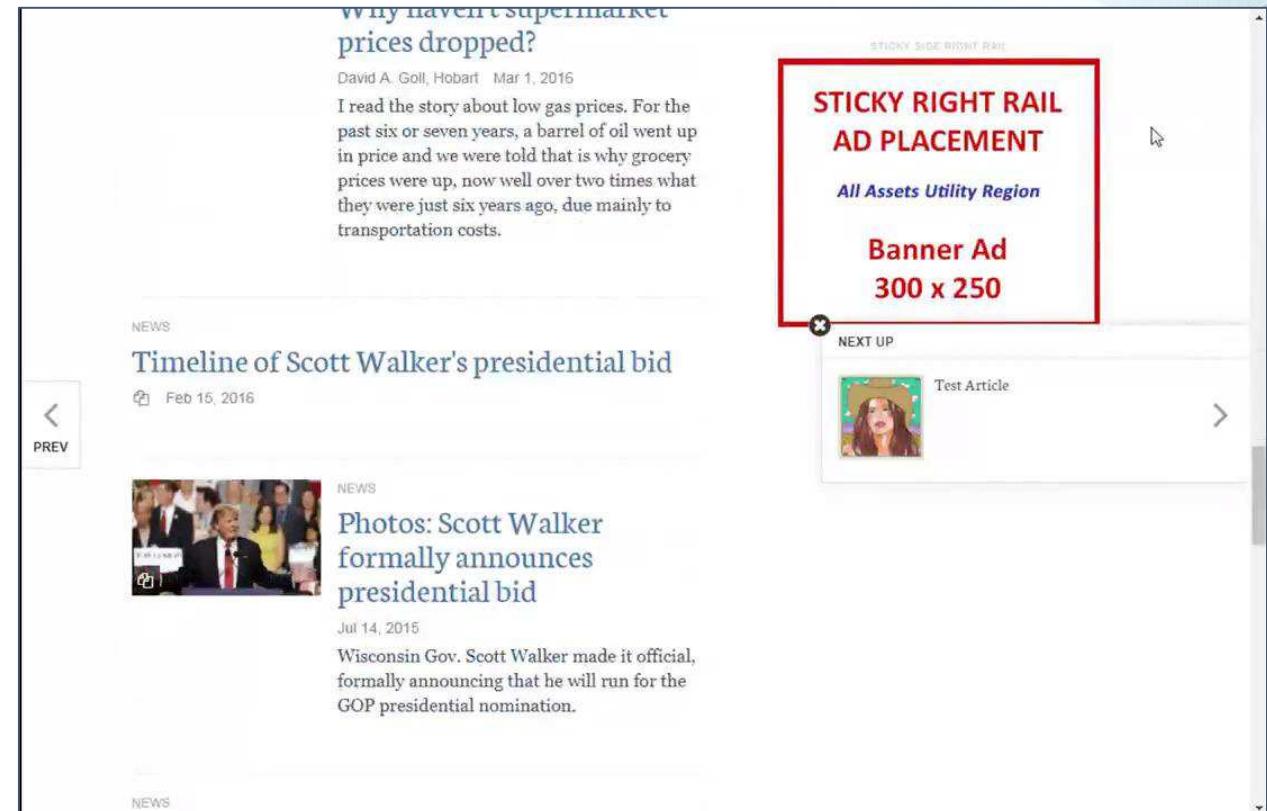
Margins for Card: Mosaic

- Internal margins option
- Create internal spacing that matches the rest of the site
- Create a colored background



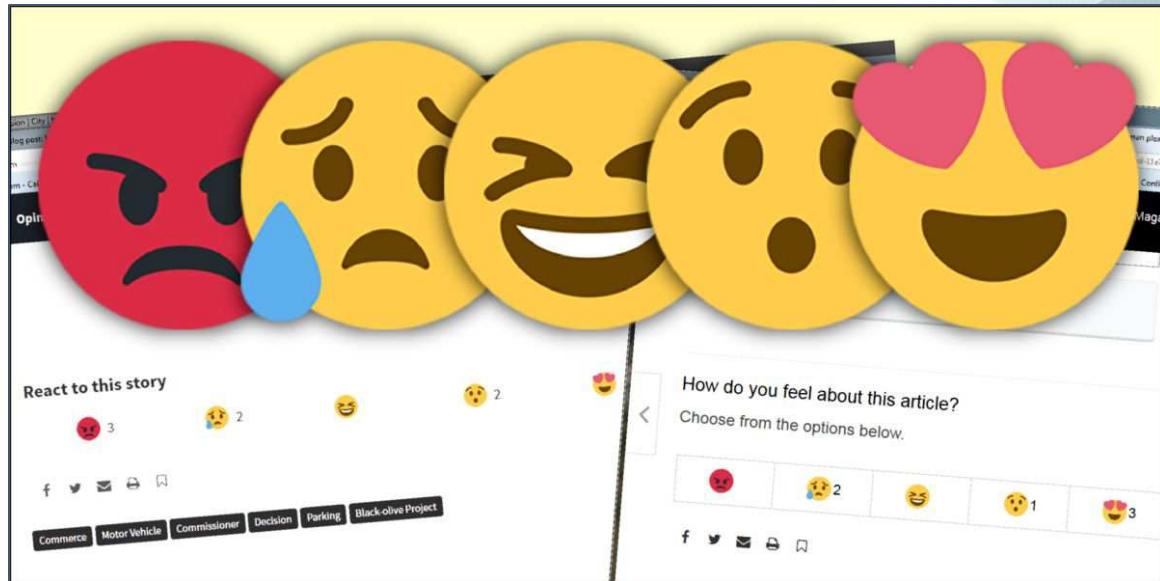
Infinity Scroll with sidebar and sticky

- Increase engagement
- Sticky spot scrolls down into Infinity area
- Caution: side-by-side ads on Infinity Scroll may *reduce* viewability



User Reactions

- Love, anger, sad, funny, wow
- Fun, fast way to react
- Data signals captured about type of story and context
- Create blocks showcasing most engaged articles



Ad Tech improvements



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DFP sizemapping block

- Allows multiple DFP ad sizes in a single block
- Easier setup and maintenance
- Optimized code loads quickly

Edit content block #1545256

Appearance Configuration

Block title:

Template customizations

Sizes

Mobile Viewport Sizes:
[[300,250],['fluid']]

Tablet Viewport Sizes:
[[300,250],['fluid']]

Laptop Viewport Sizes:
[[300,250],['fluid']]

Desktop Viewport Sizes:
[[300,250],['fluid']]

Ad Unit

Network Code:

Include Domain:
 False
 True

Include the URL Map path:
 False

Template information

FLEX

Ads: Google DFP (flex)

This block template will automatically generate the HTML and JavaScript necessary to integrate Google DFP (DoubleClick for Publishers) ad units on a page. Please see Google's [online documentation](#) for more information on how to gather your ad units and sizes which are required for this block.

Ad visibility is controlled by ad sizes defined for each viewport. Using standard visibility classes with this block to hide the ad will result in the ad loading, but being hidden.

Edit Change

Save changes Cancel



Sticky ads

- New regions “stick” to the page
- Stay on the page longer
- Higher viewability scores
- Ads or content
- Desktop or mobile



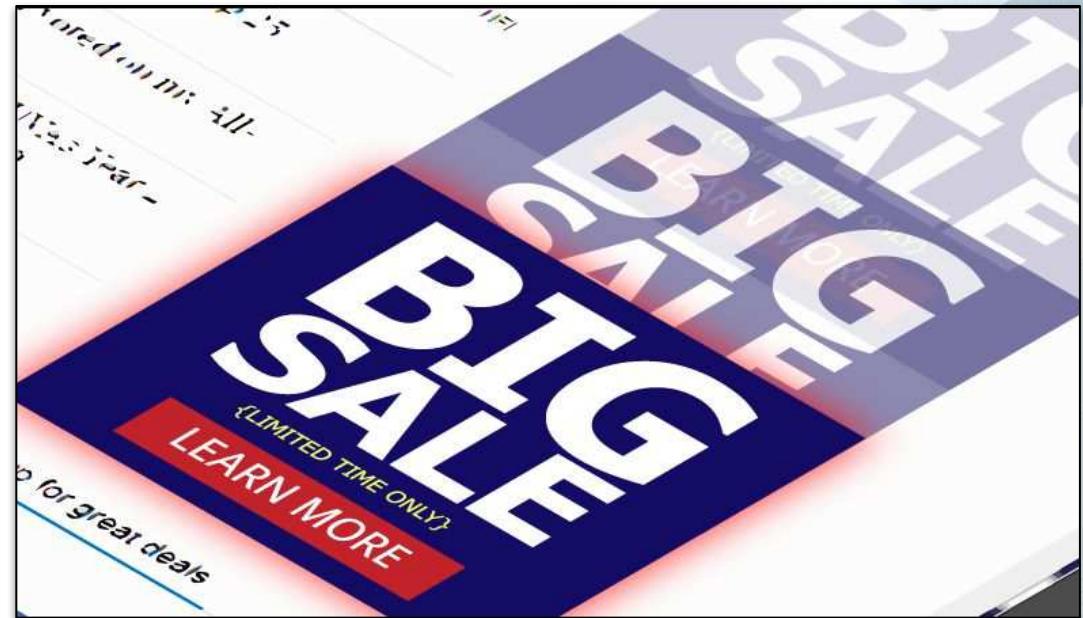
Smart ad refresh

- Multiplies impressions
- Based on user interaction
- No “dead” refreshes
- Smart timer on each ad
- Algorithm ensures maximum viewability



Lazy-loaded ads are key to viewability

- Load only when in view
- Higher viewability = higher CPM
 - Every 10% increase in viewability leads to ~16% increase in eCPM and ~1.8% increase in fill rate*
- No impressions for unviewed ads
- Google DFP only



Automatic ads

- Place ads strategically throughout article
 - More ads on long stories
 - Less ads on short stories
- Ensures in-story ads are “Better Ad Standards” compliant
- Choose the best ad interval



Ads repeat at designated intervals automatically.

Automatic enhancements

- Request enhancement per business
- We fulfill the listing:
 - Logo
 - Store hours
 - Social media
 - Keywords
 - Description & more
- Save time and money



Takeaways

- New design options
- More color and definition
- Improve viewability and CPMs
- Add engagement and data signals

Refresh for spring:

Speed up site

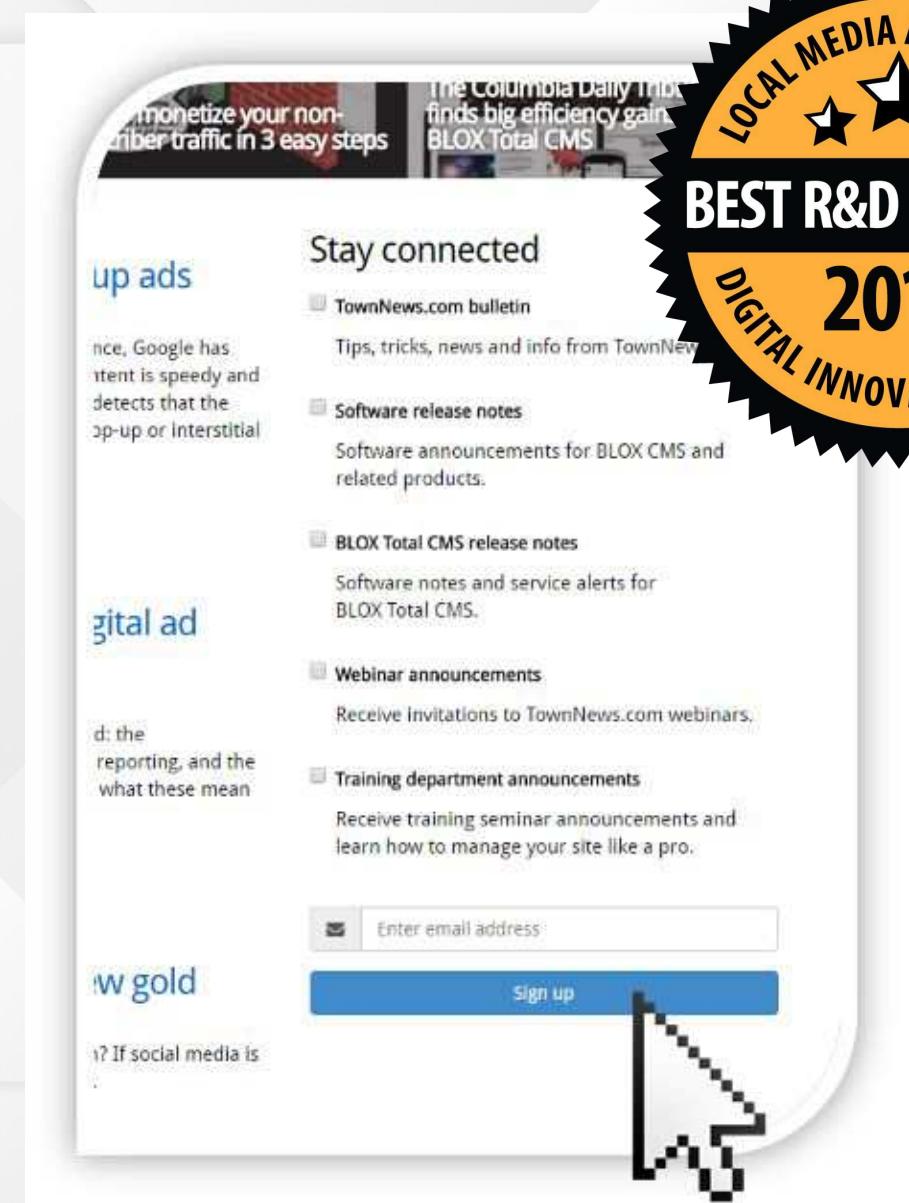
Improve user experience

Increase engagement

Grow ad revenue

Stay connected

- Documentation: help.bloxcms.com
- Support:
 - Call 800-293-9576
 - support.townnews.com
- Partner Community:
community.townnews.com
- Service Status: townnews.status.io
- Follow us on Twitter, LinkedIn, Facebook, YouTube



The screenshot shows a section of the TownNews.com website titled 'Stay connected'. The sidebar on the left lists several news articles:

- Monetize your non-digital traffic in 3 easy steps
- The Columbia Daily Tribune finds big efficiency gains with BLOX Total CMS
- Up ads
- Google has recently updated its algorithm to detect and block pop-up or interstitial ads.
- Digital ad
- What is the difference between reporting, and the what these mean
- Gold
- What is social media?

The main content area on the right is titled 'Stay connected' and contains a list of bullet points:

- TownNews.com bulletin: Tips, tricks, news and info from TownNews.com.
- Software release notes: Software announcements for BLOX CMS and related products.
- BLOX Total CMS release notes: Software notes and service alerts for BLOX Total CMS.
- Webinar announcements: Receive invitations to TownNews.com webinars.
- Training department announcements: Receive training seminar announcements and learn how to manage your site like a pro.

At the bottom, there is a sign-up form with a blue 'Sign up' button and a cursor pointing at it.



Refresh for spring:

Thank you!

Increase engagement

Grow ad revenue

