home page design
REORGANIZE, NOT A REDESIGN

• Header

Current:

Reorganized:
REORGANIZE, NOT A REDESIGN

• Search Bar

Current:

Reorganized:
home page design

REORGANIZE, NOT A REDESIGN

• Three Column Grid

Current:

Reorganized:
REORGANIZE, NOT A REDESIGN

- Photo Slider

Current: 

Reorganized: 

Missouri child-care bill loses some bite

The legislation was stripped of so many of its strongest provisions that it lost the support of a family who inspired it.

Apr 19, 2012 l 12:15 am

- Police looking to up firepower
- Child-Care bill loses bite
- Inside look at cooking on TV
- Cards can’t sweep the Reds
Missouri child-care bill loses some bite

The legislation was stripped of so many of its strongest provisions that it lost the support of a family who inspired it.
POTENTIAL ADDITIONAL REVENUE

- Total visitors for 2011: 120,534,225
- Current average pages per visit: ~ 6
- 44% of visitors only visit one page

An increase of average page views per visit from 6 to 7 would result in an annual increase of...

$4,339,236
email
BACKGROUND

• Successful email newsletters offer a convenient, curated guide to daily news

• Newsletters also provide substantial advertising potential

• Obstacle facing STLToday.com
  - Will the switch from email commenting to Facebook commenting result in fewer email subscriptions?
Design students aim to help curb St. Louis nuisances

Property owners in St. Louis are learning ways to reduce crime through better urban design.

Witnesses falter in trial over murder of Washington Park mayor

One witness recants, another flip-flops on memory.

- NEW Cops in Columbia, Mo., want chief fired
- Jobless aid applications near a 3-month high
- Court: Taylor responsible for Sierra Leone crimes
- WWII pilot's remains coming home to southern Illinois
- Ted Tucker dies; architect who worked on world's largest project
- Fed brightens forecast for growth, jobless rate
- 'The Biggest Loser' teaches mom, daughter how to win
- Alternate views on St. Louis riverfront camps for homeless

'Girls Gone Wild' ordered to pay $5.77 million to woman filmed in St. Louis
Subject Line
- 35 characters or fewer
- Personalize the message, not the subject

Make sure links work
SUGGESTIONS: DESIGN

• Traditional Design Elements
  - Color
  - Dominance

• Digital Elements of Design
  - Navigation
  - Mobile friendliness
SUGGESTIONS: DESIGN

• Image Blocking
  - The impact on ads

• Solutions
  - Text ads
POTENTIAL ADDITIONAL REVENUE

• Fold together Go! and Movie Emails
  Used to generate $7,800 per year ($150 x 52), now could generate $12,168 ($0.03 x open rate, $0.10 x clicks)

• Add increases for Business ($78,000 to $107,120), Sports ($39,000 to $99,507)
  Health & Fitness ($7,800 to $12,265) for $98,450 more per year

Currently generate an estimated $26,198.64 annually from email referrals. If subscriptions and click rate increase by 10 percent, that number jumps to $31,704.70

$5,506 + $98,450

$103,956
mobile
47% of adults get local news to their cell phone or tablet
NAVIGATION

- 42% check local weather
- 37% check local businesses or restaurants
- 24% check sports
- 37% check discounts
NAVIGATION

• Takes three clicks to find the weather

• Hard to find

• Make accessible through main menu
DEALS

• Deals section is very user-friendly

• Good example to improve weather section
mobile
mobile
STL Today is missing out on 4,100 mobile visits per day
POTENTIAL ADDITIONAL REVENUE

- Current mobile page views: $1.7-1.9 million
- Increase by 5%: $450,000 - $632,000.
- Increase by 10%: $900,000 - $1.2 million.
facebook
• Basic questions asked and answered.

• People engaged in the conversation with each other, simply posting their opinions.
A basic question generates a plethora of shares and comments, but is it truly increasing traffic to the website without a link?
• Uses visuals and cartoons

• Isn’t used to start debate but rather to generate responses

• An article from the *Star* might have helped generate more website traffic
• Facebook page has a “Today’s Cover” section where its current printed front page is posted daily
• Implements multimedia on its Facebook by posting videos
• Questions not only implement discussions but also directs the audience to read the story before commenting!

• This tactic could be used to increase website traffic.

SAN JOSE MERCURY NEWS
Incorporating national news stories into the News Feed helps readers know what is going on outside of their town and prompts discussion.
On March 14, STLToday.com moved from a subscribers-only commenting system on its website to a Facebook-driven system in order increase online readership through social media.

- Readers are able to log in to their Facebook profiles and comment on stories on STLToday.com, where their comments can be made public to Facebook friends.
COMMENTING SYSTEM RESULTS

• Since the switch on March 14, the Post-Dispatch has seen a 1.6% increase in referrals from social media to STLtoday.com

• Facebook was responsible for 0.4% of referrals from Jan. 14 - Feb. 14

• From March 14 to April 14, Facebook was responsible for 1.6 percent of referrals, a 1.2% increase in a two-month span
COMMENTING SYSTEM RESULTS

• Likes increased 44% from 26,355 on Jan. 1 to 37,865 on April 22

• Daily Organic Reach increased 20%

• Total Consumers increased 24%

• Daily Page Consumption increased 34%
SOCIAL MEDIA SUGGESTIONS

• Incorporate the story into the questions

• Post frequently to gain “likes”

• Be familiar with your audience's interests (e.g. St. Louis Blues)

• Reach a healthy balance of daily posts and conversations
SOCIAL MEDIA DISADVANTAGES

• “Likes” don’t necessarily mean traffic

• Users who comment may not have actually read the story

• Over-posting may cause users to block stories from their News Feed

• Post-Dispatch subscriptions might decline due to Facebook commenting system
POTENTIAL ADDITIONAL REVENUE

- Average daily referrals from Facebook in April: 2,945.
- $2,945/1,000 (CPM) = 2.945
- Minimum of three additional ads viewed: $25 \times 3 = $75
- $75 \times 2.945 = $220

$220 \times 5\% \text{ increase} = $267

$267 \times 365 = $97,455

Additional Income
twitter
SUGGESTIONS

Optimize and create cohesive content

• STL Today linking social media with website
Optimizing and creating cohesiveness

- STL Today linking social media with website
### NEWS

<table>
<thead>
<tr>
<th>Twitter Handle</th>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>@AmyBartner</td>
<td>Amy Bartner</td>
<td>Online/Metromix reporter</td>
</tr>
<tr>
<td>@IndyStarEllis</td>
<td>Mike Ellis</td>
<td>Online editor</td>
</tr>
<tr>
<td>@RbtKing</td>
<td>Robert King</td>
<td>Religion reporter</td>
</tr>
<tr>
<td>@Ckightlinger</td>
<td>Cathy Kightlinger</td>
<td>Talk of Our Town columnist</td>
</tr>
<tr>
<td>@KevinNMorgan</td>
<td>Kevin Morgan</td>
<td>Community news editor</td>
</tr>
<tr>
<td>@leisarichardson</td>
<td>Leisa Richardson</td>
<td>Senior Public Service editor</td>
</tr>
<tr>
<td>@MaryBSchneider</td>
<td>Mary Beth Schneider</td>
<td>State government reporter</td>
</tr>
<tr>
<td>@MatthewLTully</td>
<td>Matthew Tully</td>
<td>Political columnist</td>
</tr>
<tr>
<td>@indystar_rika</td>
<td>Erika D. Smith</td>
<td>Community columnist</td>
</tr>
<tr>
<td>@BillMcGeery01</td>
<td>Bill McGeery</td>
<td>Reporter</td>
</tr>
<tr>
<td>@IndyJonMurray</td>
<td>Jon Murray</td>
<td>City hall reporter</td>
</tr>
<tr>
<td>@CarrieRitchie</td>
<td>Carrie Ritchie</td>
<td>Courts reporter</td>
</tr>
<tr>
<td>@johnrussell99</td>
<td>John Russell</td>
<td>Business reporter</td>
</tr>
<tr>
<td>@ChrisSikich</td>
<td>Chris Sikich</td>
<td>North Bureau reporter</td>
</tr>
</tbody>
</table>

### SPORTS

<table>
<thead>
<tr>
<th>Twitter Handle</th>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>@indystarsports</td>
<td>Indianapolis Star Sports</td>
<td>Breaking news, commentary</td>
</tr>
<tr>
<td>@curtCavin</td>
<td>Curt Cavin</td>
<td>IndyCar reporter</td>
</tr>
<tr>
<td>@indystar_hutch</td>
<td>Terry Hutchens</td>
<td>Indiana University reporter</td>
</tr>
</tbody>
</table>
SUGGESTIONS

Optimize and create cohesive content
• STL Today Twitter (pages, reporters, followers, following)
  • Lists and favorites
SUGGESTIONS

- STL Today Twitter (pages, reporters, followers, following)
- Lists and favorites
POTENTIAL ADDITIONAL REVENUE

Equation: \# of Twitter referrals \times \text{avg. pg views} \times \$18 \text{ (from ads)} = \#/1000

\$112,567.83 \text{ (current annual income from Twitter referrals)} \times 10 \text{ percent increase in followers}

\$123,826.25 \quad (+ \$11,258.42)
pinterest
St. Louis Cardinals third baseman Ken Boyer hugs pitcher Bob Gibson after the final out in the seventh game of the World Series against the New York Yankees on Oct. 15, 1964, in St. Louis. Catcher Tim McCarver rushes to congratulate the right-hander. The Cardinals won the series, 7-5.

2 repins

stltoday.com
PINTEREST BOARD SUGGESTIONS

• High School/College/Professional Sports
• Health and Fitness
• FEAST Board
• Life & Style
• St. Louis Society
• Travel
• Going “Green”
• Entertainment
• Wedding
• Home Décor
POTENTIAL TRAFFIC FROM PINTEREST

“Utilizing Pinterest resulted in a 10% increase in customer purchases and 70% increase in traffic over social siblings Facebook and Twitter.” (Niraj Shah, CEO of Wayfair)

• Place photos, headlines and stories on Pinterest, showcasing what each niche brand is offering that week.
POTENTIAL ADDITIONAL REVENUE

Equation:
Current Impressions(70%)
CPM(46)

Entertainment
Current Page Views: 971,264
Potential Page Views: +679,884
Current Revenue: $44,678
Potential Revenue: +$31,274

Life & Style
Current Page Views: 461,064
Potential Page Views: +322,744
Current Revenue: $21,208.94
Potential Revenue: +$14,846

Sports
Current Page Views: 33,082,492
Potential Page Views: 23,157,744
Current Revenue: $1,521,794.63
Potential Revenue: +1,065,256.22

$31,274
$14,846
+ $1,065,256.22
$1,111,376.44

Additional Revenue Annually
niche brands
HIGH SCHOOL SPORTS
• 844,413 page views in the past 90 days
niche brands
FEAST

• 27,014 page views in the past 90 days
ST. LOUIS BEST BRIDAL
• 200 page views in the past 90 days.

Bridal Search

CONNECT WITH US

Bridal Businesses

Callahan’s Tuxedo & Travel
Callahan’s Tuxedo is proud to announce we have moved to our...
POTENTIAL ADDITIONAL REVENUE

3,645,332 page views
   X 70%
   2,551,732 impression increase

\[
\frac{2,551,732}{1000} \times 46 = \$117,380
\]

Additional Income
PLACEMENT OF MEDIA BUTTONS

• Research shows that social media buttons should be placed at the top and bottom of a site
• Links across the top of each niche brand home page should include each of the other brands and a link back to STLToday.com
daily scorecards
CURRENT SCORECARD
WHAT IS WRONG?

• Good information, poorly organized
• What is needed every day?
• What matters for profitability?
• What is the “top line” on this report?
NEW SCORECARD
IMPROVEMENTS

• Length

• Page one now contains the most relevant details

• Following pages now contain the more detailed information
summary
Home Page ($4,339,236)
• Reorganize, modify weather widget, move the search bar, clean up header

Email ($103,956)
• Sell the benefits on the home page to attract new subscriptions and modify content to maintain users

Mobile ($1,200,000)
• Clean up navigation, emphasize weather, learn from successful apps
Facebook ($97,455)
• The switch to Facebook commenting is effective. Opportunities: sharing more multimedia content and national news

Twitter ($11,258.42)
• Connect to the website, interact with followers, create lists, share multimedia

Pinterest & Niche Brands ($1,111,376.44)
• Plenty of reasons to use it, share photographs from stories new and old, create boards by interest
Scorecards

- Remove inessential information, focus on helpful statistics

Total Potential Additional Revenue: $6,863,281.86