

Content Survey

site: <http://www.freitag.ch/about/history>

section: Inside FREITAG page







page: inside.html

Content	Type	Section ¹	Priority ²
Top Navigation	Navigation	SW	5*
Store Locator			
Support			
Media			
Contact			
Newsletter			
Search bar			
Language drop down menu			
Main Navigation	Navigation	SW	1
Logo / Home button	Navigation / Branding		1
Online Store			1
F-Abric			5*
About Freitag			1
News			5*
Favorites button			1
Cart button			1
Sub-navigation	Navigation	Page	3
Production			
Instagram Feed			5*
Story			5*
Freitag Bros.			5*
Facts & Figures			5*
Jobs			
The History of the Unique FREITAG Bag	Section	Page	1
Hero Image	Media		
Description	Informative		
FREITAG Early Days	Section	Page	2
Images	Media		
FREITAG Makes More than Bags	Section	Page	2
Images	Media		
Descriptions	Informative		
FREITAG Successories Online Store	Section	Page	5
Images	Media		
Descriptions	Section		
Footer navigation	Navigation	SW	4
Support			5*
B2B			5*
Small Print			5*
Imprint			5*
Contact			4
Newsletter			4
Facebook Logo			4
Copyright			
FREITAG Logo / Home button			5
Things that need to be added to this page			
STORY Tab (that contains all the info. from Story, Freitag Bros. and Facts & Figures tabs)	Navigation	Page	2
Information from NEWS tab, MEDIA tab, SUPPORT tab, B2B tab, SMALL PRINT tab, and IMPRINT tab.	Informative	Page	2

1. Essentially here I track whether the content appears only on this page **[page]**, throughout the current section **[section]**, or site-wide **[SW]**. This also allows me to categorize content and establish local .vs site-wide priorities.
2. Here I establish priority levels. This is especially important for small screens, as the reduced screen real estate forces you to focus on what's really important on each page. I rank them as follows:
 1. **Critical**: Needs to be immediately accessible to users
 2. **Important**: High degree of importance. Should be easily discoverable if not immediately visible
 3. **Top-level**: Solid page content, should be stressed to the viewer and easy to find
 4. **Secondary**: Positioning, structure, and styling should convey that this content is either related to, or secondary to any higher-priority content.
 5. **Extraneous**: Content that is not necessary for page or site effectiveness has little or no relationship to other page content. Content ranked with this priority should be considered for removal.

* This means it needs to be moved either within current page or to another page

Colors to indicate where to move:

	Move to Main Navigation Category
	Move to SHOP tab (Main Navigation)
	Move to INSIDE FREITAG tab (Main Navigation)
	Move to STORY tab (Sub-Navigation)
	Move to INSIDE FREITAG section (Body)
	Move to Footer