

Content Survey

site: <http://www.freitag.ch/Fundamentals-line/c/Fundamentals>

section: shop page

page: shop.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
Title	Informative	Page	1
Filter	Navigation	Page	1
Shop Page	Section	Page	1
Images	Media		1
Descriptions	Informative		2
Freitag Am Donnerstag	Section	Page	5
Images	Media		
Descriptions	Informative		
F-Store Stories	Section	Page	5
Images	Media		
Descriptions	Informative		
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			
All the contents from Reference Collection Section and Shopping aspects of F-Abric section	Media and Informative	Page	2

- 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.
- 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:
 - Critical:** Needs to be immediately accessible to users
 - Important:** High degree of importance. Should be easily discoverable if not immediately visible
 - Top-level:** Solid page content, should be stressed to the viewer and easy to find
 - 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 INSIDE FREITAG section (Body)
	Move to Footer