

# Crispy Product Re-Launch June 1, 2009

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## **Summary**

Visual and structural redesign of crispygamer.com with the main goals being to increase engagement, encourage return visits, raise registrations, improve navigation , and provide stronger ad opportunities.

# Overview

## Pages

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2. [Game Index](#)
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4. [Game Page](#)
5. [Game Screenshot Index](#)
6. [Screenshot Page](#)
7. [Game Video Index](#)
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9. [Game Trust Index](#)
10. [Author Page](#)
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12. [Comic Page](#)
13. [Article Index](#)
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15. [Article Page](#)
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18. [Topic Page](#)
19. [CrispyTV Index](#)
20. [Series Index](#)
21. [Episode Page](#)
22. [Blog](#)
23. [News](#)
24. [Search Results Page](#)
25. [User Profile](#)
26. [About Us](#)
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  - 33.1. Video Index
  - 33.2. Screenshot Index
  - 33.3. Game Video Index (MID sort)
  - 33.4. All Contributions
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1. [Header](#)
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20. [Related Content \(Embeddable\)](#)
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27. [Author Stub \(Article Page\)](#)
28. [Author Stub \(Game Trust\)](#)
29. [Bio Browser](#)
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33. [Upcoming Releases](#)
34. [Most Recent Videos \(CrispyTV\)](#)
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## Backend

1. [Big Box CMS](#)
2. [Associate Image with Articles](#)
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4. [Column Article Type](#)
5. [Game Trust User Class](#)
6. [User Status](#)
7. [Importing News into BlogEngine](#)
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## Appendix

1. [Event Tracking](#)
2. [Page Hierarchy](#)
3. Ad Operations

*Note: All pages contain the header component, leaderboard, and marketing box, and the footer component.*

# Pages

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# 1. Home Page – <http://www.crispygamer.com/>

## 1.1. [Wireframe](#)

### 1.2. Components

- 1.2.1. [Big Box](#)
- 1.2.2. [Latest Content](#)
- 1.2.3. [Latest Media](#)
- 1.2.4. [CrispyTV Carousel](#)
- 1.2.5. [Recent Releases Carousel](#)
- 1.2.6. [Headlines](#)
- 1.2.7. [Chatterbox](#)

### 1.3. Ad Placements/Considerations

#### 1.3.1. Banner Placements

- 1.3.1.1. 728 x 90 next to marketing box below header.
- 1.3.1.2. 300 x 250 in top of right column.

#### 1.3.2. Possible Takeover Placements

- 1.3.2.1. Gutters.
- 1.3.2.2. Full column width leaderboard.
- 1.3.2.3. Banner roadblock.

#### 1.3.3. Special Units

- 1.3.3.1. Full column rich media unit that collapses into roadblock.

## 1.4. [Event Tracking](#)

- 1.4.1. Label: “Home Page”

## 1.5. SEO Considerations

### 1.5.1. Page Title

- 1.5.1.1 Crispy Gamer | Video Game Reviews, Gaming News, Videos and Screens

### 1.5.2. Description

- 1.5.2.1 A new breed of video *game* website created for intelligent, mature *gamers*, not fan boys. Wii, Xbox 360, PS3, PS2, PSP, DS, PC, video game coverage.

### **1.5.3. Keywords**

1.5.3.1 video games, games, video game reviews, video game news, video game forums, screenshots, videos, gaming, gamers, Wii, PC, xbox, xbox 360, psp, ps3, nintendo ds, playstation, ps2, gamecube, game boy advance

## 2. Game Index – <http://www.crispygamer.com/games/>

### 2.1. [Wireframe](#)

### 2.2. Breadcrumbs – Home>Games

### 2.3. Components

#### 2.3.1. [Platform Sort](#)

#### 2.3.2. [Recent Releases Carousel](#)

#### 2.3.3. [Expandable Game Finder](#)

#### 2.3.4. [Latest Screen/Video](#)

#### 2.3.5. [Latest Media](#)

#### 2.3.6. [Latest Content](#)

#### 2.3.7. [Upcoming Releases](#)

#### 2.3.8. [Chatterbox](#)

### 2.4. Ad Placements/Considerations

#### 2.4.1. Banner Placements

2.4.1.1. 728 x 90 next to marketing box below header.

2.4.1.2. 300 x 250 in top of right column.

#### 2.4.2. Possible Takeover Placements

2.4.2.1. Gutters.

2.4.2.2. Full column width leaderboard.

2.4.2.3. Banner roadblock.

#### 2.4.3. Special Units

2.4.3.1. Full column rich media unit that collapses into roadblock.

### 2.5. [Event Tracking](#)

#### 2.5.1. Label: “Game Index”

### 2.6. SEO Considerations

#### 2.6.1. Page Title

2.6.1.1 Crispy Gamer | Browse Games by Title, Platform, Rating or Genre

## **2.6.2. Description**

2.6.2.1 Find Wii, Xbox 360, PS3, PS2, PSP, DS, and PC video game screenshots, videos, news and reviews.

## **2.6.3 Keywords**

2.6.2.1 video games, games, video game reviews, video game news, video game forums, screenshots, videos, gaming, gamers, Wii, PC, xbox, xbox 360, psp, ps3, nintendo ds, playstation, ps2, gamecube, game boy advance

### 3. Platform Index – <http://www.crispygamer.com/games/{platform}>

#### 3.1. [Wireframe](#)

#### 3.2. Breadcrumbs – Home>Games>{platform}

#### 3.3. Components

##### 3.3.1. [Platform Sort](#)

##### 3.3.2. [Platform Buyer's Guide Image](#)

- 3.3.2.1. Image the size of the left column linking to the specific platform's buyer's guide. If there is no buyer's guide for the specific console then leave out.

##### 3.3.3. [Recent Releases Carousel](#)

- 3.3.3.1. Filter carousel to only show games for specified platform.

##### 3.3.4. [Expandable Game Finder](#)

- 3.3.4.1. Default results on open should be all games for specified platform sorted by release date.

##### 3.3.5. [Latest Screen/Video](#)

- 3.3.5.1. Defaults to the latest piece of media (screenshot or video) for the specified platform.

##### 3.3.6. [Latest Media](#)

- 3.3.6.1. Filter carousel to only show screenshots and video for specified platform sorted by most recent.

##### 3.3.7. [Latest Content](#)

- 3.3.7.1. Filter each tab to only show content from games from the specified platform. (Note: this means that articles without a specific PID association will not show up in the sort, possibly disqualifying entire article types like features. Grey out disqualified content tabs in that event.)

##### 3.3.8. [Upcoming Releases](#)

- 3.3.8.1. Show only upcoming releases for specified platform.

##### 3.3.9. [Chatterbox](#)

#### 3.4. Ad Placements/Considerations

##### 3.4.1. [Banner Placements](#)

- 3.4.1.1. 728 x 90 next to marketing box below header.
- 3.4.1.2. 300 x 250 in top of right column.

### **3.4.2. Possible Takeover Placements**

- 3.4.2.1. Gutters.
- 3.4.2.2. Full column width leaderboard.
- 3.4.2.3. Banner roadblock.

### **3.4.3. Special Units**

- 3.4.3.1. Full column rich media unit that collapses into roadblock.

## **3.5. Event Tracking**

### **3.5.1. Label: “{Platform} Game Index”**

## **3.6. SEO Considerations**

### **3.6.1. Page Title**

- 3.6.1.1 {Platform} > Games, Reviews, Videos and Screenshots | Crispy Gamer

### **3.6.2. Description**

- 3.6.2.1 Find {Platform} game info, screenshots, videos, news, reviews and more at Crispy Gamer

### **3.6.3. Keywords**

- 3.6.3.1 {Platform}, video games, games, video game reviews, video game news, video game forums, screenshots, videos, gaming, gamers,

## 4. Game Page –

<http://www.crispygamer.com/gamepages/{gametitle}{platform}>

### 4.1. [Wireframe](#)

### 4.2. Breadcrumbs – Home>Games>{platform}>{gametitle}

### 4.3. Components

#### 4.3.1. [Platform Sort](#)

#### 4.3.2. [Expandable Game Finder](#)

4.3.2.1. On open resides above the Game Info Stub collapsed.

#### 4.3.3. Game Info Tab

##### 4.3.3.1. [Game Info Stub](#)

##### 4.3.3.2. [Related Content \(Game Page\)](#)

4.3.3.2.1. If there is no content related to the PID then replace the Related Content component with the Latest Content component.

#### 4.3.4. Screenshots Tab

##### 4.3.4.1. [Screenshot Viewer](#)

4.3.4.1.1. Displays the latest screenshot for selected PID.

4.3.4.1.2. If there are no videos and no screenshots associated with PID show default image.

##### 4.3.4.2. [Latest Screenshots Carousel](#)

4.3.4.2.1. Displays thumbnails for all screenshots for selected PID.

4.3.4.2.2. If there are no screenshots then show the latest game titles with screenshots like from the Game Index.

#### 4.3.5. Videos Tab

##### 4.3.5.1. [Video Player](#)

4.3.5.1.1. Displays the latest video for selected PID.

4.3.5.1.2. If there are no videos and no screenshots associated with PID show default image.

##### 4.3.5.2. [Latest Videos Carousel](#)

4.3.5.2.1. Displays thumbnails for all videos for selected PID.

4.3.5.2.2. If there are no videos then show the latest game titles with videos like from the Game Index.

#### **4.3.6. Upcoming Releases**

#### **4.3.7. Chatterbox**

### **4.4. Ad Placements/Considerations**

#### **4.4.1. Banner Placements**

- 4.4.1.1. 728 x 90 next to marketing box below header.
- 4.4.1.2. 300 x 250 in top of right column.

#### **4.4.2. Possible Takeover Placements**

- 4.4.2.1. Gutters.
- 4.4.2.2. Full column width leaderboard.
- 4.4.2.3. Banner roadblock.

#### **4.4.3. Special Units**

- 4.4.3.1. Full column rich media unit that collapses into roadblock.

### **4.5. Event Tracking**

#### **4.5.1. Label: “{gametitle} {platform} Game Page”**

#### **4.5.2. Tabs**

- 4.5.2.1. Category “{gametitle}{platform} Game Page Tabs”
  - 4.5.2.1.1. Action “{tabname} Game Page Tab”

### **4.6. SEO Considerations**

#### **4.6.1. Page Title**

- 4.6.1.1 {Title} > {Platform} > Game Info | Crispy Gamer

#### **4.6.2. Description**

- 4.6.2.1 Find news, reviews, screenshots, videos and more for {Title} and other {Platform} titles at Crispy Gamer.

#### **4.6.3. Keywords**

- 4.6.3.1 {GAME TITLE},{GAME TITLE ABBREVIATION OR NICKNAME}, {GAME TITLE}{CONSOLE},{GAME TITLE ABBREVIATION OR NICKNAME}{CONSOLE},, {GAME TITLE} game info, {GAME TITLE ABBREVIATION OR NICKNAME} game info, {GAME TITLE}{CONSOLE} game info, {GAME TITLE ABBREVIATION OR NICKNAME}{CONSOLE} game info, {DEVELOPER}, {PUBLISHER},{GENRE},video games

## 5. Game Screenshot Index – <http://www.crispygamer.com/screenshots/view/view.aspx?title={gametitle} &platform={platform}>

### 5.1. [Wireframe](#)

### 5.2. Breadcrumbs - Home>Games>{platform}>{gametitle}>Screenshots

### 5.3. Description

- 5.3.1. Identical to the Game Page in included components, defaults to Screenshot Tab. Only difference is in SEO and Event Tracking considerations.

### 5.4. Ad Placements/Considerations

#### 5.4.1. Banner Placements

- 5.4.1.1. 728 x 90 next to marketing box below header.
- 5.4.1.2. 300 x 250 in top of right column.

#### 5.4.2. Possible Takeover Placements

- 5.4.2.1. Gutters.
- 5.4.2.2. Full column width leaderboard.
- 5.4.2.3. Banner roadblock.

#### 5.4.3. Special Units

- 5.4.3.1. Full column rich media unit that collapses into roadblock.

### 5.5. [Event Tracking](#)

#### 5.5.1. Label: "{gametitle} {platform} Screenshot Index"

#### 5.5.2. Tabs

- 5.5.2.1. Category "{gametitle}{platform} Screenshot Index Tabs"
  - 5.5.2.1.1. Action "{tabname} Screenshot Index Tab"

### 5.6. SEO Considerations

#### 5.6.1. Page Title

- 5.6.1.1 Crispy Gamer | Video Game Screenshots

#### 5.6.2. Description

- 5.6.2.1 Check out screenshots for Wii, Xbox 360, PS3, PS2, PSP, DS, and PC video games at Crispy Gamer

#### 5.6.3. Keywords

- 5.6.3.1 screenshots, screens, video games, games, gaming, gamers, Wii, PC, xbox, xbox 360, psp, ps3, nintendo ds, playstation, ps2, gamecube, game boy advance

## 6. Screenshot Page – [http://www.crispygamer.com/screenshots/view/view.aspx?id={screenshot\\_id}](http://www.crispygamer.com/screenshots/view/view.aspx?id={screenshot_id})

### 6.1. [Wireframe](#)

### 6.2. Breadcrumbs - Home>Games>{platform}>{gametitle}>Screenshots>

### 6.3. Components

#### 6.3.1. [Platform Sort](#)

#### 6.3.2. [Expandable Game Finder](#)

6.3.2.1. On open resides above the Game Info Stub collapsed.

#### 6.3.3. Game Info Tab

##### 6.3.3.1. [Game Info Stub](#)

##### 6.3.3.2. [Related Content \(Game Page\)](#)

6.3.3.2.1. If there is no content related to the PID then replace the Related Content component with the Latest Content component.

#### 6.3.4. Screenshots Tab (Default on Open)

##### 6.3.4.1. [Screenshot Viewer](#)

6.3.4.1.1. Displays screenshot for indicated screenshot ID.

##### 6.3.4.2. [Latest Screenshots Carousel](#)

6.3.4.2.1. Displays thumbnails for all screenshots for selected PID.

#### 6.3.5. Videos Tab

##### 6.3.5.1. [Video Player](#)

6.3.5.1.1. Displays the latest video for selected PID.

6.3.5.1.2. If there are no videos and no screenshots associated with PID show default image.

##### 6.3.5.2. [Latest Videos Carousel](#)

6.3.5.2.1. Displays thumbnails for all videos for selected PID.

6.3.5.2.2. If there are no videos then show the latest game titles with videos like from the Game Index.

### **6.3.6. Upcoming Releases**

### **6.3.7. Chatterbox**

## **6.4.Ad Placements/Considerations**

### **6.4.1. Banner Placements**

6.4.1.1. 728 x 90 next to marketing box below header.

6.4.1.2. 300 x 250 in top of right column.

### **6.4.2. Possible Takeover Placements**

6.4.2.1. Gutters.

6.4.2.2. Full column width leaderboard.

6.4.2.3. Banner roadblock.

### **6.4.3. Special Units**

6.4.3.1. Full column rich media unit that collapses into roadblock.

## **6.5.Event Tracking**

### **6.5.1. Label: “{gametitle} {platform} {screenshot\_id} Screenshot Page”**

### **6.5.2. Tabs**

6.5.2.1. Category “{gametitle}{platform} Screenshot Page Tabs”

6.5.2.1.1. Action “{tabname} Screenshot Page Tab”

## **6.6.SEO Considerations**

### **6.6.1. Page Title**

6.6.1.1 {Title} Screenshots > {Console} > {Publish Date}| Crispy Gamer

### **6.6.2. Description**

6.6.2.1 Check out screenshots for {GAME TITLE} and other {CONSOLE} games.

### **6.6.3. Keywords**

6.6.3.1 screenshots, {GAME TITLE}, {GAME TITLE}{CONSOLE},{GAME TITLE} screenshots, {GAME TITLE}{CONSOLE} screenshots, {DEVELOPER}, {PUBLISHER},{GENRE},video games, video game screenshots

## 7. Game Video Index –

<http://www.crispygamer.com/videos/thumbnails/{gametitle}?platform={platform}>

### 7.1. Wireframe

### 7.2. Breadcrumbs - Home>Games>{platform}>{gametitle}>Videos

### 7.3. Description

7.3.1. Identical to the Game Page in included components, defaults to Videos Tab. Only difference is in SEO and Event Tracking considerations.

### 7.4. Ad Placements/Considerations

#### 7.4.1. Banner Placements

- 7.4.1.1. 728 x 90 next to marketing box below header.
- 7.4.1.2. 300 x 250 in top of right column.

#### 7.4.2. Possible Takeover Placements

- 7.4.2.1. Gutters.
- 7.4.2.2. Full column width leaderboard.
- 7.4.2.3. Banner roadblock.

#### 7.4.3. Special Units

- 7.4.3.1. Full column rich media unit that collapses into roadblock.

### 7.5. Event Tracking

#### 7.5.1. Label: “{gametitle} {platform} Video Index”

#### 7.5.2. Tabs

- 7.5.2.1. Category “{gametitle}{platform} Video Index Tabs”
  - 7.5.2.1.1. Action “{tabname} Video Index Tab”

### 7.6. SEO Considerations

#### 7.6.1. Page Title

- 7.6.1.1 Crispy Gamer | Video Game Trailers and Videos

#### 7.6.2. Description

- 7.6.2.1 Check out game trailers and videos for Wii, Xbox 360, PS3, PS2, PSP, DS, and PC video games at Crispy Gamer.

### **7.6.3. Keywords**

7.6.3.1 videos, video game trailers, game trailers, video games, games, gaming, gamers, Wii, PC, xbox, xbox 360, psp, ps3, nintendo ds, playstation, ps2, gamecube, game boy advance

## 8. Video Page – [http://www.crispygamer.com/videos/play/{gametitle}{video\\_id}](http://www.crispygamer.com/videos/play/{gametitle}{video_id})

### 8.1. [Wireframe](#)

### 8.2. Breadcrumbs - Home>Games>{platform}>{gametitle}>Videos>

### 8.3. Components

#### 8.3.1. [Platform Sort](#)

#### 8.3.2. [Expandable Game Finder](#)

8.3.2.1. On open resides above the Game Info Stub collapsed.

#### 8.3.3. Game Info Tab

##### 8.3.3.1. [Game Info Stub](#)

##### 8.3.3.2. [Related Content \(Game Page\)](#)

8.3.3.2.1. If there is no content related to the PID then replace the Related Content component with the Latest Content component.

#### 8.3.4. Screenshots Tab (Default on Open)

##### 8.3.4.1. [Screenshot Viewer](#)

8.3.4.1.1. Displays the latest screenshots for selected PID.

8.3.4.1.2. If there are no screenshots and no screenshots associated with PID show default image.

##### 8.3.4.2. [Latest Screenshots Carousel](#)

8.3.4.2.1. Displays thumbnails for all screenshots for selected PID.

8.3.4.2.2. If there are no videos then show the latest game titles with videos like from the Game Index.

#### 8.3.5. Videos Tab

##### 8.3.5.1. [Video Player](#)

8.3.5.1.1. Displays the video indicated by the video id.

##### 8.3.5.2. [Latest Videos Carousel](#)

8.3.5.2.1. Displays thumbnails for all videos for selected PID.

### **8.3.6. Related Content (Game Page)**

### **8.3.7. Upcoming Releases**

### **8.3.8. Chatterbox**

## **8.4. Ad Placements/Considerations**

### **8.4.1. Banner Placements**

8.4.1.1. 728 x 90 next to marketing box below header.

8.4.1.2. 300 x 250 in top of right column.

### **8.4.2. Possible Takeover Placements**

8.4.2.1. Gutters.

8.4.2.2. Full column width leaderboard.

8.4.2.3. Banner roadblock.

### **8.4.3. Special Units**

8.4.3.1. Full column rich media unit that collapses into roadblock.

## **8.5. Event Tracking**

### **8.5.1. Label: “{gametitle} {platform} {screenshot\_id} Video Page”**

### **8.5.2. Tabs**

8.5.2.1. Category “{gametitle}{platform} Video Page Tabs”

8.5.2.1.1. Action “{tabname} Video Page Tab”

## **8.6. SEO Considerations**

### **8.6.1. Page Title**

8.6.1.1 {Title} Video > {Console} > {Publish Date} | Crispy Gamer

### **8.6.2. Description**

8.6.2.1 Check out screenshots for {GAME TITLE} and other {CONSOLE} games.

### **8.6.3. Keywords**

8.6.3.1 videos, video game trailers, game trailers, {GAME TITLE}, {GAME TITLE}{CONSOLE},{GAME TITLE} videos, {GAME TITLE}{CONSOLE} videos, {DEVELOPER}, {PUBLISHER},{GENRE},video games, video game videos

## 9. Game Trust Index – <http://www.crispygamer.com/gametrust/>

### 9.1. [Wireframe](#)

### 9.2. Breadcrumbs - Home>Our Writers

### 9.3. Components

#### 9.3.1. Title Image w/ Info Drop Down

- 9.3.1.1. Spans full width of left column, contains image on left for Game Trust logo and button/link on the right that says “What is the Game Trust?”
- 9.3.1.2. Clicking the “What is the Game Trust?” link drops down an overlay with a blurb on the Game Trust and a close button in the top right corner.

#### 9.3.2. [Bio Browser](#)

#### 9.3.3. Main Column (Most Recent Blog Posts, Articles, Community Activity)

- 9.3.3.1. Main Column contains four horizontal tabs at the top of the column. Tabs are “Blogs”, “News”, “Articles”, and “Community Activity” in that order. On open the first tab, “Blogs”, is displayed.
- 9.3.3.2. Blogs Tab
  - 9.3.3.2.1. Displays 5 most recent blog posts with Title, Byline, Post Body, and Comment Count link.
  - 9.3.3.2.2. “See more blog posts >>” link at bottom right links to blog index (<http://www.crispygamer.com/blogs>).
- 9.3.3.3. News Tab
  - 9.3.3.3.1. Displays 5 most recent news posts with Title, Byline, Post Body, and Comment Count link.
  - 9.3.3.3.2. “See more news posts >>” link at bottom right links to news index (<http://www.crispygamer.com/news>).
- 9.3.3.4. Articles Tab
  - 9.3.3.4.1. Displays 10 most recent articles published with the same elements (thumbnail, title, abstract, etc.) as the Article Index.
  - 9.3.3.4.2. “See more articles >>” link at bottom right links to article index (<http://www.crispygamer.com/articles>).
- 9.3.3.5. Community Activity Tab
  - 9.3.3.5.1. Displays 20 most recent Community Activity Alerts (element defined in the Chatter Box component) from Game Trust members.
  - 9.3.3.5.2. “See more >>” link at bottom right loads in the next 20 Community Activity Alerts using AJAX, expands column down.

#### **9.3.4. Column Promos**

#### **9.3.5. Chatterbox**

#### **9.3.6. Past Week Box**

### **9.4.Ad Placements/Considerations**

#### **9.4.1. Banner Placements**

9.4.1.1. 728 x 90 next to marketing box below header.

9.4.1.2. 300 x 250 in top of right column.

#### **9.4.2. Possible Takeover Placements**

9.4.2.1. Gutters.

9.4.2.2. Full column width leaderboard.

9.4.2.3. Banner roadblock.

### **9.5.Event Tracking**

#### **9.5.1. Label: "Game Trust"**

### **9.6.SEO Considerations**

#### **9.6.1. Page Title**

9.6.1.1 The Game Trust | Crispy Gamer's Writers and Contributors

#### **9.6.2. Description**

9.6.2.1 The Game Trust is the largest collection of independent writers in the video game industry. See what they have to say at Crispy Gamer.

#### **9.6.3. Keywords**

9.6.3.1 game trust, crispy gamer, video games, writers, Kyle Orland, Scott Jones , Tom Chick , Evan Narcisse , Paul Semel, Harold Goldberg, Gus Mastrapa, Steve Steinberg, Troy Goodfellow, Marc Saltzman, Russ Fischer, William Abner, John Keefer, Erin Bell, Ryan Kuo, David Thomas, Steve Kent, Chris Buecheler, Aaron Williams, Scott Kurtz, Scott Johnson

## 10. Author Page – <http://www.crispygamer.com/bios/about-{authorname}.aspx>

### 10.1. [Wireframe](#)

### 10.2. Breadcrumbs - Home>Our Writers>[{authorname}](#)

### 10.3. Components

#### 10.3.1. [Bio Browser](#)

10.3.1.1. On open bio browser is collapsed on top of the Author Stub.

#### 10.3.2. [Author Stub \(Game Trust\)](#)

#### 10.3.3. Main Column (Most Recent Blog Posts, Articles, Community Activity)

10.3.3.1. Main Column contains four horizontal tabs at the top of the column. Tabs are “Blogs”, “News”, “Articles”, and “Community Activity” in that order. If an author has not made a type of contribution then that tab is grayed out. On open the default open tab should be the first in sequential order that has content in it. For example if an author has posted articles and participated in the community but not published any blogs or news posts then the default tab on open would be “Articles” and “News” and “Blogs” tabs would be grayed out.

#### 10.3.3.2. Blogs Tab

10.3.3.2.1. Displays 5 most recent blog posts by specified author with Title, Byline, Post Body, and Comment Count link.

10.3.3.2.2. “See more blog posts >>” link at bottom right links to blog index sorted by that author (<http://www.crispygamer.com/blogs/author/{authorname}.aspx>).

#### 10.3.3.3. News Tab

10.3.3.3.1. Displays 5 most recent news posts by specified author with Title, Byline, Post Body, and Comment Count link.

10.3.3.3.2. “See more news posts>>” link at bottom right links to news index sorted by that author (<http://www.crispygamer.com/news/author/{authorname}.aspx>).

#### 10.3.3.4. Articles Tab

10.3.3.4.1. Displays 10 most recent articles by specified author published with the same elements (thumbnail, title, abstract, etc.) as the Article Index.

10.3.3.4.2. “See more articles>>” link at bottom right links to article index sorted by author (<http://www.crispygamer.com/articles/?author={authorname}>).

#### 10.3.3.5. Community Activity Tab

10.3.3.5.1. Displays 20 most recent Community Activity Alerts (element defined in the Chatter Box component) from the specified author.

10.3.3.5.2. “See more >>” link at bottom right loads in the next 20 Community Activity Alerts using AJAX, expands column down.

#### **10.3.4. Column Promo (Author Page)**

10.3.4.1. This module only appears if the author in question writes a column.

#### **10.3.5. Chatterbox**

### **10.4. Ad Placements/Considerations**

#### **10.4.1. Banner Placements**

10.4.1.1. 728 x 90 next to marketing box below header.

10.4.1.2. 300 x 250 in top of right column.

#### **10.4.2. Possible Takeover Placements**

10.4.2.1. Gutters.

10.4.2.2. Full column width leaderboard.

10.4.2.3. Banner roadblock.

### **10.5. Event Tracking**

#### **10.5.1. Label: “{author\_name}”**

### **10.6. SEO Considerations**

#### **10.6.1. Page Title**

10.6.1.1 {Writer} > Bio, Blog Posts, Columns and Articles | Crispy Gamer

#### **10.6.2. Description**

10.6.2.1 All contributions and community activity by {Writer} on Crispy Gamer.

#### **10.6.3. Keywords**

10.6.3.1 {Writer}, crispy gamer, articles, blogs, bio, reviews, previews, interviews, features, columns, articles,

## **11. Comic Index – <http://www.crispygamer.com/comics>**

### **11.1. [Wireframe](#)**

### **11.2. Breadcrumbs – Home>Comics**

### **11.3. Components**

#### **11.3.1. Merged Comic List**

11.3.1.1. Functions identically to the current comic list with the exception that the “Network” and “Exclusive” comics will be collapsed into the same list instead of separate indexes.

11.3.1.2. A small icon should appear next to the title of each comic signifying whether it is a “Network” or “Exclusive” comic.

#### **11.3.2. [Latest Content](#)**

#### **11.3.3. [Latest Media](#)**

#### **11.3.4. [Chatterbox](#)**

### **11.4. Ad Placements/Considerations**

#### **11.4.1. Banner Placements**

11.4.1.1. 728 x 90 next to marketing box below header.

11.4.1.2. 300 x 250 in top of right column.

#### **11.4.2. Possible Takeover Placements**

11.4.2.1. Gutters.

11.4.2.2. Full column width leaderboard.

11.4.2.3. Banner roadblock.

### **11.5. [Event Tracking](#)**

#### **11.5.1. Label: “Comic Index”**

### **11.6. SEO Considerations**

#### **11.6.1. Page Title**

11.6.1.1 Crispy Gamer | Video Game Web Comics

#### **11.6.2. Description**

11.6.2.1 Check out exclusive web comics like DING! By Scott Kurtz, Experience Points by Scott Johnson and Backward Compatible by Aaron Williams.

### **11.6.3. Keywords**

11.6.3.1 ding, backward compatible, experience points, level 99, non-player character, monday night crew, hypercombo finish, hijinks ensue, scott kurtz, scott Johnson, aaron Williams

## 12. Comic Page –

[http://www.crispygamer.com/comics/{comictitle}/{comictitle}-{pub\\_date}.aspx](http://www.crispygamer.com/comics/{comictitle}/{comictitle}-{pub_date}.aspx)

### 12.1. [Wireframe](#)

### 12.2. Breadcrumbs – Home>Comics>{comictitle}

### 12.3. Components

#### 12.3.1. Comic Carousel

#### 12.3.2. Comic Logo

#### 12.3.3. Comic

- 12.3.3.1. Maintains all current functionality.

#### 12.3.4. Chatterbox

#### 12.3.5. Recent Comics

#### 12.3.6. Past Week Box

#### 12.3.7. Latest Media

#### 12.3.8. Latest Content

### 12.4. Ad Placements/Considerations

#### 12.4.1. Banner Placements

- 12.4.1.1. 728 x 90 next to marketing box below header.
- 12.4.1.2. 300 x 250 in top of right column.

#### 12.4.2. Possible Takeover Placements

- 12.4.2.1. Gutters.
- 12.4.2.2. Full column width leaderboard.
- 12.4.2.3. Banner roadblock.

### 12.5. [Event Tracking](#)

#### 12.5.1. Label: “Comic {comictitle}”

### 12.6. SEO Considerations

#### 12.6.1. Page Title

- 12.6.1.1 Comics > {Comic} by {Author} | Crispy Gamer

### **12.6.2. Description**

12.6.2.1 Stay up to date on the latest {comic} comics by {author} and other video game webcomics at Crispy Gamer

### **12.6.3. Keywords**

12.6.3.1 {comic}, {author}, comics, webcomics, web comics, video game comics,

## **13. Article Index – <http://www.crispygamer.com/articles>**

### **13.1. [Wireframe](#)**

### **13.2. Breadcrumbs – Home>Articles**

### **13.3. Components**

#### **13.3.1. Main Column**

13.3.1.1. The main column is a sortable listing of the 10 most recently published articles.

At the top of the main column are tabs for each of the article types that filter the article listing below. The tabs are: “All”, “Reviews”, “Previews”, “Features”, “Columns”, and “Interviews.”

13.3.1.2. Each article listing contains the following elements: Thumbnail, Title, Byline, Comment Count, and Abstract.

#### **13.3.2. Headlines**

#### **13.3.3. Chatterbox**

#### **13.3.4. CrispyTV Carousel**

#### **13.3.5. Column Promo**

#### **13.3.6. Headlines**

### **13.4. Ad Placements/Considerations**

#### **13.4.1. Banner Placements**

13.4.1.1. 728 x 90 next to marketing box below header.

13.4.1.2. 300 x 250 in top of right column.

#### **13.4.2. Possible Takeover Placements**

13.4.2.1. Gutters.

13.4.2.2. Full column width leaderboard.

13.4.2.3. Banner roadblock.

### **13.5. [Event Tracking](#)**

#### **13.5.1. Label: “Article Index”**

### **13.6. SEO Considerations**

#### **13.6.1. Page Title**

13.6.1.1 Crispy Gamer | All Reviews, Previews, Features, Columns and Interviews

### **13.6.2. Description**

13.6.2.1 Find new and past articles from the Game Trust on Crispy Gamer

### **13.6.3. Keywords**

13.6.3.1 crispy gamer, video games, game trust, reviews, previews, features, columns, interviews

## 14. Column Index/Page

Index: [http://www.crispygamer.com/articles/{column\\_title}](http://www.crispygamer.com/articles/{column_title})

Page:

[http://www.crispygamer.com/columns/{pubdate}{article\\_name}](http://www.crispygamer.com/columns/{pubdate}{article_name})

### 14.1. [Wireframe](#)

### 14.2. [Breadcrumbs - Home>Articles>Columns>{column\\_title}](#)

14.2.1. The “columns” breadcrumb links to the Article Index sorted by the column article type.

### 14.3. [Components](#)

#### 14.3.1. [Content Column](#)

14.3.1.1. Maintains all the current elements with the exception that the byline is drawn into the Author Stub.

#### 14.3.2. [Author Stub \(Article Page\)](#)

#### 14.3.3. [Game Stub \(if applicable\)](#)

#### 14.3.4. [Related Media \(if applicable\)](#)

#### 14.3.5. [Column Stub](#)

#### 14.3.6. [CrispyTV Carousel](#)

#### 14.3.7. [Column Callouts](#)

#### 14.3.8. [Headlines](#)

### 14.4. [Ad Placements/Considerations](#)

#### 14.4.1. [Banner Placements](#)

14.4.1.1. 728 x 90 next to marketing box below header.

14.4.1.2. 300 x 250 in top of right column.

#### 14.4.2. [Possible Takeover Placements](#)

14.4.2.1. Gutters.

14.4.2.2. Full column width leaderboard.

14.4.2.3. Banner roadblock.

## 14.5. [Event Tracking](#)

### 14.5.1. Label: “{Article Type} Article Page”

## 14.6. [SEO Considerations](#)

### 14.6.1. Page Title

14.6.1.3 Columns (No Game Associated) – {Column Title} > {Writer} > {Publish Date}  
| Crispy Gamer

14.6.1.4 Games for Lunch – Games For Lunch > {Title} > {Console} | Crispy Gamer

14.6.1.5 Fives – The Five > A {Title} Preview | Crispy Gamer

### 14.6.2. Description

14.6.1.3 Columns (No Game Associated) – Abstract

14.6.1.4 Games for Lunch – Kyle Orland spends an hour with {GAME TITLE} for {CONSOLE} and decides whether it's worth any more time.

14.6.1.5 Fives – {Writer} tells you the five things you need to know about {Game Title} for {Console}.

### 14.6.3. Keywords

14.6.3.3 Columns (No Game Associated) –Use Editorial Keywords

14.6.3.4 Games for Lunch - games for lunch, kyle orland, gfl, gfl blog, {GAME TITLE},{CONSOLE},{DEVELOPER}, {PUBLISHER},{GENRE},video games, video game reviews, playlogs,

14.6.3.5 Fives - {GAME TITLE},{GAME TITLE}{CONSOLE}, {GAME TITLE} previews, {GAME TITLE}{CONSOLE} previews, {DEVELOPER}, {PUBLISHER},{GENRE},video games, video game previews, the five

## 15. Article Page –

[http://www.crispygamer.com/{article\\_type}/{pub\\_date}/{article\\_title}](http://www.crispygamer.com/{article_type}/{pub_date}/{article_title})  
}

### 15.1. [Wireframe](#)

### 15.2. Breadcrumbs – Home>Articles>{article\_type}>

### 15.3. Components

#### 15.3.1. Content Column

15.3.1.1. Maintains all the current elements with the exception that the byline is drawn into the Author Stub.

#### 15.3.2. Author Stub (Article Page)

#### 15.3.3. Game Stub (if applicable)

#### 15.3.4. Related Media (if applicable)

#### 15.3.5. CrispyTV Carousel

#### 15.3.6. Column Promo

#### 15.3.7. Headlines

### 15.4. Ad Placements/Considerations

#### 15.4.1. Banner Placements

15.4.1.1. 728 x 90 next to marketing box below header.

15.4.1.2. 300 x 250 in top of right column.

#### 15.4.2. Possible Takeover Placements

15.4.2.1. Gutters.

15.4.2.2. Full column width leaderboard.

15.4.2.3. Banner roadblock.

### 15.5. [Event Tracking](#)

#### 15.5.1. Label: “{Article Type} Article Page”

### 15.6. SEO Considerations

#### 15.6.1. Page Title

14.6.1.1 {Title} Review > {Console} | Crispy Gamer

14.6.1.2 {Title} Preview | Crispy Gamer

14.6.1.3 Columns (No Game Associated) – {Column Title} > {Writer} > {Publish Date}  
| Crispy Gamer

14.6.1.4 Games for Lunch – Games For Lunch > {Title} > {Console} | Crispy Gamer

14.6.1.5 Fives – The Five > {Title} | Crispy Gamer

14.6.1.6 Features /Interviews – Use title provided by Editorial

## 15.6.2. Description

### 14.6.2.1 Reviews

14.6.1.1.1 Buy Its - The Game Trust gave {GAME TITLE} for {CONSOLE} a “Buy It” rating. Find out why {WRITER NAME} thinks or {GAME TITLE} is worth buying.

14.6.1.1.2 Try Its - The Game Trust gave {GAME TITLE} for {CONSOLE} a “Try It” rating. Find out why {WRITER NAME} thinks you should rent {GAME TITLE} before you buy it.

14.6.1.1.3 Fry Its - The Game Trust gave {GAME TITLE} for {CONSOLE} a “Fry It” rating. Find out why {WRITER NAME} thinks you shouldn’t waste your money on {GAME TITLE}.

14.6.2.2 Preview – {GAME TITLE} is coming to {CONSOLE} on {RELEASE DATE}. Read the game preview and find out if {GAME TITLE} is worth waiting for.

14.6.1.3 Columns (No Game Associated) – Abstract

14.6.1.4 Games for Lunch – Kyle Orland spends an hour with {GAME TITLE} for {CONSOLE} and decides whether it's worth any more time.

14.6.1.5 Fives – {Writer} tells you the five things you need to know about {Game Title} for {Console}.

14.6.1.6 Features /Interviews – Abstract

## 15.6.3. Keywords

14.6.3.1 Reviews - {GAME TITLE},{GAME TITLE}{CONSOLE}, {GAME TITLE} reviews, {GAME TITLE}{CONSOLE} reviews, {DEVELOPER}, {PUBLISHER},{GENRE},video games, video game reviews, {rating}

14.6.3.2 Previews- {GAME TITLE},{GAME TITLE}{CONSOLE}, {GAME TITLE} previews, {GAME TITLE}{CONSOLE} previews, {DEVELOPER}, {PUBLISHER},{GENRE},video games, video game previews,

14.6.3.3 Columns (No Game Associated) –Use Editorial Keywords

14.6.3.4 Games for Lunch - games for lunch, kyle orland, gfl, gfl blog, {GAME TITLE},{CONSOLE},{DEVELOPER}, {PUBLISHER},{GENRE},video games, video game reviews, playlogs,

14.6.3.5 Fives - {GAME TITLE},{GAME TITLE}{CONSOLE}, {GAME TITLE} previews, {GAME TITLE}{CONSOLE} previews, {DEVELOPER}, {PUBLISHER},{GENRE},video games, video game previews, the five

14.6.3.6 Features /Interviews – Use Editorial Keywords

## **16. Forum Index – <http://www.crispygamer.com/forums>**

### **16.1. Wireframe**

### **16.2. Breadcrumbs – Home>Forums**

### **16.3. Components**

### **16.4. Ad Placements/Considerations**

### **16.5. Event Tracking**

#### **16.5.1. Label: “Forum Index”**

### **16.6. SEO Considerations**

#### **16.6.1. Page Title**

15.6.1.1 Crispy Gamer | Gaming Forums

#### **16.6.2. Description**

15.6.2.1 A new breed of gaming forum where intelligent, mature gamers come to discuss their opinions and share their gaming experiences. No fan boys, no nonsense.

#### **16.6.3. Keywords**

15.6.3.1 gaming, video games, forums, videos, sharing, upload, community, groups, discussion

## 17. Discussion Index –

<http://www.crispygamer.com/forums/default.aspx?g=topics&f=#>

17.1. Wireframe

17.2. Breadcrumbs – Home>Forums>{discussion\_title}

17.3. Components

17.4. Ad Placements/Considerations

17.5. Event Tracking

17.5.1. Label: “Discussion Index #”

17.6. SEO Considerations

17.6.1. Page Title

16.6.1.1 Crispy Gamer | Gaming Forums > Browse Topics and Discussions

17.6.2. Description

16.6.2.1 Browse the Crispy Gamer forums: where intelligent, mature gamers come to discuss their opinions and share their gaming experiences. No fan boys, no nonsense.

17.6.3. Keywords

16.6.3.1 gaming, video games, forums, videos, sharing, upload, community, groups, discussion

## 18. Topic Page –

<http://www.crispygamer.com/forums/default.aspx?g=posts&t=#>

### 18.1. Wireframe

### 18.2. Breadcrumbs – Home>Forums>{discussion\_title}>{topic\_title}

### 18.3. Components

### 18.4. Ad Placements/Considerations

### 18.5. Event Tracking

#### 18.5.1. Label: “Discussion Topic Page

### 18.6. SEO Considerations

#### 18.6.1. Page Title

17.6.1.1 Crispy Gamer | Gaming Forums > {Topic Name}

#### 18.6.2. Description

17.6.2.1 Discuss {Topic Name} in the Crispy Gamer Forums: where intelligent, mature gamers come to discuss their opinions and share their gaming experiences. No fan boys, no nonsense.

#### 18.6.3. Keywords

17.6.3.1 {topic name}, gaming, video games, forums, videos, sharing, upload, community, groups, discussion

## 19. CrispyTV Index – <http://www.crispygamer.com/crispytv/>

### 19.1. [Wireframe](#)

### 19.2. [Breadcrumbs – Home>CrispyTV](#)

### 19.3. [Components](#)

#### 19.3.1. [Video Player](#)

19.3.1.1. Loaded with the latest episode of CrispyTV to have been published.

#### 19.3.2. [Sortable Series List](#)

19.3.2.1. This is a list of all the different series created for CrispyTV (i.e. – Internet’s Fastest, the Jace Hall Show, Videogame Toilets, etc.).

19.3.2.2. The listing is similar to the article index in look and feel, the elements for each listing are: Series Thumbnail, Series Title, Series Description, Video Count, and Last Posted Date.

19.3.2.3. The list should be sorted by whichever series has most recently had an episode added to it.

19.3.2.4. Clicking on any element in the series list will take you to the series index.

#### 19.3.3. [Most Recent Videos](#)

#### 19.3.4. [Youtube Link](#)

19.3.4.1. Contains images linking to our listings with partner video sites like Youtube and Sling.

19.3.4.2. Titled “Also seen on:”

#### 19.3.5. [Chatterbox](#)

## 19.4. [Ad Placements/Considerations](#)

### 19.4.1. [Banner Placements](#)

19.4.1.1. 728 x 90 next to marketing box below header.

19.4.1.2. 300 x 250 in top of right column.

### 19.4.2. [Possible Takeover Placements](#)

19.4.2.1. Gutters.

19.4.2.2. Full column width leaderboard.

19.4.2.3. Banner roadblock.

### 19.4.3. [Special Units](#)

19.4.3.1. Full column rich media unit that collapses into roadblock.

## **19.5. [Event Tracking](#)**

**19.5.1. Label: “CrispyTV Index”**

## **19.6. SEO Considerations**

### **19.6.1. Page Title**

18.6.1.1 CrispyTV | Original Videos from Crispy Gamer

### **19.6.2. Description**

18.6.2.1 CrispyTV is a collection video game related skits, shows and shorts brought to you by Crispy Gamer.

### **19.6.3. Keywords**

18.6.3.1 crispytv, crispy gamer, tv, videos, skits, shorts, video games, gaming

## 20. Series Index –

[http://www.crispygamer.com/crispytv/{series\\_title}](http://www.crispygamer.com/crispytv/{series_title})

### 20.1. [Wireframe](#)

### 20.2. Home>CrispyTV>{series\_title}

### 20.3. Components

#### 20.3.1. Video Player

20.3.1.1. Loaded with the latest episode of specified series to have been published.

#### 20.3.2. Episode List

20.3.2.1. This is a list of all the episodes created for this series in chronological order.

20.3.2.2. The listing is similar to the article index in look and feel, the elements for each listing are: Episode Thumbnail, Episode Title, Series Description, Comment Count, and Publish Date.

20.3.2.3. Show ten listings on the page with AJAX pagination of older listings.

20.3.2.4. Clicking on any element in the episode list will take you to that episode's page.

#### 20.3.3. Most Recent Videos

#### 20.3.4. Youtube Link

20.3.4.1. Contains images linking to our listings with partner video sites like Youtube and Sling.

20.3.4.2. Titled "Also seen on:"

#### 20.3.5. Chatterbox

## 20.4. Ad Placements/Considerations

### 20.4.1. Banner Placements

20.4.1.1. 728 x 90 next to marketing box below header.

20.4.1.2. 300 x 250 in top of right column.

### 20.4.2. Possible Takeover Placements

20.4.2.1. Gutters.

20.4.2.2. Full column width leaderboard.

20.4.2.3. Banner roadblock.

### 20.4.3. Special Units

20.4.3.1. Full column rich media unit that collapses into roadblock.

## 20.5. [Event Tracking](#)

20.5.1. Label: “CrispyTV {seriesname}”

## 20.6. [SEO Considerations](#)

### 20.6.1. [Page Title](#)

19.6.1.1 CrispyTV | {Series Name} > All Episodes

### 20.6.2. [Description](#)

19.6.2.1 Check out {Series name}, an original video series brought to you by Crispy Gamer.

### 20.6.3. [Keywords](#)

19.6.3.1 {series name}, crispytv, crispy gamer, tv, videos, skits, shorts, video games, gaming

## 21. Episode Page –

[http://www.crispygamer.com/crispytv/{series\\_title}/{episode\\_title}](http://www.crispygamer.com/crispytv/{series_title}/{episode_title})

### 21.1. [Wireframe](#)

### 21.2. Home>CrispyTV>{series\_title}

### 21.3. Components

#### 21.3.1. Video Player

21.3.1.1. Loaded with the selected episode.

#### 21.3.2. Comment Control

#### 21.3.3. Most Recent Videos

#### 21.3.4. Youtube Link

21.3.4.1. Contains images linking to our listings with partner video sites like Youtube and Sling.

21.3.4.2. Titled “Also seen on:”

#### 21.3.5. Chatterbox

### 21.4. Ad Placements/Considerations

#### 21.4.1. Banner Placements

21.4.1.1. 728 x 90 next to marketing box below header.

21.4.1.2. 300 x 250 in top of right column.

#### 21.4.2. Possible Takeover Placements

21.4.2.1. Gutters.

21.4.2.2. Full column width leaderboard.

21.4.2.3. Banner roadblock.

#### 21.4.3. Special Units

21.4.3.1. Full column rich media unit that collapses into roadblock.

### 21.5. [Event Tracking](#)

21.5.1. Label: “CrispyTV {seriesname} Episode Page”

### 21.6. SEO Considerations

#### 21.6.1. Page Title

20.6.1.1 CrispyTV | {Series Name} > {Episode Name} > {Publish Date}

### **21.6.2. Description**

20.6.2.1 Check out {episode name}, an episode of {Series name}, brought to you by Crispy Gamer.

### **21.6.3. Keywords**

20.6.3.1 {episode name}, {series name}, crispytv, crispy gamer, tv, videos, skits, shorts, video games, gaming

## **22. Blog – <http://www.crispygamer.com/blogs>**

### **22.1. Wireframe**

### **22.2. Breadcrumbs – Home>Blog**

### **22.3. Components**

#### **22.3.1. Blogs/News Navigation Image**

- 22.3.1.1. Horizontal image split in half with one linked image/title for Blogs and one for News. (so that from the top of the page users can navigate between the two instances of BlogEngine).

#### **22.3.2. Blog Content**

#### **22.3.3. Functionally the same as current implementation.**

#### **22.3.4. Chatterbox**

#### **22.3.5. Most Recent Posts**

#### **22.3.6. Author Sort**

#### **22.3.7. Blog Roll**

#### **22.3.8. Tag Cloud**

#### **22.3.9. Past Week Box**

### **22.4. Ad Placements/Considerations**

#### **22.4.1. Banner Placements**

- 22.4.1.1. 728 x 90 next to marketing box below header.
- 22.4.1.2. 300 x 250 in top of right column.

#### **22.4.2. Possible Takeover Placements**

- 22.4.2.1. Gutters.
- 22.4.2.2. Full column width leaderboard.
- 22.4.2.3. Banner roadblock.

#### **22.4.3. Special Units**

- 22.4.3.1. 468 x 60 horizontal ad units inserted between every other blog post.

## 22.5. **Event Tracking**

### 22.5.1. Label: “Blog”

## 22.6. **SEO Considerations**

### 22.6.1. Page Title

21.6.1.1 @GameTrust | The Official Game Trust Blog

### 22.6.2. Description

21.6.2.1 Stay informed on the latest thoughts, rants, ideas and announcements from Crispy Gamer’s Game Trust.

### 22.6.3. Keywords

21.6.3.1 gametrust, blog, gametrust blog, @gametrust, game trust blog, crispy gamer blog, crispy blog, game trust

## **23. News – <http://www.crispygamer.com/news>**

### **23.1. Wireframe**

### **23.2. Breadcrumbs – Home>News**

### **23.3. Components**

#### **23.3.1. Blogs/News Navigation Image**

- 23.3.1.1. Horizontal image split in half with one linked image/title for Blogs and one for News. (so that from the top of the page users can navigate between the two instances of BlogEngine).

#### **23.3.2. News Content**

- 23.3.2.1. Functionally the same as current implementation of the blog.
- 23.3.2.2. Will need to import past news entries from Wordpress into BlogEngine.

#### **23.3.3. Chatterbox**

#### **23.3.4. Most Recent Posts**

#### **23.3.5. Author Sort**

#### **23.3.6. Blog Roll**

#### **23.3.7. Tag Cloud**

#### **23.3.8. Past Week Box**

### **23.4. Ad Placements/Considerations**

#### **23.4.1. Banner Placements**

- 23.4.1.1. 728 x 90 next to marketing box below header.
- 23.4.1.2. 300 x 250 in top of right column.

#### **23.4.2. Possible Takeover Placements**

- 23.4.2.1. Gutters.
- 23.4.2.2. Full column width leaderboard.
- 23.4.2.3. Banner roadblock.

#### **23.4.3. Special Units**

- 23.4.3.1. 468 x 60 horizontal ad units inserted between every other news post.

## **23.5. [Event Tracking](#)**

23.5.1. Label: "News"

## **23.6. SEO Considerations**

### **23.6.1. Page Title**

22.6.1.1 Crispy Gamer | Gaming News

### **23.6.2. Description**

22.6.2.1 Video Game news stories from around the web, brought to you by the Game Trust's News Editor, James Fudge.

### **23.6.3. Keywords**

22.6.3.1 gaming news, video game news, gamer news, crispy gamer, james fudge, Wii, PC, xbox, xbox 360, psp, ps3, nintendo ds, playstation, ps2, gamecube, game boy advance

## 24. Search Results Page – <http://www.crispygamer.com/news>

### 24.1. Wireframe

### 24.2. Breadcrumbs – Home>Search

### 24.3. Components

#### 24.3.1. **Game Stub** Result (if applicable)

- 24.3.1.1. If search term entered matches against any and all game titles return those title's stubs.
- 24.3.1.2. Use the same stub that would be in the sidebar of a Game related Article except it is the full width of the left column.

#### 24.3.2. Search Results

- 24.3.2.1. Uses same logic from existing search to return results below any applicable game stubs.
- 24.3.2.2. Search result listings should conform to the styles of the site as a whole.

#### 24.3.3. Chatterbox

#### 24.3.4. Headlines

#### 24.3.5. CrispyTV Carousel

#### 24.3.6. Past Week Box

### 24.4. Ad Placements/Considerations

#### 24.4.1. Banner Placements

- 24.4.1.1. 728 x 90 next to marketing box below header.
- 24.4.1.2. 300 x 250 in top of right column.

#### 24.4.2. Possible Takeover Placements

- 24.4.2.1. Gutters.
- 24.4.2.2. Full column width leaderboard.
- 24.4.2.3. Banner roadblock.

### 24.5. **Event Tracking**

#### 24.5.1. Label: "Search"

### 24.6. SEO Considerations

#### 24.6.1. Page Title

- 23.6.1.1 Crispy Gamer | Search Results > {Search Term}

### **24.6.2. Description**

23.6.2.2 None

### **24.6.3. Keywords**

23.6.3.1 None

## 25. User Profile – <http://www.crispygamer.com/users/?userid=##>

### 25.1. [Wireframe](#)

### 25.2. Breadcrumbs - Home>Community>{user\_name}

### 25.3. Components

#### 25.3.1. User Stub

- 25.3.1.1. Horizontal stub in the right column, similar to the Author Stub.
- 25.3.1.2. Contains: Avatar, Username, User Status (if set), and Expandable Bio (opens collapsed).
- 25.3.1.3. Expandable Bio contains all current profile information except for last login and join dates.
- 25.3.1.4. If the owner of the profile is logged in and on the page an “Edit” link will appear in the top right corner of the User Stub. Clicking on it will open up the edit profile tab of the

#### 25.3.2. Community Activity

- 25.3.2.1. Resides below the User Stub, occupies full width of left column.
- 25.3.2.2. Displays 20 most recent Community Activity Alerts (element defined in the Chatter Box component) from the specified user.
- 25.3.2.3. “See more >>” link at bottom right loads in the next 20 Community Activity Alerts using AJAX, expands column down.

#### 25.3.3. Past Week Box

#### 25.3.4. CrispyTV Carousel

#### 25.3.5. Chatterbox

### 25.4. Ad Placements/Considerations

#### 25.4.1. Banner Placements

- 25.4.1.1. 728 x 90 next to marketing box below header.
- 25.4.1.2. 300 x 250 in top of right column.

### 25.5. [Event Tracking](#)

#### 25.5.1. Label: “User Profile”

- 25.5.1.1. User Stub – Category: “User Stub”
  - 25.5.1.1.1. Expandable Bio – Action: “Expand Bio”
  - 25.5.1.1.2. Edit Link – Action: “Edit Profile”

## **25.6. SEO Considerations**

### **25.6.1. Page Title**

24.6.1.1 Crispy Gamer | {user name}'s Profile

### **25.6.2. Description**

24.6.2.1 {user name}'s profile page at Crispy Gamer.

### **25.6.3. Keywords**

24.6.2.1 None

## **26. About Us – <http://www.crispygamer.com/about.us/>**

### **26.1. Wireframe**

### **26.2. Breadcrumbs – Home>About Us**

### **26.3. Components**

26.3.1. Functionally identical to current version, new copy to come from marketing/editorial.

### **26.4. Ad Placements/Considerations**

### **26.5. Event Tracking**

26.5.1. Label: “About Us”

### **26.6. SEO Considerations**

#### **26.6.1. Page Title**

25.6.1.1 Crispy Gamer | About Us

#### **26.6.2. Description**

25.6.2.1 A new breed of video *game* website created for intelligent, mature *gamers*, not fan boys. Wii, Xbox 360, PS3, PS2, PSP, DS, PC, video game coverage.

#### **26.6.3. Keywords**

25.6.3.1 video games, games, video game reviews, video game news, video game forums, screenshots, videos, gaming, gamers, Wii, PC, xbox, xbox 360, psp, ps3, nintendo ds, playstation, ps2, gamecube, game boy advance

## **27. Contact Us – <http://www.crispygamer.com/contact.us/>**

### **27.1. Wireframe**

### **27.2. Breadcrumbs – Home>Contact Us**

### **27.3. Components**

27.3.1. Functionally identical to current version, new copy to come from marketing/editorial.

### **27.4. Ad Placements/Considerations**

### **27.5. Event Tracking**

27.5.1. Label: “Contact Us”

### **27.6. SEO Considerations**

#### **27.6.1. Page Title**

26.6.1.1 Crispy Gamer | Contact Us

#### **27.6.2. Description**

26.6.2.1 Have questions, comments, ideas or feedback for Crispy Gamer? Use this page to make sure your query reaches the right person.

#### **27.6.3. Keywords**

26.6.3.1 contact us, crispy gamer, crispy, contact crispy gamer, contact crispy

## **28. Report a Problem With This Page –**

**<http://www.crispygamer.com/ReportAProblem.aspx>**

### **28.1. Wireframe**

### **28.2. Breadcrumbs – Home>Report Problem**

### **28.3. Components**

28.3.1. Functionally identical to current version, new copy to come from marketing/editorial.

### **28.4. Ad Placements/Considerations**

### **28.5. Event Tracking**

28.5.1. Label: “Report Problem”

### **28.6. SEO Considerations**

#### **28.6.1. Page Title**

27.6.1.1 Crispy Gamer | Report a Problem

#### **28.6.2. Description**

27.6.2.1 Use this page to contact Crispy Gamer if there is an issue with one of our pages, our content, or any other part of the website.

#### **28.6.3. Keywords**

27.6.3.3 report a problem, crispy gamer, crispy

## **29. Terms of Use – <http://www.crispygamer.com/terms.of.use>**

### **29.1. Wireframe**

### **29.2. Breadcrumbs – Home>Terms of Use**

### **29.3. Components**

29.3.1. Functionally identical to current version, new copy to come from marketing/editorial.

### **29.4. Ad Placements/Considerations**

### **29.5. Event Tracking**

29.5.1. Label: “Terms of Use”

### **29.6. SEO Considerations**

#### **29.6.1. Page Title**

28.6.1.1 Crispy Gamer | Terms of Use

#### **29.6.2. Description**

28.6.2.1 Crispy Gamer’s Terms of Use

#### **29.6.3. Keywords**

28.6.3.3 terms of use, crispy gamer

## **30. Community Rules –**

**<http://www.crispygamer.com/communityrules>**

### **30.1. Wireframe**

### **30.2. Breadcrumbs – Home>Community Rules**

### **30.3. Components**

30.3.1. Functionally identical to current version, new copy to come from marketing/editorial.

### **30.4. Ad Placements/Considerations**

### **30.5. Event Tracking**

30.5.1. Label: “Community Rules”

### **30.6. SEO Considerations**

#### **30.6.1. Page Title**

29.6.1.1 Crispy Gamer | Gaming Forums > Community Rules

#### **30.6.2. Description**

29.6.2.1 Rules and Responsibilities of Crispy Gamer Community members.

#### **30.6.3. Keywords**

29.6.3.1 community rules, crispy gamer

## **31. Privacy Policy – <http://www.crispygamer.com/privacy.policy>**

### **31.1. Wireframe**

### **31.2. Breadcrumbs – Home>Privacy Policy**

### **31.3. Components**

31.3.1. Functionally identical to current version, new copy to come from marketing/editorial.

### **31.4. Ad Placements/Considerations**

### **31.5. Event Tracking**

31.5.1. Label: “Privacy Policy”

### **31.6. SEO Considerations**

#### **31.6.1. Page Title**

30.6.1 Crispy Gamer | Privacy Policy

#### **31.6.2. Description**

30.6.1 Crispy Gamer’s Privacy Policy

#### **31.6.3. Keywords**

30.6.3.1 privacy policy, crispy gamer

## 32. RSS Page – <http://www.crispygamer.com/rss>

### 32.1. Wireframe

### 32.2. Breadcrumbs – Home>RSS

### 32.3. Components

32.3.1. Using Static Page template, displays all available RSS Feed. Segmentation and RSS feeds detailed below.

#### 32.3.2. “Main Feeds”

32.3.2.1. All Articles (<http://feeds2.feedburner.com/CrispyGamer/gametrust>)

32.3.2.2. Reviews (<http://feeds2.feedburner.com/CrispyGamer/reviews>)

32.3.2.3. Features (<http://feeds2.feedburner.com/CrispyGamer/features>)

32.3.2.4. Columns (<http://feeds2.feedburner.com/CrispyGamer/columns>)

32.3.2.5. Interviews (<http://feeds2.feedburner.com/CrispyGamer/interviews>)

32.3.2.6. Previews (<http://feeds2.feedburner.com/CrispyGamer/previews>)

32.3.2.7. News (<http://feeds2.feedburner.com/CrispyGamer/news>)

32.3.2.8. Blog (<http://feeds2.feedburner.com/CrispyGamer/blog>)

#### 32.3.3. “The Game Trust”

32.3.3.1. {writer\_name}

([http://feeds2.feedburner.com/CrispyGamer/writers/{writer\\_name}](http://feeds2.feedburner.com/CrispyGamer/writers/{writer_name}))

### 32.4. Ad Placements/Considerations

### 32.5. Event Tracking

#### 32.5.1. Label: “RSS”

### 32.6. SEO Considerations

#### 32.6.1. Page Title

30.6.1 Crispy Gamer | Privacy Policy

#### 32.6.2. Description

30.6.1 Crispy Gamer’s Privacy Policy

#### 32.6.3. Keywords

30.6.3.1 privacy policy, crispy gamer

## 33. Remnant Pages

### 33.1. Video Index – <http://www.crispygamer.com/videos/>

33.1.1. Resolves to: <http://www.crispygamer.com/games>

### 33.2. Screenshot Index – <http://www.crispygamer.com/screenshots/>

33.2.1. Resolves to: <http://www.crispygamer.com/games>

### 33.3. Game Video Index (MID Sort) -

<http://www.crispygamer.com/videos/thumbnails/{game title}>

33.3.1. Resolves to: [http://www.crispygamer.com/gamepages/{game\\_title}{platform}](http://www.crispygamer.com/gamepages/{game_title}{platform})

### 33.4. All Contributions -

<http://www.crispygamer.com/gametrust/authors/{author name}>

33.4.1. Resolves to: [http://www.crispygamer.com/bios/about-{author\\_name}](http://www.crispygamer.com/bios/about-{author_name})

### 33.5. Network Comic Index -

<http://www.crispygamer.com/comics/network/>

33.5.1. Resolves to: <http://www.crispygamer.com/comics>

### 33.6. Registration Page –

<http://community.crispygamer.com/signup.php>

33.6.1. Page obsolete as all registrations will be done through the Comment Control or registration overlay.

### 33.7. Old User Profile -

<http://community.crispygamer.com/uprofile.php?UID=##>

33.7.1. Resolves to: <http://www.crispygamer.com/users/?userid=##>

# Components

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# 1. Header

## 1.1.Description

- 1.1.1.The header is the main navigation for the entire site and will appear at the top of every page.

## 1.2.Elements

### 1.2.1. Logo

### 1.2.2. Navigation Tabs

- 1.2.2.1. “Games” (/games)
- 1.2.2.2. “Articles” (/articles)
- 1.2.2.3. “Our Writers” (/gametrust)
- 1.2.2.4. “CrispyTV” (/crispytv)
- 1.2.2.5. “Comics” (/comics)
- 1.2.2.6. “Forums” (/forums)

### 1.2.3. User Controls

- 1.2.3.1. If User is Logged In, Then Element Contains
  - 1.2.3.1.1. User Avatar – on click opens HUD to My Avatar Tab.
  - 1.2.3.1.2. Username
  - 1.2.3.1.3. Inbox Link – Labeled “Inbox(1)” and shows count of unread messages in parenthesis. On click sends user to their private message inbox in the forum.
  - 1.2.3.1.4. Change Status Link – Labeled “Status”, on click drops down a box that shows the current status (if set) in a text box with form buttons labeled “Change” and “Cancel”. A user can enter text in the text box and click change to set their new status, after submission the box should collapse back up. Clicking “Cancel” will close the box without making any changes to the user’s status. (Note: More detail is provided for a user’s “Status” in the Data Changes section).
  - 1.2.3.1.5. Drop Down Tab – Labeled “My Crispy”, on click opens the HUD to the Profile tab.
- 1.2.3.2. If User is Logged Out
  - 1.2.3.2.1. All user controls above the Drop Down Tab are replaced by a marketing space that occupies the same space and is filled with content from Marketing, either an image or HTML.
  - 1.2.3.2.2. Drop Down Tab – Labeled “Login/Register”, on click opens the Pop-Up Quick Reg.

### 1.2.4. Search Box

## 1.3.Ad Placements/Considerations

- 1.3.1.Possible units could be sold integrating an ad with the background of the header.

## 1.4. Event Tracking

### 1.4.1. Category: “Header”

- 1.4.1.1. Logo – Action: “Logo”
- 1.4.1.2. Navigation Tabs
  - 1.4.1.2.1. “Games” – Action: “Games”
  - 1.4.1.2.2. “Articles” – Action: “Articles”
  - 1.4.1.2.3. “Our Writers” – Action: “Our Writers”
  - 1.4.1.2.4. “CrispyTV” – Action: “CrispyTV”
  - 1.4.1.2.5. “Forums” – Action: “Forums”

### 1.4.2. Category: “User Controls Logged In”

- 1.4.2.1.1. Avatar – Action: “Avatar”
- 1.4.2.1.2. Inbox Link – Action: “Inbox”
- 1.4.2.1.3. Change Status Link – Action: “Change Status”
- 1.4.2.1.4. Drop Down Tab – Action: “Open HUD”

### 1.4.3. Category: “User Controls Logged Out”

- 1.4.3.1.1. Drop Down Tab – Action: “Open Quick Reg”

## 1.5. SEO Considerations

### 1.5.1. Links

- 1.5.1.1. Logo – <http://www.crispygamer.com>
  - 1.5.1.1.1. Title: Crispy Gamer
- 1.5.1.2. “Games” – <http://www.crispygamer.com/games>
  - 1.5.1.2.1. Title: Video Games
- 1.5.1.3. “Articles” – <http://www.crispygamer.com/articles>
  - 1.5.1.3.1. Title: Video Game Articles
- 1.5.1.4. “Our Writers” – <http://www.crispygamer.com/gametrust>
  - 1.5.1.4.1. Title: Crispy Gamer Writers
- 1.5.1.5. “CrispyTV” – <http://www.crispygamer.com/crispytv>
  - 1.5.1.5.1. Title: CrispyTV Videos
- 1.5.1.6. “Forums” – <http://www.crispygamer.com/forums>
  - 1.5.1.6.1. Title: Gaming Forums

## **2. Marketing Box**

### **2.1.Description**

2.1.1.The marketing box is an optional box that resides to the left of the leaderboard and contains a rotating set of marketing messages.

### **2.2.Elements**

2.2.1.Can insert an image or an expandable marketing message into the marketing box rotation.

2.2.2.Image is the size of the marketing box and links to a landing page.

2.2.3.Expandable marketing message has teaser copy and can be expanded to reveal full marketing message. Can link to multiple landing pages.

### **2.3.Ad Placements/Considerations**

2.3.1.In the event of a full width leaderboard being sold the Marketing Box should disappear.

### **2.4.Event Tracking**

2.4.1. Category: “Marketing Box”

### **2.5.SEO Considerations**

2.5.1. None

## 3. Big Box

### 3.1. Description

3.1.1. The Big Box is a large area at the top left of the Home Page where the editorial team can choose to feature up to 6 pieces of content (referred to as Featured Items) from throughout the site including articles, videos, and screenshots. Each Featured Item consists of a tag line, an image, and an associated destination url.

### 3.2. Elements

#### 3.2.1. Big Box Image

3.2.1.1. This is where the image of any Featured Item will appear (Question: Should we make the image linkable?)

#### 3.2.2. Link List

3.2.2.1. This is a vertical list of links each corresponding to a Featured Item. The textual content of the links is controlled through the CMS interface by the editorial team.

3.2.2.2. Clicking on one of these links once will load the corresponding Big Box Image, clicking on it a second time will take the user to the destination link unless the item is a video.

#### 3.2.3. Video Exception

3.2.3.1. If a Featured Item is a video then there are a couple differences in appearance and behavior than other Featured Items.

3.2.3.1.1. An icon designating that the item is a video should appear to the left of the link.

3.2.3.1.2. Clicking on the link once will load in the corresponding Big Box Image. Clicking on it a second time will cause the Link List to collapse to the right of the Big Box and initiate the video player with the corresponding Featured Video loaded into it.

3.2.3.1.3. The Video player will contain an overlaid link of the title of the Video being played at the top of the player and an overlaid link in the bottom right corner that is either a comment count link (Ex: "Comments(8)") for a CrispyTV feature or a see more link for a Gameplay video (Ex: "See more Halo 3 Videos").

3.2.3.1.4. On pause or completion of the video the player should switch back out with the corresponding Big Box Image and the Link List should expand back out to its original position.

3.2.3.1.5. The Video Player for the Big Box should not have the ability to be expanded to Full Screen or changed in size in any way. The user will be able only to pause the video being played. After the video is paused it may be resumed by clicking on the Tag Line from the Linked List again.

### **3.2.4. CMS Interface**

3.2.4.1. Within the CMS Interface an editor will enter the following information for each Featured Item. The editor should also be able to decide the order of the items featured in the Big Box at will.

3.2.4.1.1. Location of Big Box Image.

3.2.4.1.2. Tag Line for Featured Item (i.e. – the text that is linked in the Linked List).

3.2.4.1.3. Specify whether the item is a Video, Screenshot, or Editorial feature.

3.2.4.1.4. If the item is Video then they must specify the video id. With the video ID the Video Player in the Big Box should determine if the item is CrispyTV or Gameplay and then gather title, destination url, and comment count/destination for more vids accordingly.

3.2.4.1.5. If the item is Screenshot or Editorial then they must specify the destination URL.

### **3.3.Ad Placements/Considerations**

3.3.1.It is possible that Sponsored Listings could be entered into the Big Box.

3.3.2.For videos played in the Big Box a 15 second pre-roll should be loaded when sold.

### **3.4.Event Tracking**

#### **3.4.1. Category: “Big Box”**

3.4.1.1. Featured Item 1 – Action: “Click 1-1”

3.4.1.2. Featured Item 1 – Action: “Click 1-2”

3.4.1.3. Featured Item 2 – Action: “Click 2-1”

3.4.1.4. Featured Item 2 – Action: “Click 2-2”

3.4.1.5. Featured Item 3 – Action: “Click 3-1”

3.4.1.6. Featured Item 3 – Action: “Click 3-2”

3.4.1.7. Featured Item 4 – Action: “Click 4-1”

3.4.1.8. Featured Item 4 – Action: “Click 4-2”

3.4.1.9. Featured Item 5 – Action: “Click 5-1”

3.4.1.10. Featured Item 5 – Action: “Click 5-2”

3.4.1.11. Featured Item 6 – Action: “Click 6-1”

3.4.1.12. Featured Item 6 – Action: “Click 6-2”

3.4.1.13. Video Player – Action: “Pause”

3.4.1.14. Video Player – Action: “Resume”

### **3.5.SEO Considerations**

**3.5.1. None**

## 4. Latest Content

### 4.1. Description

4.1.1. This is a box that occupies the full width of the left column contains horizontal tabs for all of the different article types we currently publish. Clicking on one of the tab displays headlines for the most recently published articles of each type.

### 4.2. Elements

#### 4.2.1. Article Type Tabs

- 4.2.1.1. The tabs are: All, Reviews, Features, Columns, Previews, Interviews, and Lists
- 4.2.1.2. On load the default tab is All.

#### 4.2.2. Link List

- 4.2.2.1. Under each tab will be the 8 most recently published articles of that type. For the All tab it will show the 8 most recently published articles of any type.
- 4.2.2.2. Each article listing will consist of: Date, Title (linked to article page), Byline (linked to author page), and Comment Count (linked to article page #comments).

#### 4.2.3. "More..."

- 4.2.3.1. At the bottom right hand corner of each tab will be a link to the article index sorted for that content type.

### 4.3. Ad Placements/Considerations

4.3.1. None

### 4.4. Event Tracking

#### 4.4.1. Category: "Latest Content"

- 4.4.1.1. Any Tab – Action: "{Tabname} Tab"
  - 4.4.1.1.1. Listings 1-8 – Action: "{Tabname} Tab Click #"
  - 4.4.1.1.2. "More..." – Action: "See More {Tabname}"

### 4.5. SEO Considerations

4.5.1. None

## 5. Latest Media

### 5.1. Description

- 5.1.1. This is a box that occupies half the width of the left column and contains horizontal tabs for all of the different media types (except CrispyTV) . Clicking on one of the tab displays a carousel for each media type displaying one thumbnail at a time.

### 5.2. Elements

#### 5.2.1. Media Type Tabs

- 5.2.1.1. The tabs are: Video, Screenshots, Comics
- 5.2.1.2. On load the default tab is Video.

#### 5.2.2. Video Tab

- 5.2.2.1. The Video Tab will contain a carousel that displays a linked Thumbnail of the latest video posted and the linked Title and Platform of the game corresponding to that video.
- 5.2.2.2. Max featured titles in the carousel is 5.
- 5.2.2.3. If there are multiple videos posted for the same Game Title then a thumbnail for that Game should appear in the carousel only once and it should be for the most recent posted video.

#### 5.2.3. Screenshots Tab

- 5.2.3.1. The Screenshots Tab will contain a carousel that displays a linked Thumbnail of the latest screenshot posted and the linked Title and Platform of the game corresponding to that screenshot.
- 5.2.3.2. Max featured titles in the carousel is 5.
- 5.2.3.3. If there are multiple screenshots posted for the same Game Title then a thumbnail for that Game should appear in the carousel only once and it should be for the most recent posted screenshot.

#### 5.2.4. Comics Tab

- 5.2.4.1. The Comics Tab will contain a carousel that displays a linked Thumbnail of the latest posted comic and the linked title and comment count of the comic.
- 5.2.4.2. Max featured in the carousel is 5.

### 5.3. Ad Placements/Considerations

- 5.3.1. None

### 5.4. [Event Tracking](#)

#### 5.4.1. Category: "Latest Media"

- 5.4.1.1. Any Tab – Action: "{Tabname} Tab"
  - 5.4.1.1.1. Listings 1-5 – Action: "{Tabname} Tab Click #"

## 6. Headlines

### 6.1.Description

6.1.1.The headlines box is a vertical box the width of the right column that contains the linked headlines of the 10 most recently posted news or blog items.

### 6.2.Elements

#### 6.2.1. News Item

6.2.1.1. For each news item posted the linked title should appear.

6.2.1.2. For each news item posted a “News” icon should appear to the left of the linked title.

#### 6.2.2. Blog Item

6.2.2.1. For each blog item posted the linked title should appear.

6.2.2.2. For each blog item posted a “Blog” icon should appear to the left of the linked title.

#### 6.2.3. “More...”

6.2.3.1. At the bottom right hand corner of the module there should be links to both the front page of the news and the blog.

### 6.3.Ad Placements/Considerations

6.3.1.None

### 6.4.Event Tracking

#### 6.4.1. Category: “Headlines”

6.4.1.1. Listings 1-8 – Action: “Headlines Click #”

6.4.1.2. More News – Action: “More News”

6.4.1.3. More Blog – Action: “More Blog”

### 6.5.SEO Considerations

6.5.1. None

## **7. CrispyTV Carousel**

### **7.1.Description**

7.1.1.This is a box shaped carousel occupying half the width of the left column featuring the 5 latest episodes from CrispyTV.

### **7.2.Elements**

#### **7.2.1. CrispyTV Listing**

7.2.1.1. Each CrispyTV listing contains the following: Linked Thumbnail, Linked Episode Title, Linked Comment Count. They all link to the Episode Page of the episode.

#### **7.2.2. “More...”**

7.2.2.1. At the bottom right hand corner of the module should be a link title “See More CrispyTV” that links to the CrispyTV Index.

### **7.3.Ad Placements/Considerations**

7.3.1.There is the possibility that in the future this unit could be skinned by a takeover sponsor.

### **7.4.Event Tracking**

#### **7.4.1. Category: “CrispyTV”**

7.4.1.1. Listings 1-8 – Action: “CrispyTV Click #”

7.4.1.2. More News – Action: “More CrispyTV”

### **7.5.SEO Considerations**

7.5.1. None

## 8. Chatterbox

### 8.1. Description

8.1.1. The Chatterbox is a vertical box occupying the entire width of the right column. It features community activity from our users including forum posts, comments, and status changes. It contains two tabs at the top of the box, Recent and Active.

### 8.2. Elements

#### 8.2.1. Community Activity Alerts

8.2.1.1. Community Activity Alerts are summaries of actions in the community by our users that are captured by the Chatterbox. Each Community Activity Alert contains the following elements:

- 8.2.1.1.1. Avatar of the user causing the alert (links to user profile)
- 8.2.1.1.2. Username of the user causing the alert (links to user profile)
- 8.2.1.1.3. Action taken by user to cause alert with link to content user acted on.
  - 8.2.1.1.3.1. "Commented on {linked article title of crispytv title}"
  - 8.2.1.1.3.2. "Replied to the discussion {linked title of discussion topic from forums}"
  - 8.2.1.1.3.3. "Changed Status on their profile (linked to user profile)"
- 8.2.1.1.4. A shortened version of the actual textual content.

#### 8.2.2. Recent Tab

8.2.2.1. The Recent Tab will display the last 5 Community Activity Alerts.

#### 8.2.3. Active Tab

8.2.3.1. The Active Tab will display the 5 most active articles or forum discussion topics using the same decay logic currently in place.

### 8.3. Ad Placements/Considerations

8.3.1. None

### 8.4. Event Tracking

#### 8.4.1. Category: "Chatterbox"

- 8.4.1.1. Recent Tab – Action: "CB Recent Tab"
- 8.4.1.2. Active Tab – Action: "CB Active Tab"
- 8.4.1.3. Listings 1-5 – Action: "{Tabname} Click #"

### 8.5. SEO Considerations

8.5.1. None

## 9. Recent Releases Carousel

### 9.1.Description

9.1.1.The Recent releases carousel is a carousel of game titles with cover art showing the most recently released games. It occupies the full width of the left column and features the ten most recently released games.

### 9.2.Elements

#### 9.2.1. Game Listing

9.2.1.1. Each Game Listing consists of: Cover Art, Game Title, and Supported Platforms. Each Supported platform is a link to that title's game page.

### 9.3.Ad Placements/Considerations

9.3.1.None

### 9.4.Event Tracking

#### 9.4.1. Category: "Recent Release Carousel"

9.4.1.1. Listings 1-n – Action: "Recent Release Click n"

### 9.5.SEO Considerations

9.5.1. None

## 10. Platform Sort

### 10.1. Description

10.1.1. The platform sort is a horizontal navigation bar that goes at the top of the left column on all Game Pages and the Game Index. It occupies the entire width of the left column.

### 10.2. Elements

#### 10.2.1. Platform Links

10.2.1.1. There is a link for each of our primarily supported platforms and their destination is the corresponding platform index.

10.2.1.2. The primarily supported platforms are Xbox 360, PS3, Nintendo Wii, PC, Nintendo DS, PSP, and iPhone (possibly).

### 10.3. Ad Placements/Considerations

10.3.1. None

### 10.4. Event Tracking

#### 10.4.1. Category: "Platform Sort"

10.4.1.1. Platform Link – Action: "{platform\_name} Sort"

### 10.5. SEO Considerations

#### 10.5.1. Links

10.5.1.1. {platform\_name} – <http://www.crispygamer.com/games/{platform}>

10.5.1.1.1. Title: {Platform\_name} games

## 11. Expandable Game Finder

### 11.1. Description

- 11.1.1. The Expandable Game Finder is a DHTML module which starts collapsed as a short horizontal bar on top of the Recent Release Carousel on the Game Index and on top of the Game Stub on all Game Pages. It can be expanded down over the rest of the page in order to sort through all of the games that we cover. It largely offers the same sorting features as our current game index.

### 11.2. Elements

#### 11.2.1. Collapsed Bar

- 11.2.1.1. On open of a Game Page or Game Index the Expandable Game Finder starts collapsed into this bar.
- 11.2.1.2. It is the short and the width of the left column.
- 11.2.1.3. It will be labeled “Find Your Game” with an arrow below the text indicating that it can be pulled down.
- 11.2.1.4. Clicking on the bar will expand the full Game Finder down from the bar.

#### 11.2.2. Expanded Game Finder

- 11.2.2.1. Once expanded the Game Finder will occupy the entire width of the left column and the height needed to display 10 Game Listings at a time.
- 11.2.2.2. At the top of the Game Finder will be a row of Filter Drop Downs, a row of Sort Options, and a close button in the top right corner.
  - 11.2.2.2.1. Filter Drop Downs: Platform, Review Score, Genre
  - 11.2.2.2.2. Sort Options: Reviewed, Recently Released, A-Z, and Upcoming.
- 11.2.2.3. The Game Finder will display 10 Game Listings per page.
- 11.2.2.4. At the bottom and top of the game finder will be pagination options including by page number pagination, and next/previous. Pagination will be accomplished using AJAX.

#### 11.2.3. Game Listings

- 11.2.3.1. Each Game Listing should contain the same elements currently contained in game listings on our current Game Index.
- 11.2.3.2. Game Listings should be appropriately styled to match the rest of the site.

### 11.3. Ad Placements/Considerations

- 11.3.1. None

### 11.4. Event Tracking

#### 11.4.1. Category: “Game Finder”

- 11.4.1.1. Collapsed Bar – Action: “Open Game Finder”
- 11.4.1.2. Game Filters – Action: “Game Finder Filter By {Filter\_Name}”

- 11.4.1.3. Game Sorts – Action: “Game Finder Sort By {Sort\_Name}”
- 11.4.1.4. Close Button – Action: “Close Game Finder”

## **11.5. SEO Considerations**

- 11.5.1.1. None

## 12. Latest Video/Screen

### 12.1. Description

12.1.1. The Latest Video/Screen box occupies the full width of the left column and is located on the Game Index and all Game Pages. It determines what the latest piece of posted media is for either a All Games, All Games for a certain platform, or a specified Game and then loads either the Video Player or Screenshot Viewer components with the specified media.

### 12.2. Elements

#### 12.2.1. Scope

- 12.2.1.1. If the Latest Video/Screen box is passed a platform id then it determines what the latest piece of media is for that platform and loads the correct component for it.
- 12.2.1.2. If the Latest Video/Screen box is passed a PID then it determines what the latest piece of media is for that PID and loads the correct component for it.
- 12.2.1.3. If the Latest Video/Screen box is not passed any variables then it determines what the latest piece of media overall is and loads the correct component for it.

#### 12.2.2. Default Behavior

- 12.2.2.1. If the Latest Video/Screen box cannot find a piece of media for the specified scope then it displays a default placeholder image in place of the Screenshot Viewer or Video Player components.

### 12.3. Ad Placements/Considerations

12.3.1. None

### 12.4. [Event Tracking](#)

12.4.1. None

### 12.5. SEO Considerations

12.5.1. None

## **13. Video Player**

### **13.1. Description**

- 13.1.1. The Video Player displays any video to be played on Crispy Gamer and can be called from the Big Box component, the Latest Video/Screen component, the CrispyTV Index, CrispyTV Episode Pages, and Gameplay Video Pages. On all of these pages a Video ID will be passed through to the Video Player for it to play.

### **13.2. Elements**

#### **13.2.1. Dim the Lights Control**

#### **13.2.2. Embeddable Script**

- 13.2.2.1. Must talk about with Gabe.

### **13.3. Ad Placements/Considerations**

- 13.3.1. Must accept 15 second pre-roll ad tags.
- 13.3.2. Pre-roll can be turned off in favor of a skinned player experience.

### **13.4. Event Tracking**

- 13.4.1. Maintains current event tracking.

### **13.5. SEO Considerations**

- 13.5.1. None

## **14. Screenshot Viewer**

### **14.1. Description**

- 14.1.1. The Screenshot Viewer displays any screenshot can be called from the Latest Video/Screen component and Gameplay Screenshot Pages. On all of these pages a Screenshot ID will be passed through to the Screenshot Viewer for it to display.

### **14.2. Elements**

#### **14.2.1. Next/Previous Overlay**

- 14.2.1.1. Links that overlay the bottom right and bottom left corners of the screenshot allowing the user to navigate from one screenshot to another.

### **14.3. Ad Placements/Considerations**

- 14.3.1. None.

### **14.4. Event Tracking**

#### **14.4.1. Category: "Screenshot Viewer"**

- 14.4.1.1. Next – Action: "Next"
- 14.4.1.2. Previous – Action: "Previous"

### **14.5. SEO Considerations**

- 14.5.1. None

## 15. Latest Videos Carousel

### 15.1. Description

15.1.1. The Latest Videos Carousel resides below the Latest Video/Screen box on the Game Index, all Platform Indexes and all Game, Screenshot, and Video Pages. It's behavior is very similar to the Videos tab of the Latest Media component.

### 15.2. Elements

#### 15.2.1. Video Listings

15.2.1.1. Each listing contains a linked Thumbnail of the latest video posted and the linked Title and Platform of the game corresponding to that video.

15.2.1.2. Clicking on any element in a video listing will send you to the Video Page for that listing.

#### 15.2.2. Scope

15.2.2.1. Since the carousel will be on the Game Index, Platform Indexes, and Game/Screen/Video Pages it must accept parameters to adjust the scope of what it is displaying.

15.2.2.1.1. When the carousel is on a Game, Screenshot, or Video page it must display video listings for ALL videos uploaded for that PID in order of date posted.

15.2.2.1.2. When the carousel is on a Platform Index it must display video listings for the most recently posted videos on that platform id.

15.2.2.1.2.1. If there are multiple videos posted for the same Game Title then a thumbnail for that Game should appear in the carousel only once and it should be for the most recent posted video.

15.2.2.1.3. When the carousel is on the Game Index it must display video listings for the most recently posted video across all games on all platforms.

15.2.2.1.3.1. If there are multiple videos posted for the same Game Title then a thumbnail for that Game should appear in the carousel only once and it should be for the most recent posted video.

### 15.3. Ad Placements/Considerations

15.3.1. None

### 15.4. Event Tracking

#### 15.4.1. Category: "Latest Videos Carousel"

15.4.1.1. Listings 1-n – Action: "Video Carousel #"

### 15.5. SEO Considerations

15.5.1. Thumbnail Image Alt Tags and Link Titles

15.5.1.1. Game Index – Video Games

- 15.5.1.2. Platform Index – {Platform} Games
- 15.5.1.3. Game Pages – {Game Title} {Platform}
- 15.5.1.4. Video Pages – {Game Title} Video {Platform}
- 15.5.1.5. Screenshot Pages – {Game Title} Screenshot {Platform}

## 16. Latest Screenshots Carousel

### 16.1. Description

- 16.1.1. The Latest Screenshots Carousel resides below the Latest Video/Screen box on the Game Index, all Platform Indexes and all Game, Screenshot, and Video Pages. It's behavior is very similar to the Screenshots tab of the Latest Media component.

### 16.2. Elements

#### 16.2.1. Screenshot Listings

- 16.2.1.1. Each listing contains a linked Thumbnail of the latest screenshot posted and the linked Title and Platform of the game corresponding to that screenshot.
- 16.2.1.2. Clicking on any element in a screenshot listing will send you to the Screenshot Page for that listing.

#### 16.2.2. Scope

- 16.2.2.1. Since the carousel will be on the Game Index, Platform Indexes, and Game/Screen/Video Pages it must accept parameters to adjust the scope of what it is displaying.
  - 16.2.2.1.1. When the carousel is on a Game, Screenshot, or Video page it must display video listings for ALL screenshots uploaded for that PID in order of date posted.
  - 16.2.2.1.2. When the carousel is on a Platform Index it must display screenshot listings for the most recently posted videos on that platform id.
    - 16.2.2.1.2.1. If there are multiple screenshots posted for the same Game Title then a thumbnail for that Game should appear in the carousel only once and it should be for the most recent posted screenshot.
  - 16.2.2.1.3. When the carousel is on the Game Index it must display screenshot listings for the most recently posted screenshot across all games on all platforms.
    - 16.2.2.1.3.1. If there are multiple screenshots posted for the same Game Title then a thumbnail for that Game should appear in the carousel only once and it should be for the most recent posted screenshot.

### 16.3. Ad Placements/Considerations

- 16.3.1. None

### 16.4. Event Tracking

#### 16.4.1. Category: "Latest Screenshots Carousel"

- 16.4.1.1.1. Listings 1-n – Action: "Screenshot Carousel #"

### 16.5. SEO Considerations

- 16.5.1. Thumbnail Image Alt Tags and Link Titles

- 16.5.1.1. Game Index – Video Games
- 16.5.1.2. Platform Index – {Platform} Games
- 16.5.1.3. Game Pages – {Game Title} {Platform}
- 16.5.1.4. Video Pages – {Game Title} Video {Platform}
- 16.5.1.5. Screenshot Pages – {Game Title} Screenshot {Platform}

## 17. Game Stub (Game Index/Pages)

### 17.1. Description

17.1.1. The Game Stub encapsulates all of the information and content that we have about a game and resides anywhere possible throughout the site where we refer to a game. This version resides on all Game, Screenshot, and Video Pages. It occupies the full width of the left column and site above the Latest Video/Screen box and below the Expandable Game Finder. It contains all the elements from our current game stubs except for the Screenshots and Videos links. Also there will be a tab in the bottom left corner that when clicked expands the Related Content (Game Pages) component up so it is flush with the Game Stub.

### 17.2. Elements

#### 17.2.1. Cover Art

#### 17.2.2. Title and Platform

#### 17.2.3. Release Date

#### 17.2.4. ESRB Rating

#### 17.2.5. Recommendation

17.2.5.1. Should link to review if a review is available.

#### 17.2.6. Game Summary

#### 17.2.7. Other Platforms

#### 17.2.8. Related Articles Tab

17.2.8.1. On click this tab should initiate the Related Content (Game Page) module to expand upwards until it is flush with the Game Stub, covering all the components in between the Game Stub and the Related Content (Game Page) module.

### 17.3. Event Tracking

#### 17.3.1. Category: "Game Stub (Game Pages)"

17.3.1.1. Other Platforms – Action: "Game Stub GP Platform {platform\_name}"

17.3.1.2. Recommendation – Action: "Game Stub GP Review"

17.3.1.3. Related Articles Tab – Action: "Game Stub GP Expand Articles"

### 17.4. SEO Considerations

17.4.1. Thumbnail Image Alt Tags and Link Titles

17.4.1.1. Game Page – {Game Title} {Platform}

17.4.1.2. Video Page – {Game Title} Video {Platform}

17.4.1.3. Screenshot Page – {Game Title} Screenshot {Platform}

## **18. Game Stub (Article Page)**

### **18.1. Description**

18.1.1. The Game Stub encapsulates all of the information and content that we have about a game and resides anywhere possible throughout the site where we refer to a game. This version resides on all Article pages that are specifically related to a PID. It occupies the full width of the right column. It contains all the elements from our current game stubs except for the Screenshots ,Videos, and Review links.

### **18.2. Elements**

**18.2.1. Cover Art (linked to Game Page)**

**18.2.2. Title and Platform (linked to Game Page)**

**18.2.3. Release Date**

**18.2.4. ESRB Rating**

**18.2.5. Recommendation**

18.2.5.1. Should link to review if a review is available.

**18.2.6. Game Summary**

**18.2.7. Other Platforms**

### **18.3. Event Tracking**

**18.3.1. Category: “Game Stub (Article Page)”**

18.3.1.1. Other Platforms – Action: “Game Stub AP Platform {platform\_name}”

18.3.1.2. Recommendation – Action: “Game Stub AP Review”

### **18.4. SEO Considerations**

18.4.1. Thumbnail Image Alt Tags and Link Titles – {Game Title}{Platform}

## 19. Game Stub (Embeddable)

### 19.1. Description

- 19.1.1. The Game Stub encapsulates all of the information and content that we have about a game and resides anywhere possible throughout the site where we refer to a game. This version contains the same element and characteristics of the Game Stub (Article Page) component but can be placed into any article using a script.

### 19.2. Elements

#### 19.2.1. Cover Art (linked to Game Page)

#### 19.2.2. Title and Platform (linked to Game Page)

#### 19.2.3. Release Date

#### 19.2.4. ESRB Rating

#### 19.2.5. Recommendation

- 19.2.5.1. Should link to review if a review is available.

#### 19.2.6. Game Summary

#### 19.2.7. Other Platforms

### 19.3. Event Tracking

#### 19.3.1. Category: "Game Stub (Embedded)"

- 19.3.1.1. Other Platforms – Action: "Game Stub EM Platform {platform\_name}"
- 19.3.1.2. Recommendation – Action: "Game Stub EM Review"

### 19.4. SEO Considerations

- 19.4.1. Thumbnail Image Alt Tags and Link Titles – {Game Title} {Platform}

## 20. Related Content (Game Pages)

### 20.1. Description

20.1.1. The Related Content (Game Pages) component can reside on any Game, Screenshot, or Video page and lists the articles related to the MID for that PID in the same manner as article listings on the article index.

### 20.2. Elements

#### 20.2.1. Article Listings

20.2.1.1. Article listings in related content are presented in the same manner and with the same elements as in the Article Index.

#### 20.2.2. Expandability

20.2.2.1. When the Related Articles tab is clicked in the Game Stub (Game Pages) component the Related Content (Game Pages) component should expand up to be flush with the Game Stub. On expansion a close button should appear in the top right corner that collapses the Related Content component back to its original position.

### 20.3. Event Tracking

#### 20.3.1. Category: “Related Content (Game Pages)”

20.3.1.1. Content Listing Position 1-n – Action: “Related Content GP #”

### 20.4. SEO Considerations

20.4.1. Thumbnail Image Alt Tags and Link Titles

20.4.1.1. Game Page – {Game Title} {Platform}

20.4.1.2. Video Page – {Game Title} Video {Platform}

20.4.1.3. Screenshot Page – {Game Title} Screenshot {Platform}

## 21. Related Content (Embeddable)

### 21.1. Description

21.1.1. The Related Content (Embeddable) component can be inserted into any article using a script in order to insert a list of links related to the current article. Behaves in the same manner and contains the same elements as our current implementation.

### 21.2. Event Tracking

#### 21.2.1. Category: “Related Content (Embedded)”

21.2.1.1. Content Listing Position 1-n – Action: “Related Content EM #”

21.2.1.2. See More Articles – Action: “Related Content EM More”

### 21.3. SEO Considerations

21.3.1. Thumbnail Image Alt Tags and Link Titles – {Game Title} {Platform}

## 22. Related Media

### 22.1. Description

22.1.1. The Related Media component resides in the left column of any article that is associated specifically with a PID. It contains two tabs at the top, Videos and Screenshots.

### 22.2. Elements

#### 22.2.1. Videos Tab

22.2.1.1. Is presented and behaves in the same manner as the Latest Videos component when that component is passed a PID.

#### 22.2.2. Screenshots Tab

22.2.2.1. Is presented and behaves in the same manner as the Latest Screenshots component when that component is passed a PID.

### 22.3. Event Tracking

#### 22.3.1. Category: "Related Media"

22.3.1.1. Video Tab – Action: "Related Media Video"

22.3.1.2. Screenshot Tab – Action: "Related Media Screenshot"

22.3.1.3. Video Listing Position 1-n – Action: "Related Media Vid #"

22.3.1.4. Screenshot Listing Position 1-n – Action: "Related Media Screen #"

### 22.4. SEO Considerations

22.4.1. Thumbnail Image Alt Tags and Link Titles - {Game Title} {Console}

## 23. Column Promos

### 23.1. Description

23.1.1. The Related Media component resides in the left column of any article that is associated specifically with a PID. It contains two tabs at the top, Videos and Screenshots.

### 23.2. Elements

23.2.1. Spans full width of right column. Contains a full width Small Title Image for each column title (ie – Games for Lunch, I Call Bullshit, etc).

23.2.2. Small Title Images sorted by whichever column has the most recent article posted.

23.2.3. Each column title image has a expand button next to it that when pressed drops down an abstract for the most recent article of that title with a “Read More” and “Read all {Column Title}” link at the bottom right corner. “Read More” and “Read all {Column Title}” links to Column Index/Page.

23.2.4. Only one title image can be expanded at a time. So every time a title image is expanded to show the abstract then another must close.

### 23.3. Event Tracking

#### 23.3.1. Category: “Column Promos”

23.3.1.1. Expand Title Image – Action: “{Column\_Title} Title Image Expand”

23.3.1.2. Read More – Action: “{Column\_Title} Read More”

### 23.4. SEO Considerations

23.4.1. Zerbo could you please fill this in?

## 24. Column Promo (Author Page)

### 24.1. Description

24.1.1. This is a sidebar component appearing on all Author Pages that mimics the design and function of the Column Promo module except it only shows Small Title Images for columns by the author of the page it is on.

### 24.2. Elements

24.2.1. Spans full width of right column. Contains a full width Small Title Image for each column title (ie – Games for Lunch, I Call Bullshit, etc).

24.2.2. Small Title Images sorted by whichever column has the most recent article posted.

24.2.3. Each column title image has a expand button next to it that when pressed drops down an abstract for the most recent article of that title with a “Read More” and “Read all {Column Title}” link at the bottom right corner. “Read More” and “Read all {Column Title}” links to Column Index/Page.

24.2.4. Only one title image can be expanded at a time. So every time a title image is expanded to show the abstract then another must close.

### 24.3. Event Tracking

#### 24.3.1. Category: “Column Promo {Author Name}”

24.3.1.1. Expand Title Image – Action: “{Column\_Title} Title Image Expand”

24.3.1.2. Read More – Action: “{Column\_Title} Read More”

### 24.4. SEO Considerations

24.4.1. Zerbo could you please fill this in?

## 25. Column Stub

### 25.1. Description

25.1.1. Spans full width of right sidebar and contains copy describing the column it is placed next to as well as links to the 5 latest entries of that column.

### 25.2. Elements

25.2.1. Title Image

25.2.2. Column Blurb

25.2.3. Most Recent Column Entries

25.2.4. “Read All” Link

25.2.4.1. Links to article index filtered to only show column title.

### 25.3. Event Tracking

25.3.1. Category: “Column Stub {Column\_Title}”

25.3.1.1. Recent Column Listing 1-5 – Action: “Column Stub {Column\_Title} Listing #”

25.3.1.2. Read More – Action: “Column Stub {Column\_Title} Read More”

### 25.4. SEO Considerations

25.4.1. Zerbo could you please fill this in?

## 26. Past Week Box

### 26.1. Description

26.1.1. The Past Week Box is a vertical module with vertical tabs that occupies the entire width of the right column and is placed throughout the site. It shows all the content published on each day for the last five days.

### 26.2. Elements

#### 26.2.1. Day Tabs

26.2.1.1. The tabs on the left side of the component stack vertically and list the shortened dates of the last five days starting with the most recent day on top. Clicking on one of the tabs lists the published content for that day.

26.2.1.2. If there was no qualifying content published on that day then the day will be left out of the tab stack.

#### 26.2.2. Published Content for the Day

26.2.2.1. When a date is selected from the tabs the content published on that day is separated out by type: Articles, Screenshots, Videos, CrispyTV, Comics, Blogs, and News. If there is no content of a type published on that day then the heading does not appear.

26.2.2.1.1. Articles – Should show the linked title of the article with comment count and byline.

26.2.2.1.2. Screenshots - Should show the linked title and platform of the game with screenshots.

26.2.2.1.3. Videos – Should show the linked title and platform of the game with videos.

26.2.2.1.4. CrispyTV – Should show the linked episode title, comment count, and byline of the episode.

26.2.2.1.5. Comics – Should show the linked title and comment count of the comic published.

26.2.2.1.6. Blogs – Should show the linked title, comment count, and byline of the blog post.

26.2.2.1.7. News – Should show the linked title, comment count, and byline of the news post.

### 26.3. Event Tracking

#### 26.3.1. Category: “Past Week Box”

26.3.1.1. Day 1-5 – Action: “Past Week Box Day #”

26.3.1.2. Any Article – Action: “Past Week Box Day # Article”

26.3.1.3. Any Screenshot – Action: “Past Week Box Day # Screenshots”

26.3.1.4. Any Video – Video: “Past Week Box Day # Videos”

- 26.3.1.5. Any CrispyTV – Action: “Past Week Box Day # CrispyTV”
- 26.3.1.6. Any Comics – Action: “Past Week Box Day # Comics”
- 26.3.1.7. Any Blog – Action: “Past Week Box Day # Blog”
- 26.3.1.8. Any News – Action: “Past Week Box Day # News”

## **26.4. SEO Considerations**

- 26.4.1. None

## 27. Author Stub/Social Buttons (Article Page)

### 27.1. Description

27.1.1. The Author Stub adds a name and a face to our content, showing off a Game Trust member on any article they have authored. It resides embedded in the top left hand corner of an article just below the title. It also contains the social buttons beneath it.

### 27.2. Elements

#### 27.2.1. Author Avatar

27.2.1.1. The authors picture they have uploaded to their bio. Links to their bio.

#### 27.2.2. Author Name

27.2.2.1. Links to their bio.

#### 27.2.3. Author Status

27.2.3.1. Authors set their status in the same manner as user's and it is displayed in their stub at all times below their picture.

#### 27.2.4. Send Message

27.2.4.1. Let's the user send them a private message through the forum software.

27.2.4.2. If the user is not signed in it initiates the Pop-Up Quick Reg.

#### 27.2.5. See All Articles by {Author\_Name}

27.2.5.1. Clicking on this pops down an overlay box with links to up to the last 5 articles written by the author.

#### 27.2.6. Social Buttons

27.2.6.1. Same presentation and behavior of current social buttons on site.

### 27.3. Event Tracking

#### 27.3.1. Category: "Author Stub (Article Page)"

27.3.1.1. Avatar and Author Name – Action: "Author Stub AP Bio"

27.3.1.2. Send Message – Action: "Author Stub AP Message"

27.3.1.3. See All Articles – Action: "Author Stub AP See Articles"

27.3.1.4. Article Listings 1-5 – Action: "Author Stub AP Article #"

### 27.4. SEO Considerations

27.4.1. Thumbnail Image Alt Tags and Link Titles

27.4.1.1. Reviews – {Game Title} Review {Platform}

27.4.1.2. Previews – {Game Title} Preview {Platform}

27.4.1.3. GFL – {Game Title} Games for Lunch {Platform}

27.4.1.4. Fives – {Game Title} The Five {Platform}

## 28. Author Stub (Game Trust)

### 28.1. Description

28.1.1. The Author Stub (Game Trust) resides on an Author's Page above the content column and below the collapsed Bio Browser and gives a brief glimpse of the author as well as allowing the user to see their full bio.

### 28.2. Elements

#### 28.2.1. Author Avatar

28.2.1.1. The authors picture they have uploaded to their bio. Does not link.

#### 28.2.2. Author Name

#### 28.2.3. Author Status

28.2.3.1. Authors set their status in the same manner as user's and it is displayed in their stub at all times below their picture.

#### 28.2.4. Send Message

28.2.4.1. Let's the user send them a private message through the forum software.

28.2.4.2. If the user is not signed in it initiates the Pop-Up Quick Reg.

#### 28.2.5. Author Bio Drop Down Button

28.2.5.1. Clicking on this pops down the authors bio over the content below it.

#### 28.2.6. Expanded Author Bio

28.2.6.1. Close button in top right hand corner.

28.2.6.2. Contains all the current information on Author Bios.

28.2.6.3. Need to fully define additional elements to add to Author Bios.

### 28.3. Event Tracking

#### 28.3.1. Category: "Author Stub (Game Trust)"

28.3.1.1. Send Message – Action: "Author Stub GT Message"

28.3.1.2. Bio Drop Down – Action: "Author Stub GT Open Bio Drop Down"

28.3.1.3. Bio Drop Down – Action: "Author Stub GT Close Bio Drop Down"

### 28.4. SEO Considerations

28.4.1. Thumbnail Image Alt Tags and Link Titles – {Writer} Bio

## **29. Bio Browser**

### **29.1. Description**

29.1.1. A collapsible horizontal carousel showing all of our writers avatars and names and linking to their Author Pages.

### **29.2. Elements**

#### **29.2.1. Collapsibility**

29.2.1.1. Bio Browser can be expanded and collapsed using a horizontal button at the base of the carousel.

29.2.1.2. When an Author Page is opened the Bio Browser starts collapsed.

#### **29.2.2. Author Listings**

29.2.2.1. Each author will be represented by a linked avatar and name.

### **29.3. Ad Placements/Considerations**

29.3.1. None

### **29.4. Event Tracking**

#### **29.4.1. Category: "Bio Browser"**

29.4.1.1.1. Listings 1-n – Action: "Bio Browser {author\_name}"

### **29.5. SEO Considerations**

29.5.1. Thumbnail Image Alt Tags and Link Titles – The Game Trust

## **30. Comics Carousel**

### **30.1. Description**

30.1.1. The Comics carousel provides an easy visual way for users to navigate between our different comic titles. It resides at the very top of comics pages and occupies the entire width of the right column. Functions and appears very similar to the Recent Releases carousel.

### **30.2. Elements**

#### **30.2.1. Comic Listings**

30.2.1.1. Each comic title we carry will be represented in the carousel by a thumbnail image, title and byline which links to the most recent comic (which is also the comic index).

### **30.3. Ad Placements/Considerations**

30.3.1. None

### **30.4. Event Tracking**

#### **30.4.1. Category: "Comics Carousel"**

30.4.1.1.1. Listings 1-n – Action: "Comics Carousel {Comic\_title}"

### **30.5. SEO Considerations**

30.5.1. Thumbnail Image Alt Tags and Link Titles – {Comic} by {Writer}

## **31. Recent Comics Carousel**

### **31.1. Description**

31.1.1. Recent Comics is a square shaped carousel occupying the entire width of the right column displaying the 5 most recent comics published.

### **31.2. Elements**

#### **31.2.1. Comic Listings**

31.2.1.1. Each comic published will be represented in the carousel by a thumbnail image, title, byline (non linked), and comment count which links to that comic.

31.2.1.2. In the bottom right corner of the carousel is a link to “All Comics” which links to the Comics Index.

### **31.3. Ad Placements/Considerations**

31.3.1. None

### **31.4. Event Tracking**

#### **31.4.1. Category: “Recent Comics Carousel”**

31.4.1.1.1. Listings 1-5 – Action: “Recent Comics Carousel #”

### **31.5. SEO Considerations**

31.5.1. Thumbnail Image Alt Tags and Link Titles

31.5.2. Comic Page – {Comic} by {Writer}

31.5.3. Comics Index – Web Comics on Crispy Gamer

## 32. Comment Control

### 32.1. Description

32.1.1. The comment control is attached to all content or media which warrants discussion. In addition to allowing logged in users to register it also allows users to log in and new users to register all while leaving a comment. The comment control will remain largely the same as it is today, I will describe below only the new elements of the control.

### 32.2. Elements

#### 32.2.1. Private Messaging

32.2.1.1. Below a user's status in comments will be a link labeled "Send Message" that will allow other users to message them through the forum's private messaging platform.

32.2.1.2. For users who are not logged in the Pop-Up Quick Reg will come up when they click this.

#### 32.2.2. User Status

32.2.2.1. A user's status will appear below their avatar. When a user is logged in they will see a "(change)" link next to the status that when clicked will open the User Status drop down from the User Controls.

#### 32.2.3. Game Trust Status

32.2.3.1. Any time a comment is made by a Game Trust member a special icon will appear next to their Avatar which signifies that they are a Game Trust member. Also their Avatars and Usernames should link to their Author Page's.

#### 32.2.4. Forum Posting

32.2.4.1. Any time a comment is posted to an article, crispytv item, or comic, an identical posting will be entered into the forum string associated with that same piece of content and vice-versa with the forum. As we stand up and work with the forum this behavior will become more fully defined.

### 32.3. Ad Placements/Considerations

32.3.1. Between every 5<sup>th</sup> comment an ad tag for a 468 x 60 ad unit should be inserted.

### 32.4. Event Tracking

#### 32.4.1. Category: "Comment Control"

- 32.4.1.1.1. Login – Action: "Comment Control Login"
- 32.4.1.1.2. Register – Action: "Comment Control Registration"
- 32.4.1.1.3. Username/Avatar: "User Comment Bio"
- 32.4.1.1.4. Send User Message: "User Comment Message"
- 32.4.1.1.5. GT Name/Avatar: "Game Trust Comment Bio"

32.4.1.1.6. GT Message: "Game Trust Comment Message"

## **32.5. SEO Considerations**

### 32.5.1. Thumbnail Image Alt Tags and Link Titles

- 32.5.1.1. Non Game Related Article – {Writer} Article
- 32.5.1.2. Reviews – {Game Title} Review {Platform}
- 32.5.1.3. Previews – {Game Title} Preview {Platform}
- 32.5.1.4. GFL – {Game Title} Games for Lunch {Platform}
- 32.5.1.5. Fives – {Game Title} The Five {Platform}
- 32.5.1.6. Comics – {Comic} by {Writer}
- 32.5.1.7. CrispyTV Video – {Series Name} on Crispy TV

## 33. Upcoming Releases

### 33.1. Description

33.1.1. Shows a list of all upcoming game releases. Identical in function to our current upcoming releases component.

### 33.2. Elements

33.2.1.1. No new Elements.

### 33.3. Ad Placements/Considerations

33.3.1. None

### 33.4. Event Tracking

#### 33.4.1. Category: "Upcoming Releases"

33.4.1.1. Game title – "Upcoming Release {game\_title}"

### 33.5. SEO Considerations

33.5.1. Link Titles {Title} Release Date {Platform}

## 34. Most Recent CrispyTV

### 34.1. Description

34.1.1. A vertical control listing the 5 most recent episodes of CrispyTV.

### 34.2. Elements

#### 34.2.1. Episode Listings

34.2.1.1. Each episode listing contains the following elements:

- 34.2.1.1.1. Episode Thumbnail (links to Episode Page)
- 34.2.1.1.2. Title (links to Episode Page)
- 34.2.1.1.3. Episode Description
- 34.2.1.1.4. Comment Count (links to Episode Page)
- 34.2.1.1.5. Publish Date/Time
- 34.2.1.1.6. See More (links to Series Index)

### 34.3. Ad Placements/Considerations

34.3.1. None

### 34.4. Event Tracking

#### 34.4.1. Category: “Most Recent CrispyTV”

- 34.4.1.1.1. Listings 1-5 – Action: “Most Recent CrispyTV #”
- 34.4.1.1.2. See More 1-5 – Action: “Most Recent CrispyTV #”

### 34.5. SEO Considerations

- 34.5.1. Thumbnail Image Alt Tags and Link Titles
- 34.5.2. Home Page – Video Games on Crispy Gamer
- 34.5.3. Article Index – Video Game Articles
- 34.5.4. Non Game Related Article – {Writer} Article
- 34.5.5. Reviews – {Game Title} Review {Platform}
- 34.5.6. Previews – {Game Title} Preview {Platform}
- 34.5.7. GFL – {Game Title} Games for Lunch {Platform}
- 34.5.8. Fives – {Game Title} The Five {Platform}
- 34.5.9. Comics – {Comic} by {Writer}

## 35. HUD

### 35.1. Description

35.1.1. The HUD is an overlay dashboard that can be initiated for several uses including editing your profile, registering for the site, and viewing special content. Can also be skinned by sponsors and display sponsor media. The HUD is only accessible to logged in registered users, attempting to access the HUD when not logged in will pull up the pop-up quick register. Currently the HUD will contain two tabs: “My Profile” and “My Activity”

### 35.2. Elements

#### 35.2.1. “My Profile”

35.2.1.1. Displays all of the user’s current profile information including name, About Me description, email, newsletter settings, avatar, etc.

35.2.1.2. “Edit” link in top right hand corner. When clicked switches contents of tab to “Edit Profile” mode.

#### 35.2.2. “My Activity”

35.2.2.1. Displays all of the user’s community activity in a similar format to how it would be presented in the Chatterbox.

### 35.3. Ad Placements/Considerations

35.3.1. Sponsor Media can be loaded into HUD.

### 35.4. Event Tracking

#### 35.4.1. Category: “HUD”

35.4.1.1. Open HUD – Action: “Open HUD”

35.4.1.2. Close HUD – Action: “Close HUD”

35.4.1.3. Edit Profile – Action: “Edit Profile”

35.4.1.4. Click “My Profile” – Action: “My Profile”

35.4.1.5. Click “My Activity” – Action: “My Activity”

### 35.5. SEO Considerations

35.5.1. None

## 36. Pop-Up Quick Reg

### 36.1. Description

- 36.1.1. When a user who is not logged in attempts to initialize the HUD, clicks on the Newsletter button in the header, or otherwise attempts to perform an action that requires registration the Pop-Up Quick Reg is initialized. It is a DHTML overlay in the same form factor as the HUD and contains a two step process for creating an account.

### 36.2. Elements

#### 36.2.1. Quick Login Tab

- 36.2.1.1. Defaults to this tab whenever "Login" action is initiated.
- 36.2.1.2. Requests email and password, reloads page with user in logged in state on successful submission.

#### 36.2.2. Quick Reg Tab

- 36.2.2.1. Defaults to this tab whenever "Register" action is initiated.
- 36.2.2.2. Requests email, password, password confirmation, newsletter settings, age verification, and terms and conditions checkbox. Creates user account and loads Second Stage Reg on successful submission.

#### 36.2.3. Second Stage Reg

- 36.2.3.1. Requests first and last name, age, gender, about me description, avatar selection, favorite genre, and favorite console.
- 36.2.3.2. Has a "Skip This Step>>" link in the bottom right corner.
- 36.2.3.3. Skipping step or successful submission updates user profile and reloads page with user in logged in state.

#### 36.2.4. Cookied User Reg

- 36.2.4.1. Cookie un-logged in user on the first visit. On their second visit automatically initialize the Pop-Up Quick Reg with a marketing message.

### 36.3. Ad Placements/Considerations

- 36.3.1. None

### 36.4. Event Tracking

#### 36.4.1. Category: "Pop-Up Quick Reg"

- 36.4.1.1. Needs to be defined

### 36.5. SEO Considerations

- 36.5.1. None

## **37. Footer**

### **37.1. Description**

37.1.1. Footer link list needed from Marketing.

## **37.2. Elements**

## **37.3. Ad Placements/Considerations**

37.3.1. None

## **37.4. Event Tracking**

### **37.4.1. Category: "Footer"**

37.4.1.1. Needs to be defined

## **37.5. SEO Considerations**

37.5.1. To be provided by Zerbo with Link List

## **1. Big Box**

### **1.1.Description**

1.1.1.In order to support the new format of the Home Page Big Box changes needed to be made to what data is being collected for each Big Box listing and the CMS interface used to collect that data.

## 1.2.CMS Interface

### 1.2.1. Current Setup

- 1.2.1.1. Currently the Big Box CMS requests a number of assets each feature and then bucket's the features into five categories, "Right Now", "Eye Candy", "The Game Trust", "Reviews/Previews", and "Features." Editorial can enter assets for a primary and secondary feature in each one of those buckets. When Editorial has filled each of the buckets to their satisfaction they can overwrite the current iteration of the big box or save and publish a completely new version of the big box. They can also preview the new big box.

### 1.2.2. New Setup

- 1.2.2.1. In the new interface editorial will be presented with 6 nameless positions in which they can insert assets for each feature. The assets for each feature are: Feature Type ("article/screenshot" or video), Title, URL, Image, and Video ID (if applicable). Editorial should then be able to change the order the features using a simple left/right ordering mechanism. The version control and preview mechanisms should remain.

- 1.2.2.2. Special Video Case

- 1.2.2.2.1. If the Feature Type selected is "video" then the big box listing will behave differently. On clicking the Title Link or Image of a video listing the Video Player component should be loaded into the Big Box (behavior described in more detail in the Big Box component description) and begin playing the Video ID specified.

## 2. Associate Image with All Articles

### 2.1.Description

- 2.1.1.Going forward all published articles will have an image associated with them that appears as a thumbnail in several places across the site. For articles published prior to the redesign we will programitcally determine a related image or use a default thumbnail.

## **2.2.Old Articles**

2.2.1.For all articles published prior to the redesign we should attempt to assign related image programitcally where possible and assign a default thumbnail where it is not possible.

2.2.2.For all articles that are related directly to a PID we should find the first available screenshot or video thumbnail and assign that to the article.

2.2.3.Where a screenshot or video is not available we should assign a default thumbnail.

2.2.4.For all articles not related to a PID we should assign a default thumbnail.

## **2.3.CMS Interface**

### **2.3.1. New Setup**

2.3.1.1. Going forward whenever an editor publishes a new article they will be given the option to enter the location for a thumbnail image.

2.3.1.2. If they do not enter a location for the thumbnail image then the default thumbnail will be used.

## **3. Relate Reviews to MID**

### **3.1.Description**

3.1.1.Editorial would like the ability to optionally relate a review to a MID instead of a PID. This would give them the ability to publish a single review for multiple platforms.

## 3.2.CMS Interface

### 3.2.1. New Setup

- 3.2.1.1. When publishing the review the editor would be able to select a Game Title without being required to specify a platform.
- 3.2.1.2. If they did specify a platform then the review would be related to the PID and not the MID and would operate in the same manner as Reviews do now.
- 3.2.1.3. By default the page title would include all platforms for that MID separated by commas. This could be manually edited through the SEO tool to correctly reflect the scope of the review.

## **4. Column Article Type**

### **4.1. Description**

4.1.1. Going forward Columns need to be identified separately from other article types and grouped together by Column Title.

### **4.2. Old Articles**

4.2.1. For all columns published prior to the redesign we will have to go back and manually relate columns to their respective column titles.

### **4.3. CMS Interface**

#### **4.3.1. New Setup**

- 4.3.1.1. Going forward whenever an editor publishes a new article and sets the type to column they will be presented with a second drop down to select the column title.
- 4.3.1.2. Associating the article to that column title will surface it in the Column Promo components, and place a column stub and column title image on the article itself.
- 4.3.1.3. Any new column titles will be entered into the DB manually with the following meta-data: Column Title, Author, Title Image Location, and Small Title Image Location.

## 5. Game Trust User Class

### 5.1. Description

5.1.1. In the new community Game Trust members will have privileged user accounts that are tied to their author pages. All of their comments on articles and posts in the community will be given special prominence. They will also have the ability to create new discussions and “sticky” posts in the forums.

### 5.2. User Class Features

#### 5.2.1. Profile

5.2.1.1. In all comments, forum posts, and chatterbox alerts, clicking on a Game Trust member’s avatar will take the user to their Author Page instead of a separate user profile.

#### 5.2.2. Game Trust Icon

5.2.2.1. In all comments, forum posts, and chatterbox alerts an icon should appear below the GT member’s avatar signifying that they are a member of the Game Trust. Clicking on this icon will pop-up a tool-tip filled with the “What is the Game Trust” copy.

#### 5.2.3. Game Trust User Status

5.2.3.1. Game Trust member’s will set their status in the same way as all other users. The only difference is that their (GT member’s) status will appear in their Author Stub as well as all the places a status would normally appear.

## 6. User Status

### 6.1.Description

6.1.1.All users will be able to set a “status message” from the user control box in the upper right hand corner of the header on any page.

### 6.2.Status Attributes

6.2.1.The status will be a maximum of 140 characters and should not allow HTML.

6.2.2.The status will appear on a user’s profile, below their avatar in comments and forum posts, and in the Chatterbox if it is one of the most recent user actions.

6.2.3.For the moment the User Status will not be saved. Meaning if the user changes their status then a record of the old status will not be kept in the database.

6.2.4.If a user changes their status multiple times in a short span of time then only the most recent status will be displayed in the Chatterbox. Meaning the same user should never have more than one status entries in the Chatterbox.

## **7. Importing News into BlogEngine**

### **7.1.Description**

7.1.1.To fully integrate News into the rest of the site we will be spinning up a second instance of BlogEngine .Net and importing all of the old news posts using the BlogML import feature in BlogEngine. We will also implement the comment control on News Posts in the same manner as it is implemented on the Blog.

### **7.2.Lost Elements**

7.2.1.Comments

7.2.2.Trackbacks

7.2.3.Wordpress Plugins

## **8. Comment Control Forum Integration**

### **8.1.Description**

8.1.1.The comment control component

## 9. User Registration

### 9.1. Description

9.1.1. We will be capturing user information for registration in two steps. User Data from the first step is required for a user to register while the data from the second step is optional and can be skipped.

#### 9.1.2. Step 1

- 9.1.2.1. Username
- 9.1.2.2. Email
- 9.1.2.3. Password
- 9.1.2.4. Newsletter Permissions

#### 9.1.3. Step 2

- 9.1.3.1. Avatar
- 9.1.3.2. First and Last Name
- 9.1.3.3. Gender
- 9.1.3.4. Birthdate
- 9.1.3.5. About Me
- 9.1.3.6. Personal Website

## **10. Facebook Connect Integration**

### **10.1. Description**

10.1.1. We will use Facebook connect in the registration pop-up and in quick reg to import user information from Facebook and map our userid to a user's Facebook id in order to exploit future features. We will also encourage currently registered users to connect their account to Facebook using a pop-up. Users who are already registered with Crispy Gamer can connect their account

# Appendix

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# 1. Event Tracking

## 1.1. Description

1.1.1. We will be using the event tracking features of Google Analytics to track how much and with which features our users are interacting with on the site. Event tracking has 3 different classifications: Labels, Categories, and Actions.

## 1.2. Hierarchy

### 1.2.1. Labels

1.2.1.1. Labels will correspond to pages, so all elements in all components will adopt the label of the page on which that component is placed.

### 1.2.2. Categories

1.2.2.1. Categories will correspond to components, so all elements will adopt the category of the component in which they are located.

### 1.2.3. Actions

1.2.3.1. Actions will correspond to elements within components. Each element (i.e. – a link, tab, or image that is clicked) will be given a different Action name.

## 1.3. Reporting

1.3.1.1. Using this structure we will be able to look at how a component or element performs from different levels. We can look at how a component or element performs across the entire site, how it performs across a series of pages (game pages for example), or how it performs on a single page. This will allow us to optimize the placement and construction of elements, components, and pages to meet our goals.

## **2. Page Hierarchy**

### **2.1.Home Page**

#### **2.1.1. Games Index (Tab)**

- 2.1.1.1. Platform Index
- 2.1.1.2. Screenshot Index
- 2.1.1.3. Video Index
- 2.1.1.4. Game Pages
  - 2.1.1.4.1. Game Title Screenshot Index
    - 2.1.1.4.1.1. Screenshot Pages
  - 2.1.1.4.2. Game Title Video Index
    - 2.1.1.4.2.1. Video Pages

#### **2.1.2. Articles Index (Tab)**

- 2.1.2.1. Article Pages
- 2.1.2.2. Column Index/Pages

#### **2.1.3. Game Trust Index (Tab)**

- 2.1.3.1. Author Pages

#### **2.1.4. Forum Index (Tab)**

- 2.1.4.1. Discussion Index
  - 2.1.4.1.1. Topic Page

#### **2.1.5. CrispyTV Index (Tab)**

- 2.1.5.1. Episode Index
  - 2.1.5.1.1. Episode Page

**2.1.6. Blog**

**2.1.7. News**

**2.1.8. Search Results Page**

**2.1.9. User Profile**

**2.1.10. Footer Links**