Listverse goes multi-screen: new design philosophy delivers instant traffic boost

LISTVERSE

Jamie Frater, founder and CEO, Listverse

About Listverse
· www.listverse.com
· Headquartered in Wellington, New Zealand
· Online listicle publisher

Goals
· Increase traffic by optimizing user experience
· Respond to rise in use of mobile over desktop
· Reduce costs of site maintenance and upgrades

Approach
· Based on a WordPress back-end
· "Mobile first" design

Results
· More traffic: daily page views doubled, time on site up 70%
· Increased ad revenues: CPC up 50%
· Instant implementation of site updates across all platforms

Founded in 2007 in Wellington, New Zealand, Listverse is dedicated to sharing founder and CEO Jamie Frater's obsession with fascinating, obscure and bizarre facts. Every month, 30 million pages are served up to over eight million readers who Jamie describes as "a really nice mix of intelligent people".

Previously, the mobile site was driven through a plug-in, but this wasn't ideal for two reasons. Firstly, any changes to the site design had to be implemented twice, for desktop and for mobile. And secondly, minor tweaks to optimize the mobile site were lost in the event of a major upgrade.

With mobile users now accounting for 50% of site traffic, this state of affairs was unsustainable. **"Something had to be done,"** Jamie says, **"and multi-screen seemed to be best, given that the entire industry was moving in that direction."**

After careful evaluation, he chose WordPress as his back-end solution. **This allowed him to redesign and manage desktop and mobile sites simultaneously, saving a lot of time and money.**

Ultimately though, Listverse's readers come first. So at the same time as switching to multi-screen, Jamie and his team redesigned the site to make it as quick and easy to use as possible.

Implementation was "very good and actually really painless". A button was clicked and "the sites switched just like that. 100% spot on, no tweaks needed. It was very, very easy to do."

The benefits of this switch to multi-screen were both instant and dramatic. Daily page views doubled; there was a 70% increase in time on site and, on launch day alone, CPC shot up by 50%. Since then, **CPM has grown by 50% and unique visitor numbers have grown by 30%**.

Multi-screen also inspired a paradigm shift in Listverse's design strategy, which now starts with mobile and only then turns to desktop. This focus on mobile has forced designers to think simple, resulting in a **cleaner, more enjoyable user experience**.

It's not surprising, then, when Jamie says, **"The improvements with multi-screen design have just been huge, and the benefits really significant."**
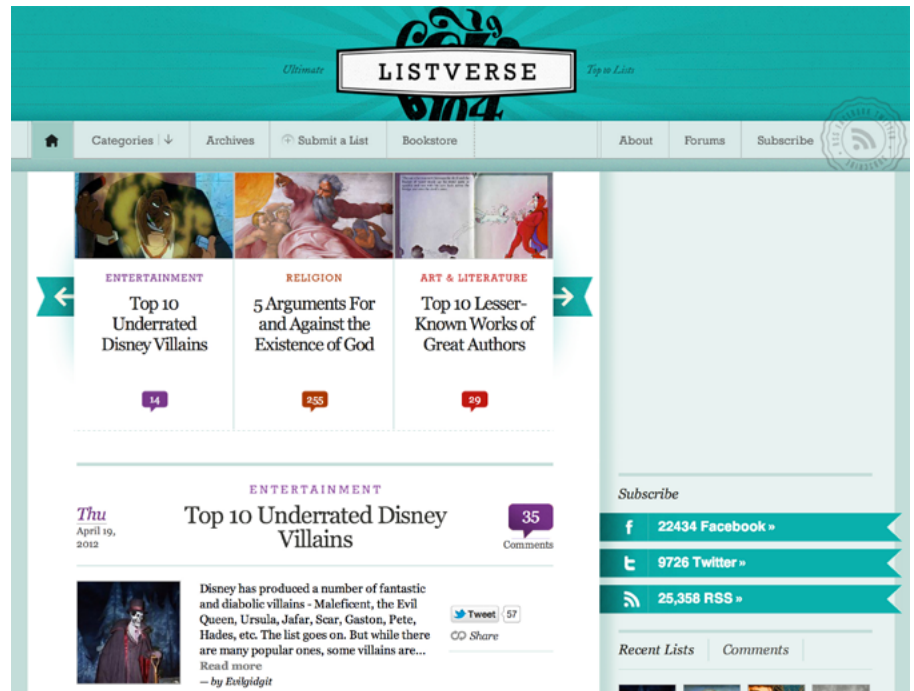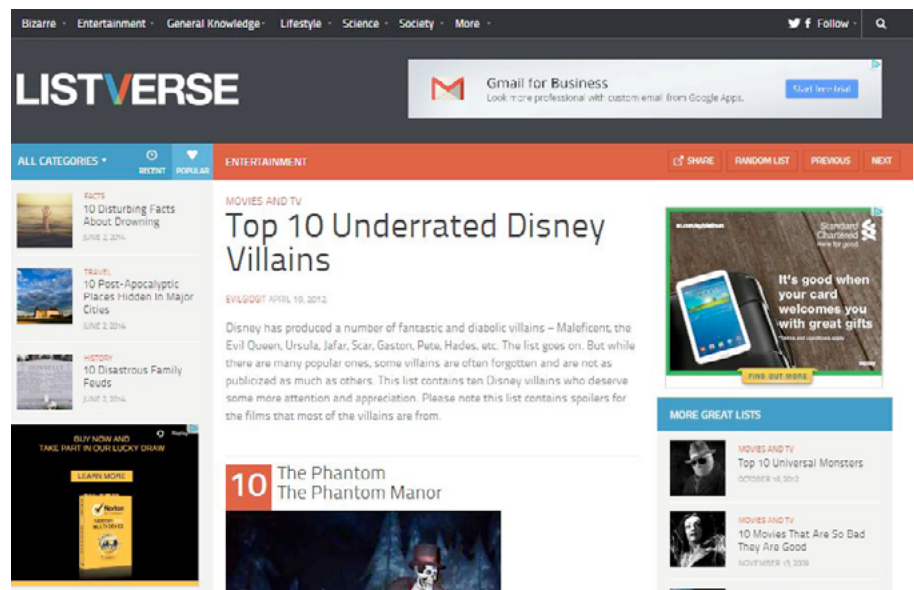
Google Case Study

"Now when I make a change in one place, it is immediately reflected across the board. Everyone gets the same seamless experience regardless of the device they're using."
— Jamie Frater, founder and CEO, Listverse

BEFORE: The old Listverse site design

AFTER: The clean new multi-screen design

About multi-screen

Today, 90% of our media consumption occurs in front of a screen. As consumers balance their time between smartphones, tablets, PCs, and televisions, they are learning to use these devices together to achieve their goals. This multi-screen behavior is quickly becoming the norm, and understanding it has become an imperative for businesses. Using our multi-screen resources, you can now build a website that offers users a seamless browsing experience, regardless of what device they are using.

For more information, go to:

http://www.google.com/think/ multiscreen/whitepaper- multiscreenconsumer.html

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