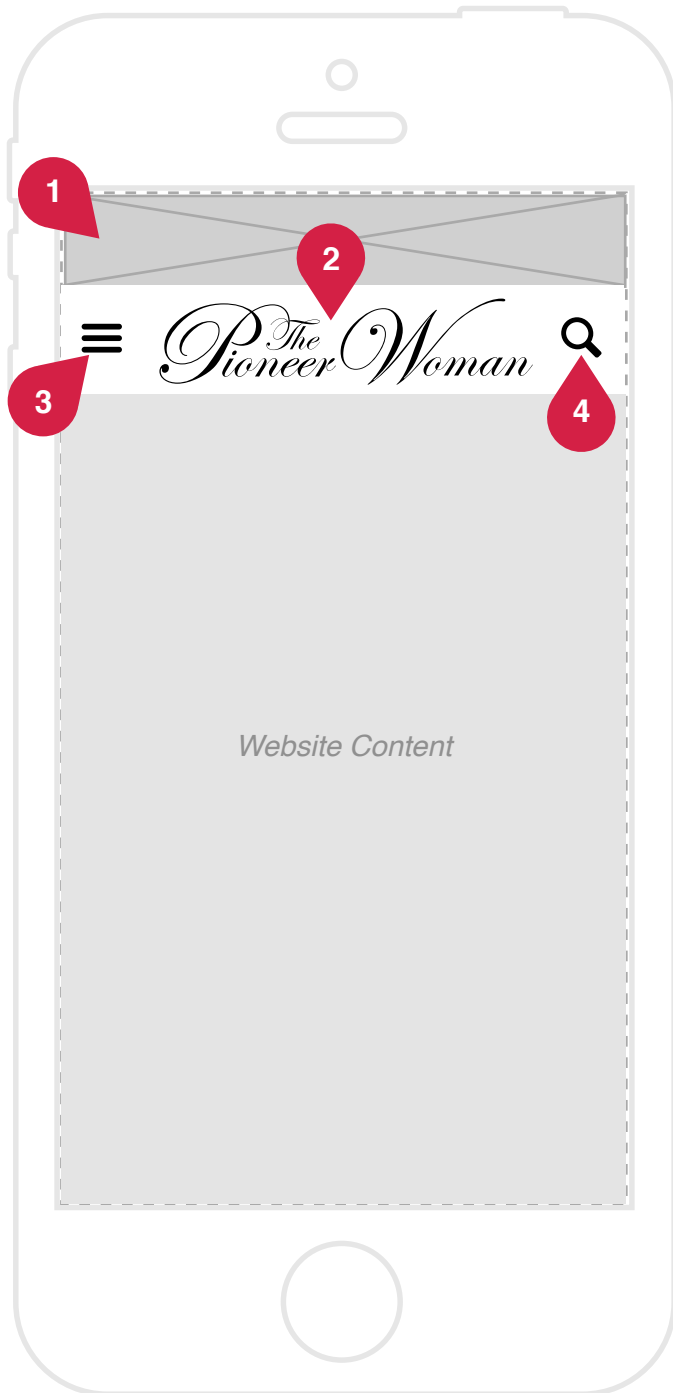
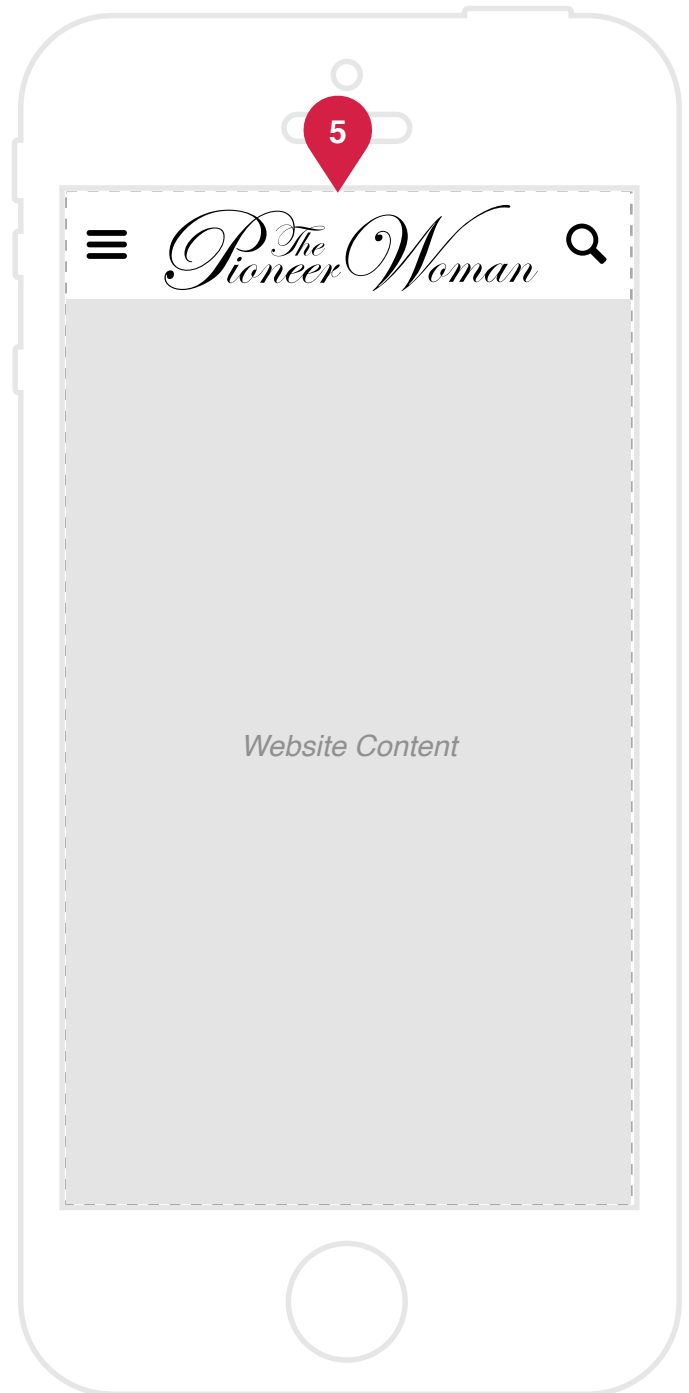


Header Default State



Header Sticky State (When User Swipes Down)



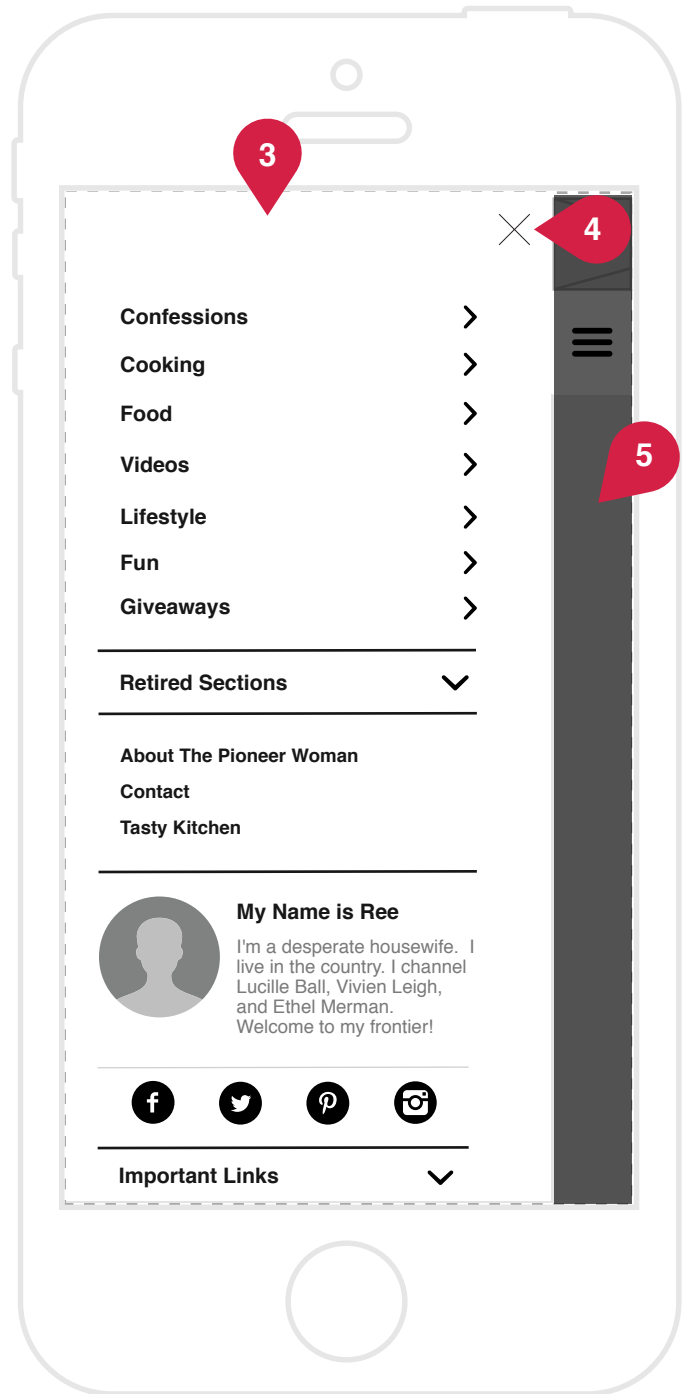
Notes

1. Monthly customizable header image.
2. Logo
3. Navicon which opens the off-canvas navigation menu. *(see page 2 for detail of active state)*
4. Search icon which opens a search field for the user to perform a search *(see page 2 for detail of active state)*
5. As a user swipes down on their mobile device the monthly customizable image will stay static and the header (which includes the navicon, logo and search) will slide up over the customized image then it will stay fixed as the user continues to swipe down the page. This keeps the navigation and search easily accessible no matter where the user is on the page.

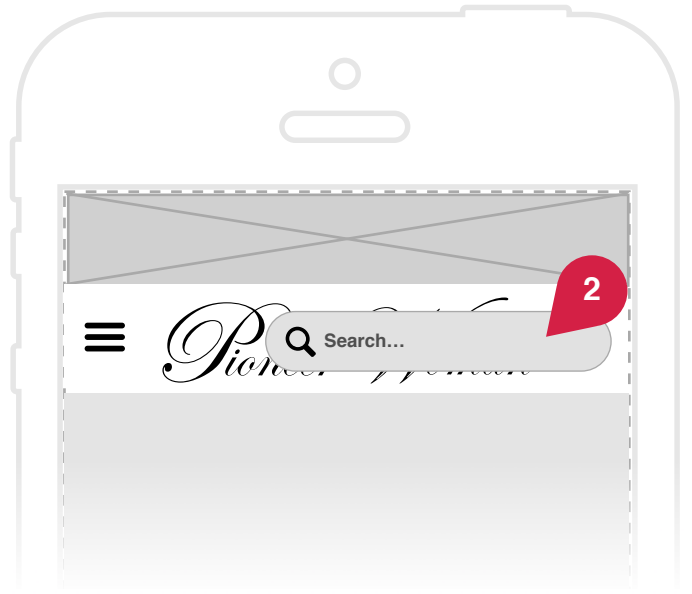
Header Default State



Off-Canvas Menu Active

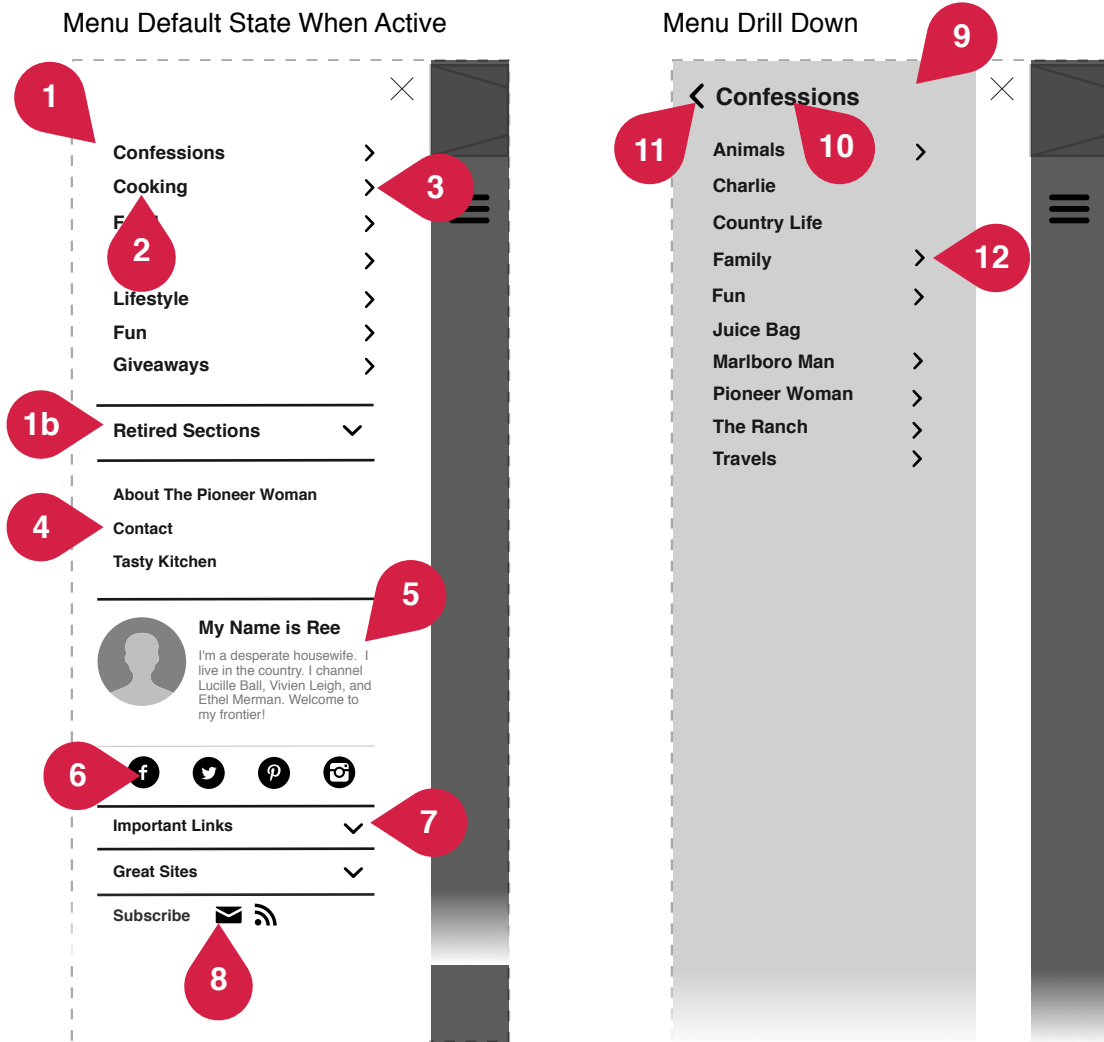


Search Active



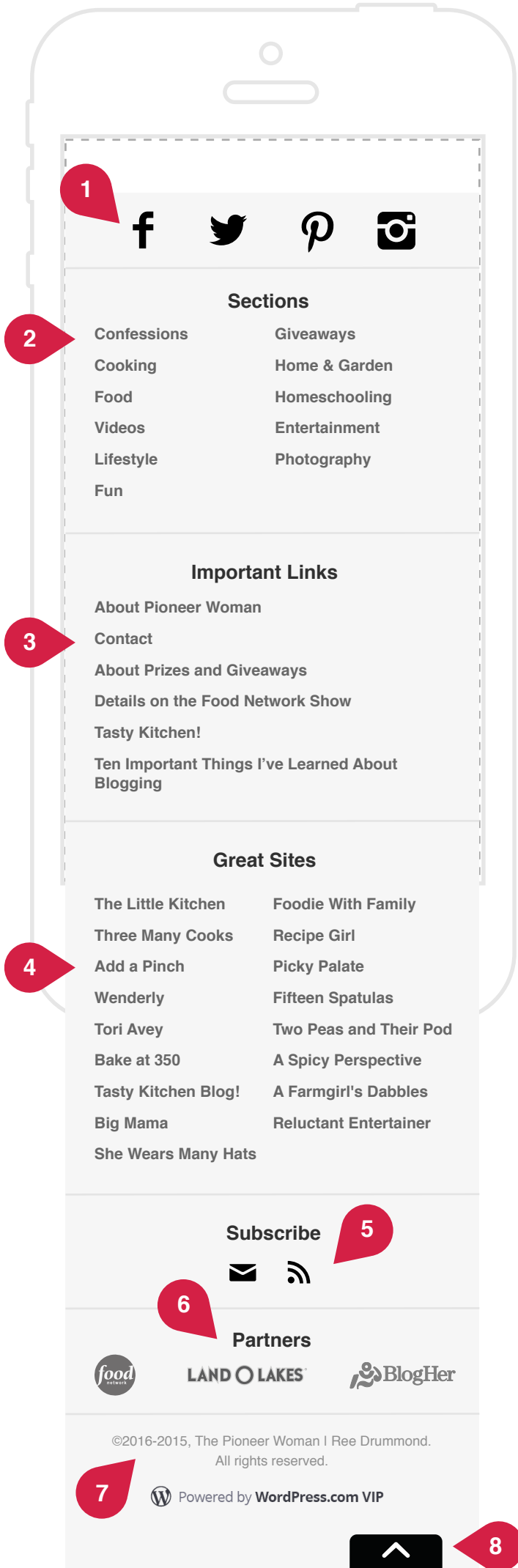
Notes

1. Header default state (as shown on page 1)
2. Search icon, when clicked search field will appear and search icon will animate over. Search field will overlay other header elements and not move them. If user clicks/touches outside the search field then animation will reverse and return to normal state.
3. Menu icon opens this off-canvas/drawer menu that is independently swipeable/scrollable from the rest of the page content. When activated it will slide in from the left.
4. Users can touch the close button or touch outside the off-canvas menu to have the menu close. When closing the menu will slide back over to the left offscreen.
5. When the off-canvas menu opens it will push the page content over and not overlap it. A darker overlay will overlap the page content to keep the focus on the menu contents.



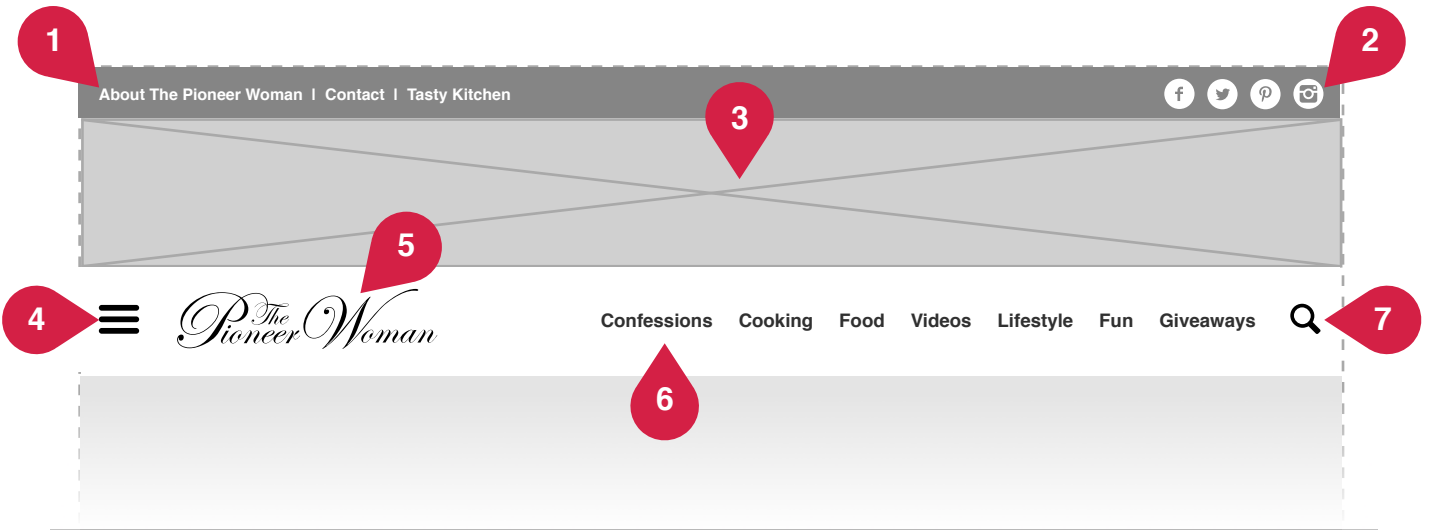
Notes

1. Listing of all active sections of the website. The order of the menu items can be manually controlled in the administration instead of alphabetical.
- 1b. Collapsible listing of "retired" sections. This section would default to close (as shown) but which clicked or touched on would expand to expose those section listings.
2. User can touch/click a section and go to the landing page for that section.
3. Users also have the ability to drill-down further into sub-categories using these arrows.
4. Utility navigation links. These are important links that are outside of the main sections.
5. Mini-bio which can include profile image/avatar, title and short bio.
6. Social network buttons.
7. Footer links grouped by type with accordion functionality. These listing will default to a closed state, but if the user touches/clicks on one then it will open and expose the listing of links.
8. Subscription option buttons.
9. If a user chooses to drill down to sub-categories via the use of the right arrows then another layer will slide in from the left exposing that next level of options.
10. Title of the link listing parent title so that the user knows what sub-categories they are looking at.
11. Users can use the back arrow to go back up a level. This will cause the current layer of navigation links to slide back over to the left.
12. There are only drill-down arrows present for menu items that have children.

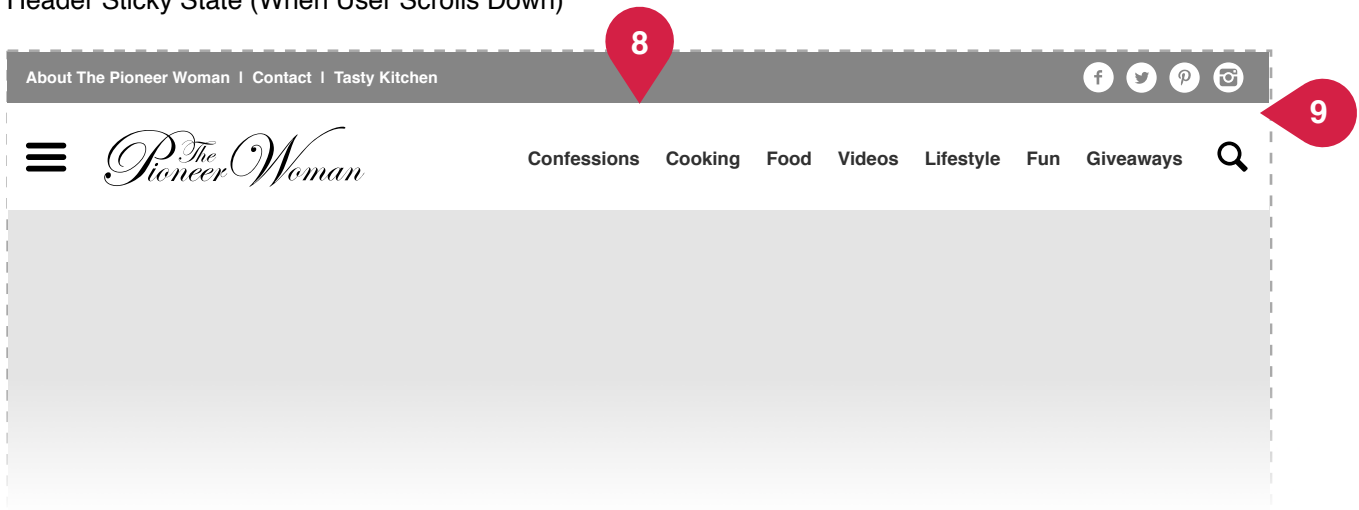


Notes

1. Social network buttons. Will be displayed larger so they are easy to see.
2. Main section listing using 2 columns to help minimize height of footer.
3. "Important link" listing using 1 column due to the need for space needed for longer link titles.
4. "Great site" listing using 2 columns.
5. Subscription buttons.
6. Partner logos displayed to give them more prominence.
7. Copyright text and hosted by Wordpress VIP.
8. Back to top button that will follow the user as the swipe/scroll down the page. Always will be located in the bottom-right area. This makes it easy for users to quickly get to the top of longer pages.



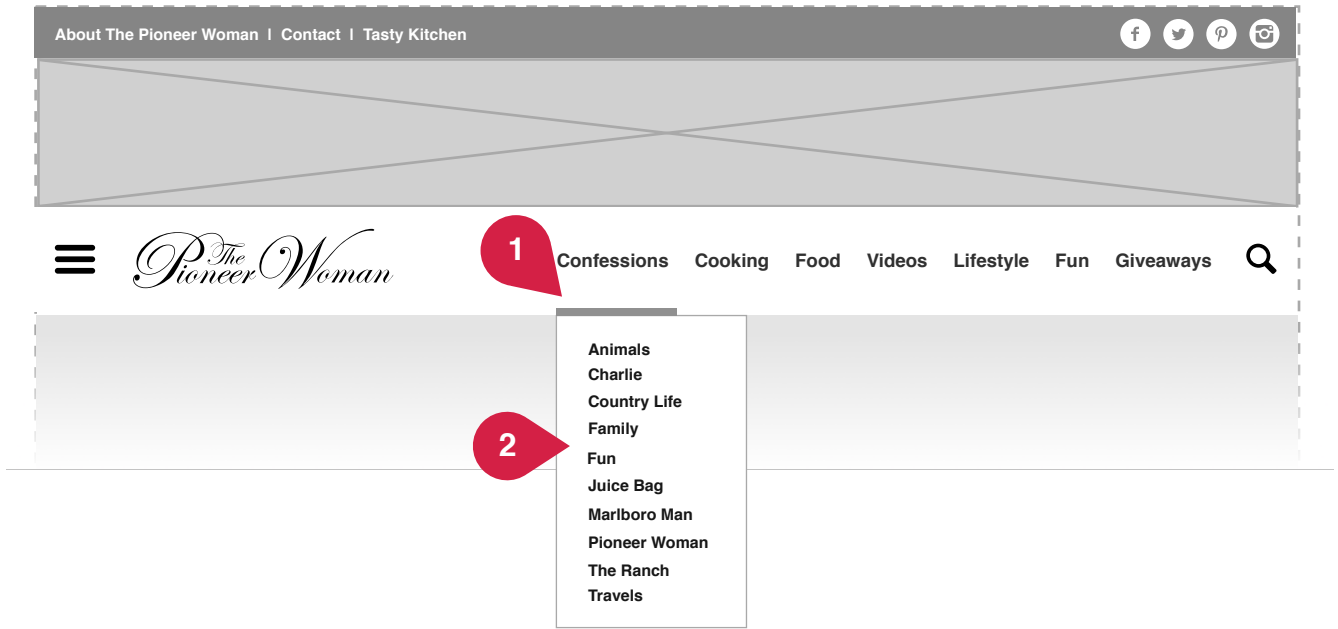
Header Sticky State (When User Scrolls Down)



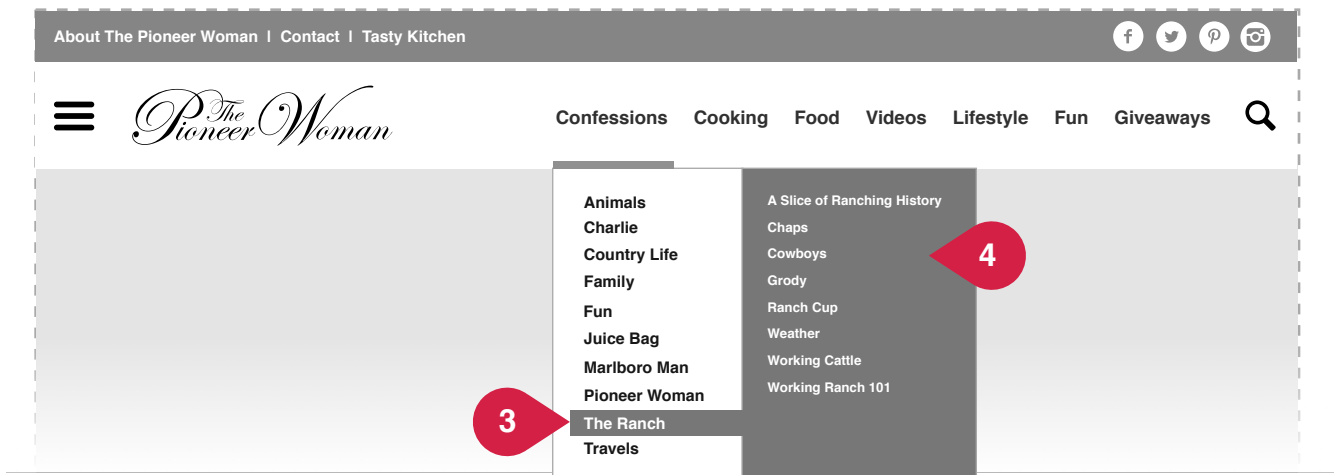
Notes

1. Header utility links. These are important links that are outside the main sections. These are repeated again in the off-canvas menu to provide alternate ways of access to them. (See page 3)
2. Social network buttons. These are repeated in the off-canvas menu and footer to provide multiple ways to access them no matter where the user is on the page. (See pages 3 & 4)
3. Monthly customizable image. This will be a respectable height so that it has a presence but not too tall to so that the header isn't too tall. Desktop will use a separate image from mobile so that a custom image can be used for both to utilize the space appropriately.
4. Navicon which opens the off-canvas menu. This will remain for desktop users to have a consistent navigation method no matter what device you are using at the time. (See page 8)
5. Logo
6. Section listing. Due to the additional screen real estate we can list the main sections of the site in the header to give an additional way to navigate. This listing will only show the active (non-retired) sections of the website.
7. Search icon which opens the search field (See page 7 for active state)
8. As the user scrolls down the page the utility link bar and the customizable image will stay statically placed as the header (which includes the navicon, logo, primary section listing and search) scrolls up with the rest of the page content. Once the header reaches the utility link bar it will snap to it and scroll no further.
9. As the user continues to scroll down the page the merged utility link bar and header stay stuck to the top of the browser window giving easy access to navigation methods no matter where the user is on the page.

Hover State for Primary Navigation Items

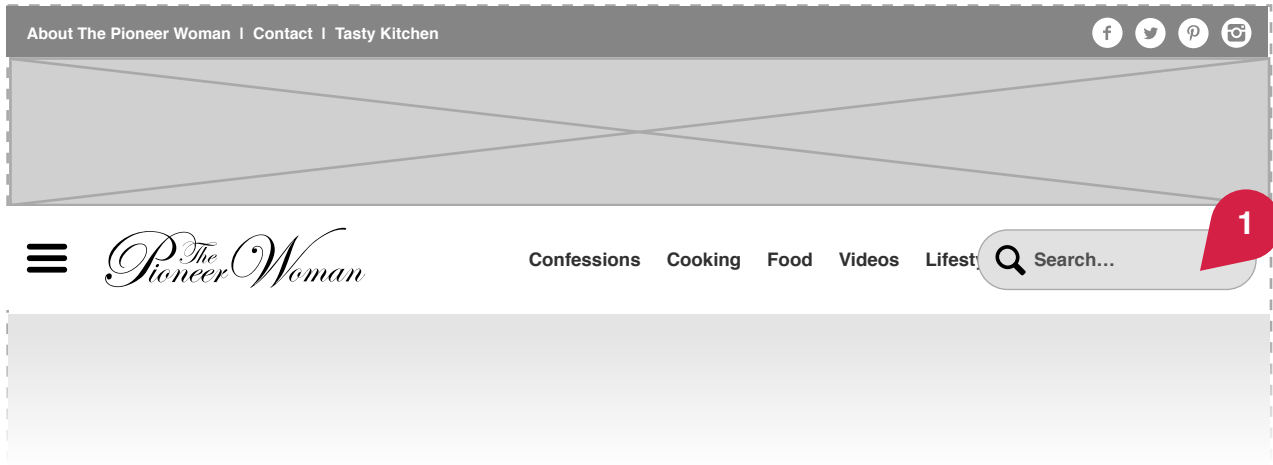


Hover State for 2nd Level Navigation Items



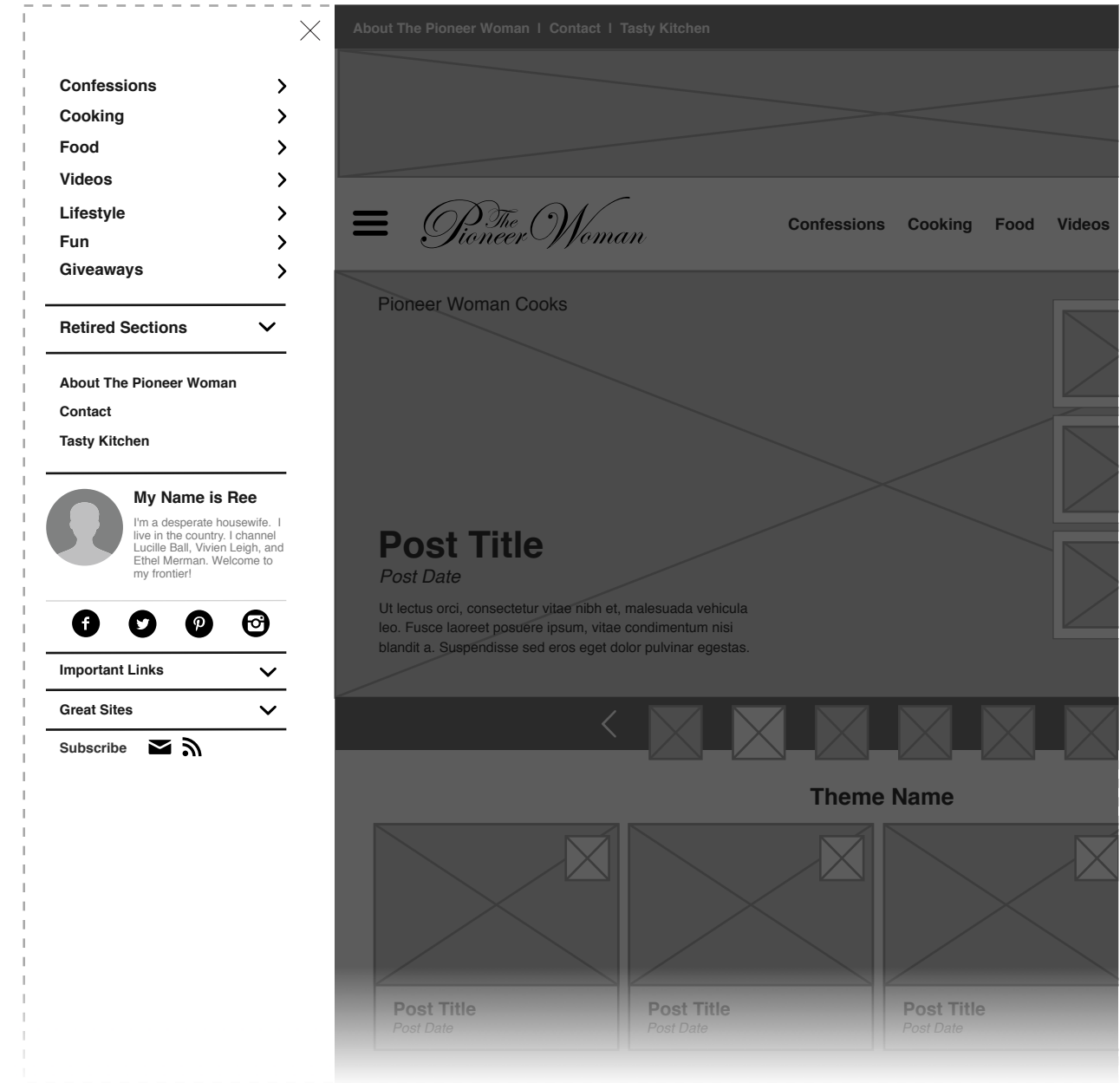
Notes

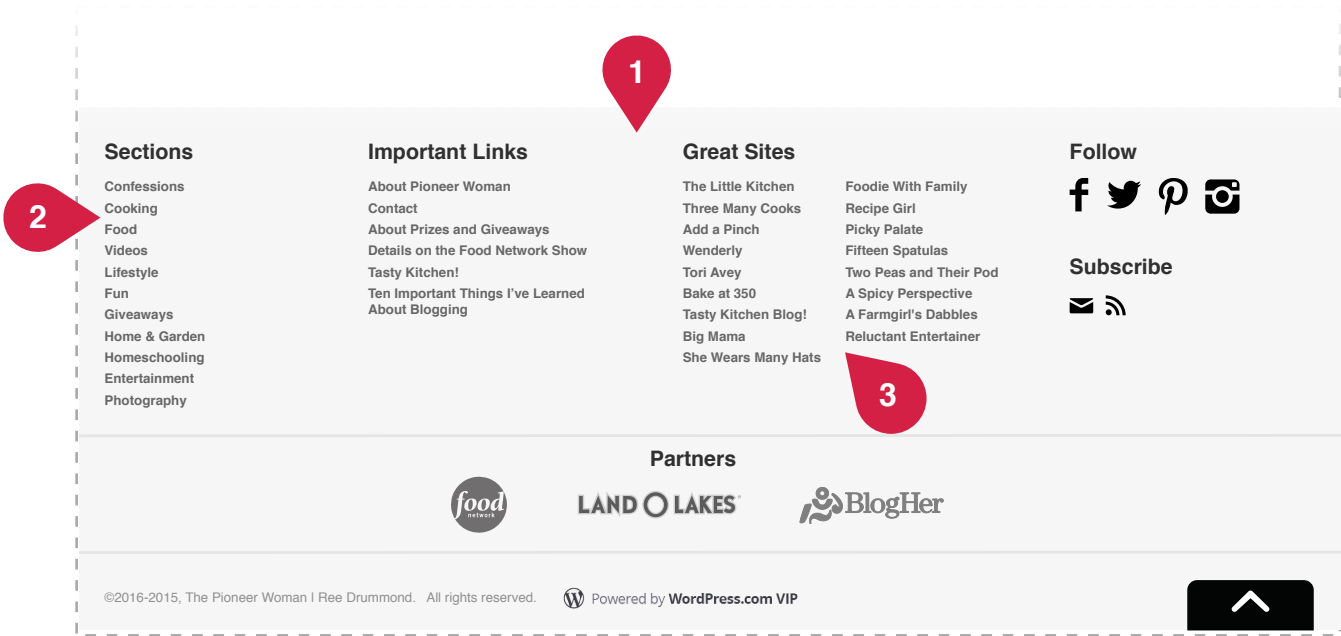
1. When a user hovers over the primary section listing items they will have an active hover state.
2. When actively hovered over a menu will drop down showing the category listing for that section.
3. When a user hovers over a 2nd level category item it will have an active hover state and will show a menu to the side.
4. The side menu will show 3rd level sub-category listings for the active 2nd level category item. This gives desktop users an alternate way to do category drill-downs in addition to the off-canvas menu.



Notes

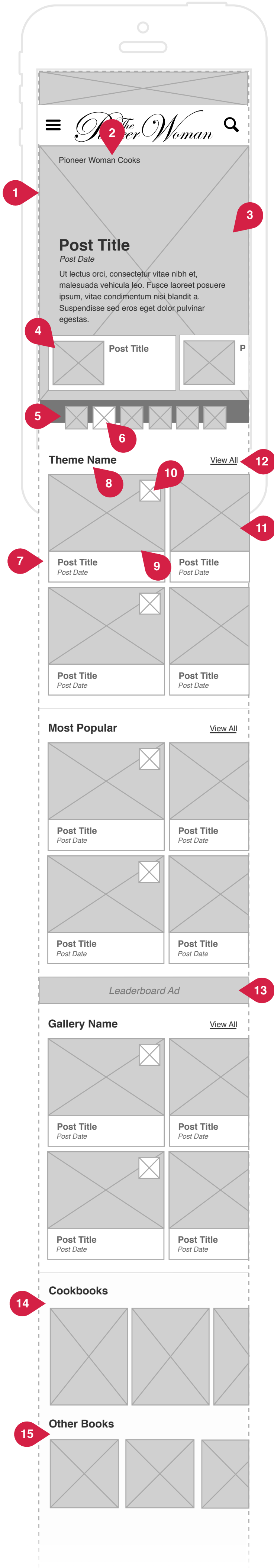
1. When clicked search field will appear and search icon will animate over. Search field will overlay other header elements and not move them. If user clicks/touches outside the search field then animation will reverse and return to normal state. *Note: Same functionality will remain for mobile and tablet devices.*





Notes

1. The footer on desktop contains the same content as it did for mobile. Due to the additional screen real estate the footer is broken into 4 main columns. The “Important Links” and “Great Sites” listings are exposed for easy access.
2. The primary sections are listed again in the footer giving users quick access to those sections if they are viewing the footer.
3. The “Great Sites” column will have 2 sub-columns to prevent the footer from getting too long.



Notes

1. Improved carousel featuring a large recent or featured post and 3 additional posts. Slides are section based as they are on the current website. You will have the ability to choose which sections you want to feature in the carousel and their order. Users can swipe to change sections/slides or use the slide navigation icons at the bottom of the carousel.
2. Current carousel section title.
3. The latest or featured post will utilize a featured image that covers the entire background. The post title, publish date and excerpt will be shown for that post.
4. The 3 additional posts will be displayed horizontally along the bottom of the carousel above the carousel navigation. One full post listing will be shown with a featured photo and the post title. Part of the next item will show to indicate to the user they can swipe this area independently to see the rest of the posts on this slide.
5. Slide navigation featuring the icons that represent each section.
6. The active slide will have it's icon activated/ highlighted in some way to show which section is currently being viewed.
7. Stacked listing sections that are based on latest, popularity, themes (tag based), galleries or syndicated content from Tasty Kitchen. Up to 8 items could be shown in each section. Listings for each section are two rows high.
8. Listing section title. Customizable from the administration after choosing type.
9. Listing item includes prominent featured image, post title and post date.
10. Listing items that contain content from multiple sections will show section icons so the user can see where the content is from.
11. Two full and two partial items will be shown at a time. The right two will be cut off to indicate to the user they can swipe this area to see more.
12. There will be a "View All" link that the user can use to see a page with all items together.
13. Inline leaderboard ad. You'll be able to control where and how many of these you want dispersed through the stack of listing sections.
14. Listing of cookbooks featuring the cookbook covers.
15. Listing of other books that feature covers.

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☰

Confessions Cooking Food Videos Lifestyle Fun Giveaways
Q

Pioneer Woman Cooks

Post Title

Post Date

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Post Title
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Theme Name

[View All](#)

Post Title
Post Date

Post Title
Post Date

Post Title
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Post Title
Post Date

>

Most Popular

[View All](#)

Post Title
Post Date

Post Title
Post Date

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Post Title
Post Date

>

Leaderboard Ad

Gallery Name

[View All](#)

Post Title
Post Date

Post Title
Post Date

Post Title
Post Date

Post Title
Post Date

>

Cookbooks

Other Books

Sections

- Confessions
- Cooking
- Food
- Videos
- Lifestyle
- Fun
- Giveaways
- Home & Garden
- Homeschooling
- Entertainment
- Photography

Important Links

- About Pioneer Woman
- Contact
- About Prizes and Giveaways
- Details on the Food Network Show
- Tasty Kitchen!
- Ten Important Things I've Learned
- About Blogging

Great Sites

- The Little Kitchen
- Three Many Cooks
- Add a Pinch
- Wenderly
- Tori Avey
- Bake at 350
- Tasty Kitchen Blog!
- Big Mama
- She Wears Many Hats

Follow

- Foodie With Family
- Recipe Girl
- Picky Palate
- Fifteen Spatulas
- Two Peas and Their Pod
- A Spicy Perspective
- A Farmgirl's Dabbles
- Reluctant Entertainer

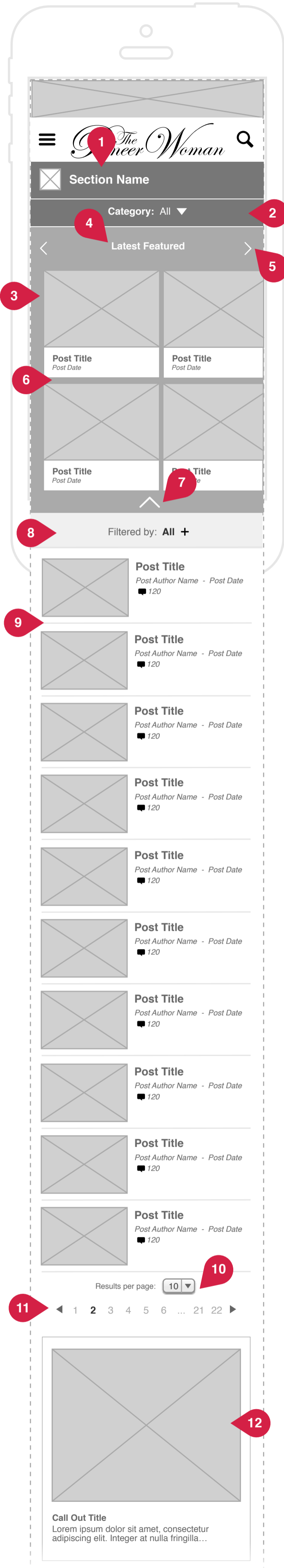
Subscribe

-
-

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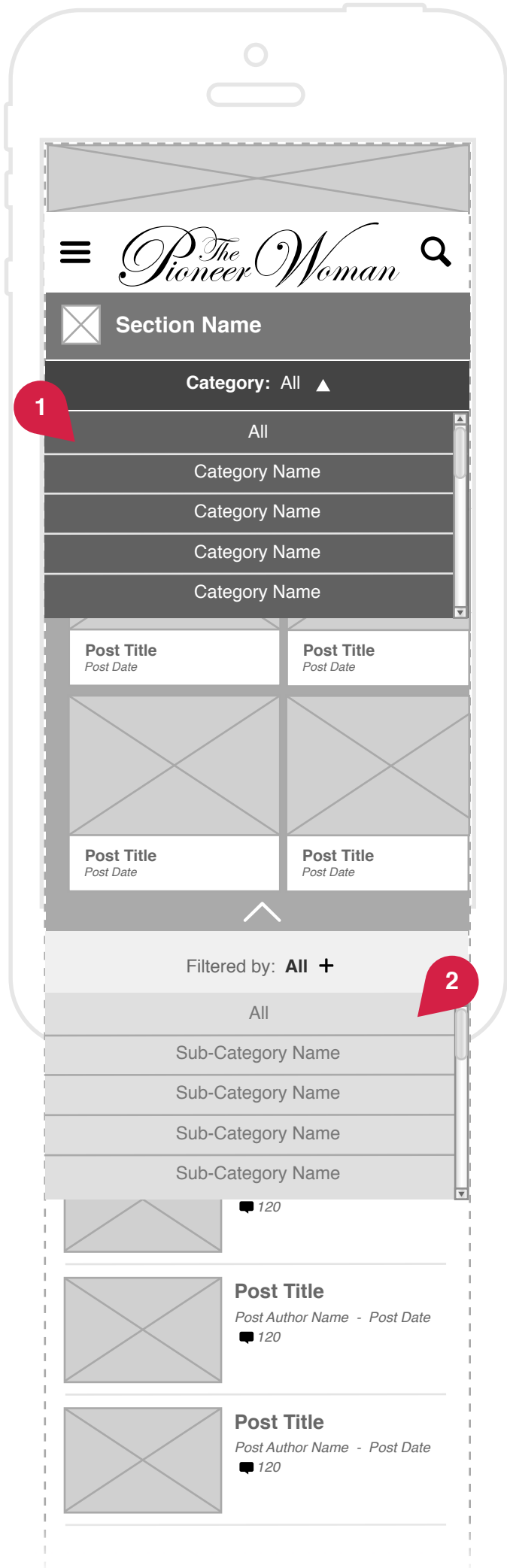
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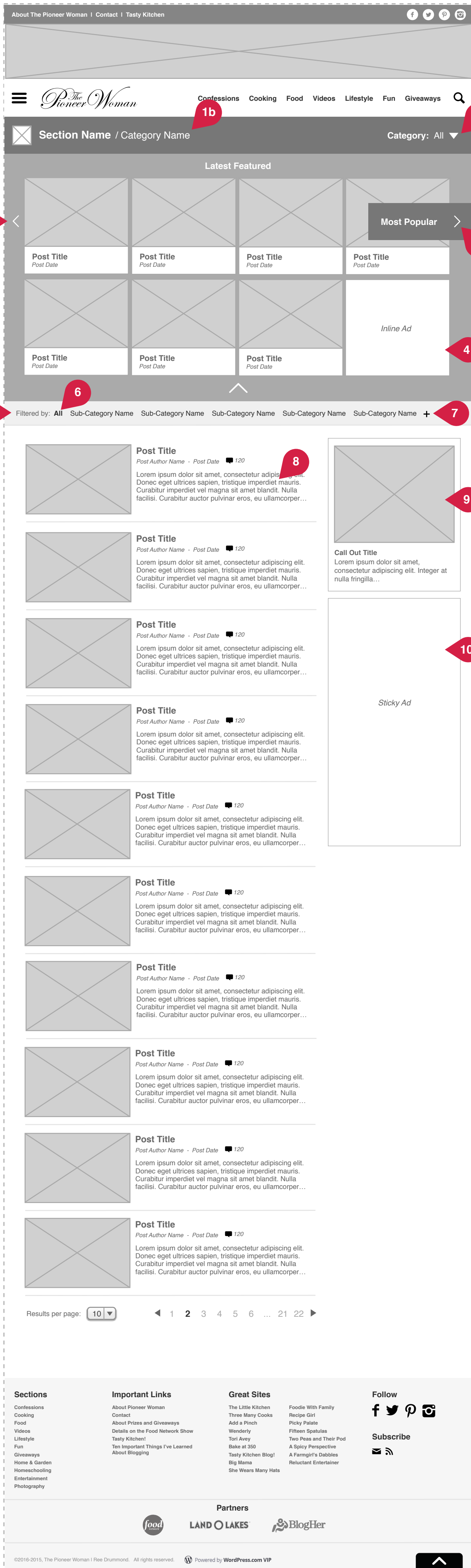
Notes

1. Current section identifier which includes the section name and icon.
2. Section category filter which defaults to "All" when a user lands on the section landing page. If the user doesn't choose to use the off-canvas menu or drop down menu on desktop they can filter the category they want to view to narrow the listings shown. (See page 13 for drop down active state)
3. Cross promotional sub-header. This sub-header follows the user as they browse categories, sub-categories and on post level pages. This is the new way to feature and cross promote content vs. the use of the right column. This keeps content more inline and in view as the user browses. When landing in a section or category this module will be open/expanded to show two rows of content. It can be collapsed if the user wants to reduce the footprint of this sub-header (See note 7 below).
4. The cross promotional sub-header is a carousel with each "slide" being a collection of different content which you can control. The options are similar to the homepage listing sections. The title of the slide/listing is shown at the top.
5. Arrows are present to allow the user to cycle through the different listings/slides.
6. The expanded view will feature 2 rows of listings in a condensed format. Users can swipe to see more posts.
7. There will be a control at the bottom to allow the user to collapse the sub-header listing module. The user can expand it again if they choose.
8. If a user has landed or chosen a category like "Animals" within the "Confessions" section. Then a third tier filter bar will be shown to let them filter by sub-categories. This is another control that lets the user further filter the listings. The default will be "All" if the user comes in from a top level.
9. Post listings are condensed and optimized for easy scanning. *Note: the cooking section will utilize a grid view for the listings (see page 14).*
10. The default quantity of listings per page is 10 to keep the listing length reasonable. The user can select another quantity if they want to see more per page.
11. Pagination will be used to navigate through the listings verses an "Older" button. This allows the user to know where they are within the post listing and can quickly jump back to a page.
12. A flexible promotional widget will remain in the redesign but we need to keep the quantity down to 1 or 2 to minimize right column height on desktop. This widget will support an image or you can have an image with a title and even a short description if needed.



Notes

1. Category drop down open state shows a listing of all categories and an "All" option at the top. Drop down would have a max height to prevent the dropdown from being too tall. This dropdown would be independently swipeable.
2. Sub-categories will be listing in the "Filter by" menu. This shows the active state of the "Filter by" dropdown. This listing will include all sub-categories within the chosen category also with an "All" option to view content from all of a categories sub-categories. Drop down would have a max height to prevent the dropdown from being too tall. This dropdown would be independently swipeable.

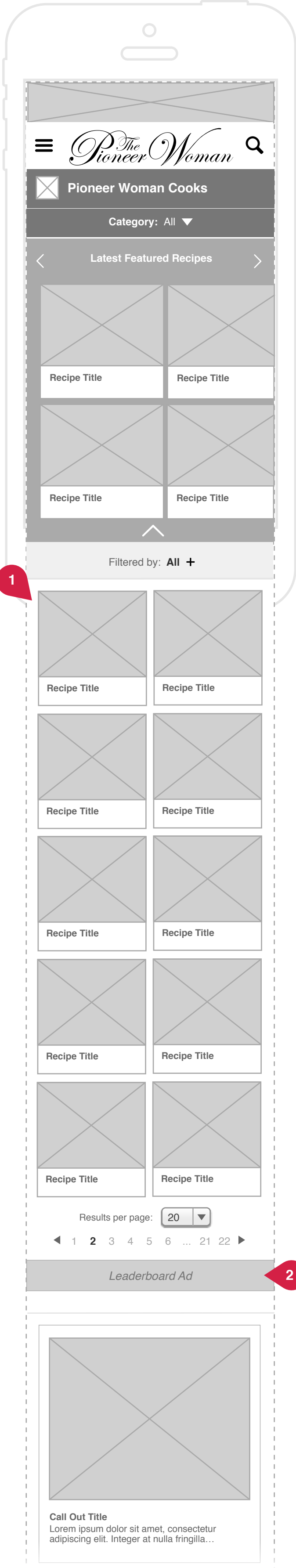


Notes

- The category filter will be right aligned within the section identification row.
- The active category or sub-category (if selected) would be shown next to the section name in a breadcrumb-like way to serve as a heading for the results below.
- The arrows for cycling through the cross promotional sub-header slides will be on the left and right of the listings.
- When a user hovers over the arrows they can see what listing is up next.
- There is the potential to display inline ads within the cross promotion listings if you would like this feature.
- Sub-category filter bar. Only shows if a category is chosen.
- The currently active sub-category option will have an active state to clearly show what is chosen.
- The options will be listed out horizontally if they don't all fit then a "+" button will be present so they can expand to see them all.
- Listings on desktop will include excerpts for posts outside the "Cooking" section.
- The flexible promotional widgets will be shown the right column. Keep in mind we recommend no more than 2 to keep the height of the right column reasonable.
- Sticky 320x600 ad. As the user scrolls down the page this ad will stop and stay in view as the user keeps scrolling down increasing the ad's exposure.

Notes

1. Listings in the "Cooking" section will be displayed in a grid format to increase listing density. This makes it easier to scan the recipes to find the one the user wants by focusing on the featured image and recipe title. 20 listings will be shown per page with 2 per row.
2. A leaderboard ad row will be shown below the listing.










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The Pioneer Woman Confessions Cooking Food Videos Lifestyle Fun Giveaways Q

Pioneer Woman Cooks / Desserts Category: Desserts ▼

Latest Featured





















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| | | | |
|---|---|--|--|
|  Post Title <small>Post Date</small> |  Post Title <small>Post Date</small> |  Post Title <small>Post Date</small> |  Post Title <small>Post Date</small> |
|  Post Title <small>Post Date</small> |  Post Title <small>Post Date</small> |  Post Title <small>Post Date</small> | <i>Inline Ad</i> |

↑

Filtered by: **All** Cakes Chocolate Cookies Fancy Fruit Desserts Ice Cream Pies Rolls/Breads

1

| | | | |
|--|--|---|--|
|  Recipe Title |  Recipe Title |  Recipe Title |  Recipe Title |
|  Recipe Title |  Recipe Title |  Recipe Title |  Recipe Title |
|  Recipe Title |  Recipe Title |  Recipe Title |  Recipe Title |
|  Recipe Title |  Recipe Title |  Recipe Title |  Recipe Title |
|  Recipe Title |  Recipe Title |  Recipe Title |  Recipe Title |

Results per page: 20 ◀ 1 2 3 4 5 6 ... 21 22 ▶

Leaderboard Ad
2

Sections

- Confessions
- Cooking
- Food
- Videos
- Lifestyle
- Fun
- Giveaways
- Home & Garden
- Homeschooling
- Entertainment
- Photography

Important Links

- About Pioneer Woman
- Contact
- About Prizes and Giveaways
- Details on the Food Network Show
- Tasty Kitchen!
- Ten Important Things I've Learned
- About Blogging

Great Sites

- The Little Kitchen
- Three Many Cooks
- Add a Pinch
- Wenderly
- Tori Avey
- Bake at 350
- Tasty Kitchen Blog!
- Big Mama
- She Wears Many Hats




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Notes

1. Listings will be full width with no right column maximizing the available space for the grid listing. Multiple recipes will be shown per row. The default quantity per page will be 20.
2. A leaderboard ad row will appear below the listings above the footer.



Notes

1. Cross promotional sub-header is in collapsed state when a user gets to a post that way they can get to the post content quicker. It can be expanded at will to see more postings.
2. Breadcrumb navigation. Will allow users to easily see where they are within the website and allow them to navigate back up the hierarchy.
3. Post title large and easy to read. Author profile image/avatar and name. Post date and comment count.
4. Print action available if post is for a recipe.
5. Social sharing buttons, both located at the top and below the post for easy access.
6. Inline photos.
7. Media gallery which allows for a more condensed way to navigate through multiple photos. Users navigate through the photos by swiping.
8. Each photo has a caption to allow for a description of the photo.
9. Indicator to show which photo out of how many so the user knows where they are in the gallery.
10. Category and tag listings to show associations.
11. Recipe card that shows for recipe posts.
12. Ability to print from the card so the user doesn't have to scroll to the top or bottom of the page.
13. Featured photo.
14. Recipe title.
15. Recipe details.
16. Ingredients sub-section. Collapsed by default to reduce height. User can touch to open and view the ingredients.
17. Instructions sub-section. Collapsed by default to reduce height. User can touch to open and view the full instructions.
18. Another link to print recipe.
19. Social sharing buttons for easy access if the user is at the bottom of the post.
20. Listing of other related posts. Listing is displayed 2 rows high and is swipeable to view more posts.
21. "Next" and "Previous" buttons show post titles so the user knows where the link will take them vs it being a surprise.
22. Disqus commenting widget.

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☰ *The Pioneer Woman*
Confessions Cooking Food Videos Lifestyle Fun Giveaways 🔍

✉ Section Name

Latest Featured

←
→

←
→

←
→

←
→

Post Title
Post Date

Post Title
Post Date

Post Title
Post Date

Post Title
Post Date

Home / [Section Name](#) / [Sub-Category Name](#) / Post Name

Post Title

✉ *Post Author Name* - *Post Date* 💬 120

🖨 Print f t p &+

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Photo caption

2 of 36

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Categories: Category 1, Category 2, Category 3
Tags: Tag 1, Tag 2, Tag 3

🖨 Print f t p &+

Other Posts

← ✉ PREVIOUS Post Title

✉ NEXT Post Title →

Comments

Disqus Commenting Widget

Recipe Summary 🖨 Print

Recipe Title

| | |
|---------------------------------|----------------------------|
| Prep Time: 3 Hours | Difficulty: Easy |
| Cook Time: 20 Minutes | Servings: 6 |

Ingredients ▼

Instructions ▼

Sticky Ad

Leaderboard Ad

Sections

- Confessions
- Cooking
- Food
- Videos
- Lifestyle
- Fun
- Giveaways
- Home & Garden
- Homeschooling
- Entertainment
- Photography

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- The Little Kitchen
- Three Many Cooks
- Add a Pinch
- Wendyly
- Tori Avey
- Bake at 350
- Tasty Kitchen Blog!
- Big Mama
- She Wears Many Hats

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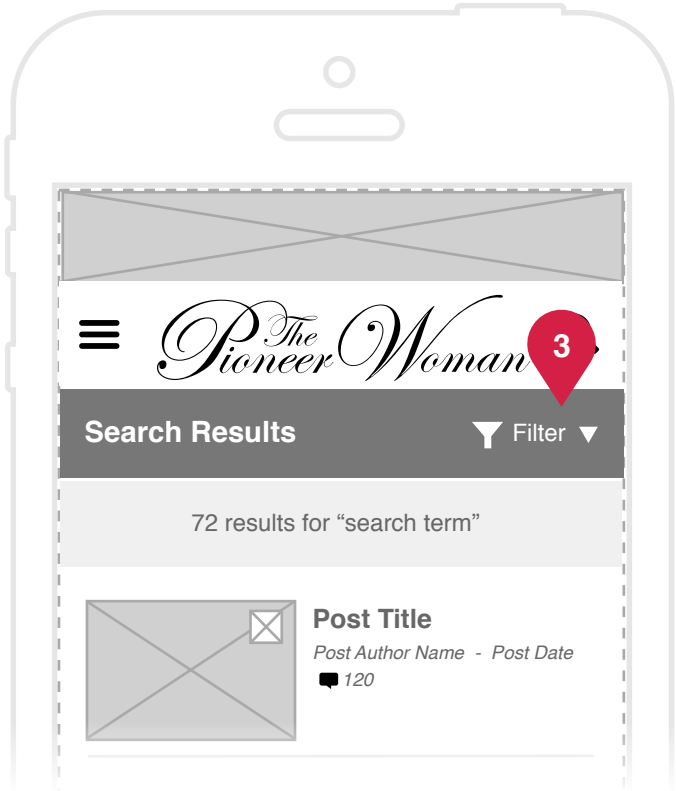
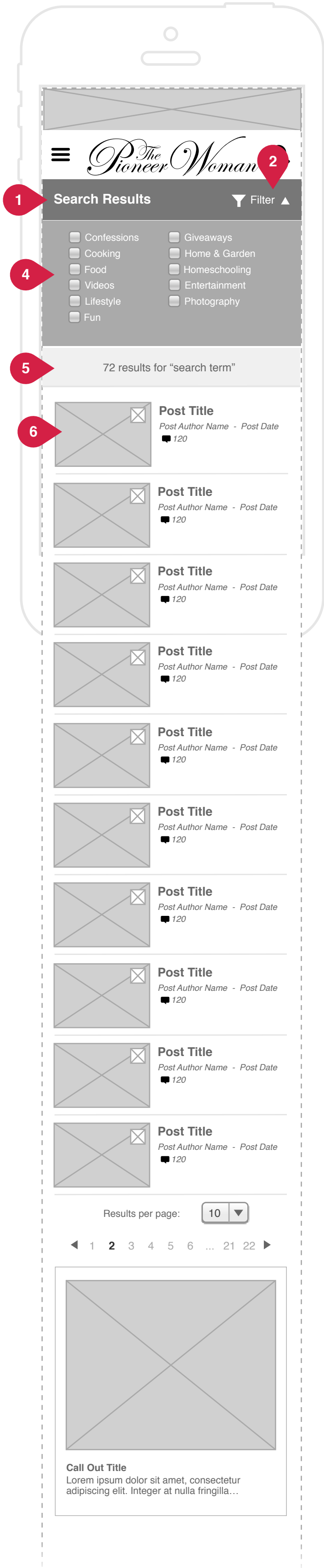
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↑

- Notes**
- If post is a recipe then the recipe card will display at the top of the right column allowing the user quick access to a summary of the recipe.
 - Galleries on desktop will display images to cycle through photos.
 - “Next” and “Previous” show featured images along with the title.
 - Leaderboard ad row below content above footer.



Notes

1. Search results page title.
2. Search results filter dropdown. Defaults to collapsed (See note 3)
3. Collapsed state for filter drop down.
4. Listing of sections that the user can filter results by. If a search is done at a global level from the homepage all sections will be selected by default. If a user searches within a section that section will be selected by default but the user can change sections to expand or reduce the search results.
5. Search summary shows quantity of results and the term the user searched by.
6. Results include the section icon as an overlay on the featured image to show what section it is from.

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Confessions Cooking Food Videos Lifestyle Fun Giveaways
🔍

Search Results
🔼 Filter

Confessions

Videos

Giveaways

Entertainment

Cooking

LifeStyle

Home & Garden

Photography

Food

Fun

Homeschooling

72 results for "search term"

Post Title

Post Author Name - Post Date 🗨️ 120

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget ultrices sapien, tristique imperdiet mauris. Curabitur imperdiet vel magna sit amet blandit. Nulla facilisi. Curabitur auctor pulvinar eros, eu ullamcorper...

Post Title

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