ocregister.com unveils redesigned website

SANTA ANA, CALIF. – April 10, 2017 – ocregister.com introduced a new website design today that includes a cleaner presentation, simplified navigation, enhanced functionality, and greater interactivity as it relates to sharing and commenting on stories.

“The redesigned site is based on how people have been using ocregister.com and brings additional accessibility to the type of content they’re searching for,” said Toni Sciacqua, managing editor of digital at Southern California News Group. “The new site is responsive, easier to use and facilitates more interaction with the content, journalists who produce it and the community.”

Key improvements within the new ocregister.com design include:

**Cleaner presentation and better organization of content:**
•A responsive display across desktop, smartphone or tablet platforms (contents scale to fit in various screen sizes).

•Up-to-the-minute news updates are easier to find. A new "Latest Headlines" column is found in the center of the home page. A “Most Popular” box will display six articles that users are finding most interesting on the site, and a "Trending" bar at the top of the pages will have must-read items selected by editors. A new yellow "Breaking News" bar at the top of the home page may also appear when there is an urgent, can’t-miss story.

•Better integration of photo galleries and videos into stories.

•Article pages were designed with smartphone users in mind, from the typography to elements like summaries and large links that are easy to use on touchscreens.

**Simplified navigation and homepage dropdown menus:**
•North OC News and South OC News: New tabs in the homepage menu to streamline access to news about your city in one click

•Things To Do: A new tab that acts as a centralized place for local activities and entertainment – Restaurant Reviews + Food, Movies + TV, Music + Concerts, Disneyland and Amusement Parks, Theater, Home + Garden, Travel. Includes articles and links to digital editions from OC Family and Coast magazines.

•Sports: Content is organized by local professional and college teams to match how readers look for sports news; news from the Register’s popular high school sports website OCVarsity.com is also integrated into the Sports tab. Includes links to College Sports, MMA/Boxing and Soccer, as well as articles and a link to the digital edition of Southland Golf magazine.

**Enhanced functionality and interactivity:**
•A new commenting platform on desktop and mobile devices allows real-time discussions within article pages. Includes upvotes, downvotes, threaded replies, recommends, and more. Rich-media-supported comments let readers add images and video to keep discussions lively. Users may also follow interesting commenters to find even more communities to participate in. Notifications allow readers to know when others are responding to their comments.

•Sharing articles through social networks or email is easier with buttons pinned to the top of the screen, eliminating the need to scroll up to find or get back to share buttons.

•Faster load times on mobile devices.
• Improved search capabilities.

• Prominent and impactful advertising units that have a consistent display on desktops, smartphones and tablets.

An updated version of The Orange County Register app will also be introduced later this month.

• Click here for an overview of the website redesign
• Click here for a website redesign FAQ

Any questions or input regarding the new website design should be directed to feedbackocr@scng.com.

About Southern California News Group
Southern California News Group operates 11 daily newspapers and associated websites in Southern California, including the Los Angeles Daily News, Daily Breeze in Torrance, Long Beach Press Telegram, The Orange County Register, Pasadena Star-News, The (Riverside) Press-Enterprise, San Gabriel Valley Tribune, Whittier Daily News, Inland Valley Daily Bulletin (Rancho Cucamonga), The Sun in San Bernardino and Redlands Facts. When combined with its multiple weekly newspapers, Spanish-language products and social channels, SCNG products will reach an audience of more than 9.5 million readers each week, with in-depth reporting on exclusive content focusing on local news, politics, sports and entertainment relevant to the communities it serves. SCNG’s depth of services include Adtaxi, a company-owned digital organization that provides custom, performance-driven digital marketing solutions such as search, SEM, e-commerce, email, programmatic and social advertising. SCNG and Adtaxi are part of Denver-based Digital First Media.