

# New Soweto Live website offers improved access

The relaunch of the new Sowetan Live website, which offers a new intuitive navigation, easy to access tools and a better user community, forms part of the Times Media Live strategy to offer readers quality information on a user friendly platform.



## Digital audience

"The redesign is a crucial step in maintaining and growing our digital audience. Our focus is delivering a platform that is appealing to advertisers and consumers alike," says Marc

Hershowitz, sales and commercial manager at Times Media Live.

The team has worked closely with the website's audience and web design experts to imagine a new innovative website that speaks to its audience. It has a local audience of over 850,000 unique browsers and over 10,500,000 impressions on a monthly basis (Effective Measure, Average Q1 2014, South Africa).

## Responsive design

The website will now feature responsive design, offering users the best experience whether accessing from a tablet, mobile phone or desktop computer. Analysis showed that users engage with the content throughout the daily cycle, prompting development and marketing initiatives to support that behaviour.

A key focus of the new website is the user community. The community platform has been enhanced and users can now build their profiles, update their profiles and load pictures to their profiles. They will also be able to look up other readers profiles, driving the community factor. Another feature that will be introduced in the new design is to reply to another user's comment, enhancing the conversations of the website community.

For more, visit: <https://www.bizcommunity.com>