

Redesign for The Dallas Morning News Increases Ad Sales and Engagement

The Dallas Morning News

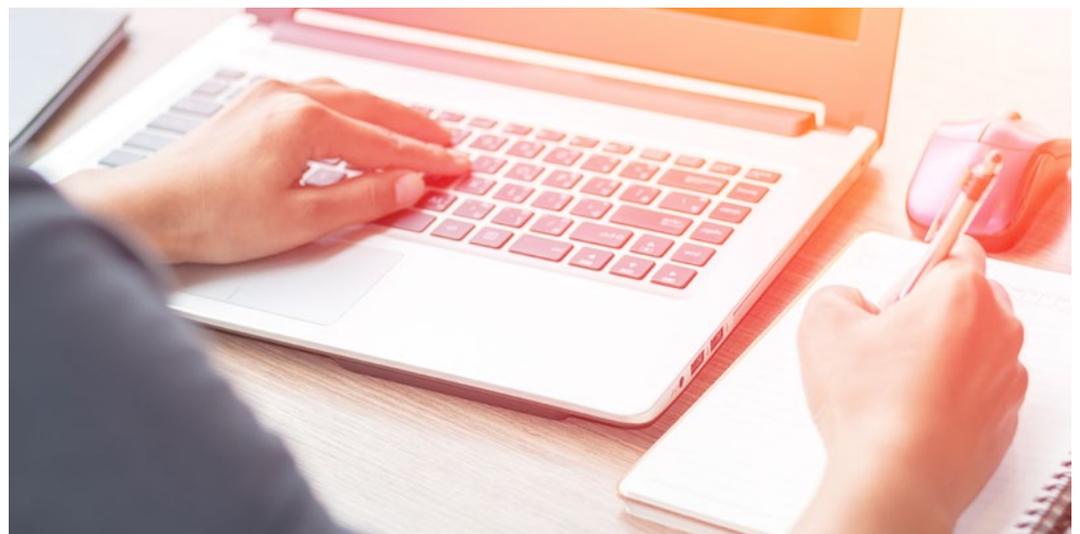
The Dallas Morning News, a daily Dallas-Fort Worth newspaper with a substantial online presence, wanted to revamp their online health section to better align their content needs with their business needs. They turned to **madison/miles media** to redesign the section, relaunch the newsletter and help them increase sales.

About The Dallas Morning News

Founded in 1885, *The Dallas Morning News* is a daily newspaper for Dallas-Fort Worth and Northern Texas. Its website receives 9 million monthly unique visitors, and its print version is delivered to more than 270,000 subscribers — one of the 20 largest paid circulations in the nation.

Marketing Challenges

The newspaper's online health section was difficult to navigate with no focal point and minimal structure. The text-heavy design was designed to look like breaking news, and the content lacked emotional impact. All of these factors made selling ads difficult — a problem that was compounded by the lack of ad space. *The Dallas Morning News* wanted to transform the section to offer a unique perspective on healthcare for readers and a valuable opportunity for advertisers.



How madison/miles media Helped

We wanted the health section to be a true resource for readers looking to answer the question: How do I get the best health care for my family in Dallas? We suggested moving away from breaking news and generalized content that tried to compete with popular health websites such as WebMD. Instead, we recommended personal stories relevant to local readers, and engaging content with strong emotional impact.

Along with revamping the direction of the content, we reorganized existing content to create multiple advertising opportunities around verticals — helping to fulfill their goal of aligning content and business needs. Our site redesign put a strong visual focus on the features and included simple, clean, easy-to-navigate modules.

Results

Our redesign and improved navigation made health content easier to find on the site, while the recommended shift in content strategy increased reader engagement. Ad sales were boosted thanks to an increase in the number of advertiser positions.

Ultimately, our suggestions, redesign and content approach for the health section helped inform and influence the redesign of the entire *The Dallas Morning News* website.

The screenshot displays the 'HealthyLivingDFW' website interface. At the top, there's a navigation bar with links like 'HOME', 'LIVING WELL', 'DISEASES/CONDITIONS', etc. The main content area is titled 'LIVING WELL: WEIGHT LOSS'. It features several modules: 'headlines' with articles like 'Olive Oil Aids Weight Loss' and 'Cash Incentive Weight-Loss Scheme Criticized'; a large image of feet on a scale with the text 'Don't Sweat the Scale'; 'events' listing seminars; 'profiles in health' featuring 'How Kent Rathbun Carved Off 70 Pounds' and 'Nate Newton's Post-Cowboy Diet'; 'columnists' with 'On-the-Go Snacks from the Mommy Dietician'; 'video library' with 'Learn more about LAP-BAND surgery'; 'weight loss resources' with links like 'Start Here to Lose 10 Pounds'; and 'Sponsored Links' for iPads and Artery Clearing Secret. A search bar and a newsletter sign-up are also visible.



Are you considering using content marketing to grow your organization's audience, profile and revenue? If so, [click here](#) or call madison/miles media at (817) 908-7827 for a free consultation.