

Meet the new rrstar.com

This week, we unveiled a new and improved rrstar.com. You'll find better navigation, more sophisticated packaging of the news and greater options for finding the content you enjoy. If you have questions about how to find something on our site, e-mail onlinenews@rrstar.com.

Buttons

We've kept our popular features at the top of the page and made them easy to find with bigger icons: Jobs, Homes, Cars, Classifieds, Subscriber Services and Deals.

NEW HOME PAGE

The screenshot shows the new rrstar.com homepage layout. At the top is a search bar and navigation icons for Jobs, Cars, Homes, Classifieds, Subscriber Services, and Deals. Below is a main navigation bar with categories like HOME, NEWS, YOUR TOWN, OBITUARIES, BUSINESS, SPORTS, ENTERTAINMENT, HEALTH, OPINIONS, ROCKFORD WOMAN, and NATIONWORLD. A secondary navigation bar includes social media and utility links like FACEBOOK, TWITTER, MOBILE, E-MAIL HEADLINES, CALENDAR, and NEWSPAPER ARCHIVES. A 'Hot links' section features 'Football playoffs', 'H1N1 Flu virus information', 'Christmas lights photos', and 'Health care debate'. A large 'SAVE NOW SHOP OUR BIG SALE' banner is prominent. The main content area is divided into several sections: 'Latest News' with a featured story about MetroCentre, 'Weather' showing a 32-degree forecast, 'Top Stories' with headlines like 'Blue Angels return to Rockford in 2011', 'Deals' featuring Restaurant.com and Zip2Save, 'Rockford Woman Updates', 'Yellow Pages', 'Photos', 'Videos', 'Top Jobs', 'Top Homes', 'Most Commented', 'Most Popular', and a 'Poll'.

Old Web site: 2 years old

We have not updated our look and feel since 2007 — ages on the Web. We've chosen gray in the top navigation bar instead of red to be less distracting.

Hot links

Each day, you'll find fresh links to the most popular and relevant content on the site. When we refer to content from the newspaper, we might direct you there.

Carousel

This is our premiere position, used to feature the most important news and the most interesting features from rrstar.com and our sister sites, such as BusinessRockford, HealthyRockford and Rockford Woman. The carousel will rotate through up to 10 items. You can click on the number box to choose a story that has already passed.

Blog posts

You can find them in two spots: Under Opinions in the top navigation and now higher on the home page under the carousel.

Social media

Find links to our Twitter feeds, Facebook pages and RockfordWoman.com community of nearly 700 users.

Yellow Pages

Need a plumber? Craving pizza to pick up on the way home? Use our local directory of businesses.

Calendar

Find out what's going on with our comprehensive list of events. You also can submit your own item online.

Bottom navigation

We have a new "Contact us" directory, plus links to site services and ways you can submit content.

Search

Find stories published on rrstar.com. If you click on Advanced Search, you can purchase stories from our archives dating back to 1999.

Latest news

It is exactly what it says it is, and this area is updated often throughout the day and early evening. You'll find the most recent local, state and sometimes national/international briefs and short stories.

Top stories

This area will change less often and feature important local and state news.

Deals

Everyone wants to save money. This is a central spot for local and national coupons, circulars and special offers through Zip2Save, and national shopping deals through RadarFrog.

Rockford Woman

See "what Rockford women are doing." The two most recent posts will pull from RockfordWoman.com, a safe community of smart, influential women.

Filmstrip

These 12 positions are shortcuts to special projects; sister sites, such as BusinessRockford.com; and useful advertising tools, such as Yahoo!HotJobs and RockfordWheels. Click on the right arrow to find the second six.

Photos and videos

We've moved these popular features higher on the site and made them more appealing. Now you can see small images from the four latest items posted and click through to more. There no longer is a Multimedia tab at the top of rrstar.com.

Poll

We had one before. It's back. We'll offer a new question each day. This is not scientific; it's just for fun.

Most commented

This is a new feature, designed to flag hot topics you might want to check out.

Most popular

We continue to tell you what people are clicking on the most. Pulls stories from the past two days.