

5 Essential Things to Do for Website Optimization for Google TV Viewers

With the Sony Internet TV powered by Google TV now available in US retail stores (along with a Blu-ray Player), website publishers should be optimizing their websites.

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★★★★★ Model: NSX-46GT1

Sony Internet TV

An HDTV with Google TV built-in.

Screen size measured diagonally.

24" 32" 40" 46"

Bring the internet to the big screen. Introducing the world's first HDTV powered by Google TV.

\$1,399.99

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Free installation with 40" and 46" models.

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As Google TV has an Google Chrome Internet Browser which is accessible via the Sony TV (and other manufacturers shortly), SearchForecast suggests that the website publishers update their websites accordingly:

- 1. Auto-Play Video:** When using a TV, once we select a channel, we expect to immediately see the show. So when a user clicks the URL of an individual video on TV, it's probably fair to assume they want the same behavior. Consider auto-playing the video (and even in full screen).
- 2. Design for 720 pixel resolution:** As a GoogleTV viewer is most likely sitting on the sofa (on average 10 feet away from the TV screen), Google suggest that if you design for 720p resolution and Google TV will scale it up on 1080p resolution.

3. **Above the Fold:** It makes logical sense to ensure that navigation buttons are above the fold and the buttons are larger - so viewers via GoogleTV do not have to scroll down the page. Increase the font size to be large enough to be viewable from the sofa-to-TV distance.

4. **Don't Use White:** It is recommended to use #F1F1F1 or 240/240/240 (RGB) for optimization of a website being viewed via GoogleTV. Webmasters should replace pure white (#FFFFFF) to reduce poor display visibility. Also note, that bright colors such as reds, and oranges also cause particularly bad distortion on GoogleTV.

5. **Undertake the The Sofa Test:** Stand back 6 feet from your computer to view the full screen. The Google Chrome browser zooms a webpage to fit the width of the screen (i.e. pages designed for the 720 pixel resolution will work just as well in 1080 pixel resolution). If your webpage uses many images, be sure to create two separate versions through CSS to avoid scaling the images.

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