

Editorial Best Practices: Operator Shelves

To maximize the effectiveness of your operator shelf on the Firefox Marketplace, always consider these **three programming principles.**



1) Update content regularly

If the goal is to cultivate ongoing engagement with your users via the shelf, the content needs to regularly refresh. If users come to expect dormant content on the shelf, they'll stop visiting altogether.

Aim to program 1 – 3 new apps per week. By “new” we mean apps that have either never been featured or haven't been featured for some time (months).

2) Provide Balanced Content

From a quick glance at your shelf, it should be apparent that you recognize the vast interests of all types of users. This means programming a wide array of content—games, news aggregates, social apps, entertainment guides, utilities, etc. Avoid programming too many similarly themed apps in sequence.

3) Capitalize on Cultural Zeitgeist

If you have content that relates to the topics of the day, leverage your users' interest and program accordingly. Consider local & global holidays and seasonal events (e.g. Carnivale in Brazil, Cinco de Mayo in Mexico, Semana Santa in Spain, Greek Independence Day, etc).