

Writing for the Web

A quick-and-dirty introduction
for some of my friends at
UX Russia

6 October 2010

User eXperience 



FatDUX

About me

- **Writer** (*Honeymoon Trail, Marionettes*)
- **Stage director** (Det Kgl. Teater)
- **Writer** (*The Compleat Talking Machine*)
- **Marketer** (Bergsøe 3, Cross-Border Comm.)
- **Writer** (*Practical Information Architecture*)
- **Web strategist** (E-Reiss, FatDUX)
- **Writer** (*Web Dogma '06*)
- **Evangelist** (IA Institute, EuroIA, IE Madrid)

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No Brain

Him write good.
Him help companies do stuff.
Him smell ok.

Shamelessly stolen from

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http://www.hyperorg.com/blogger

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Why are we here?

- 1997
<2% of all text was for interactive media
- 2009
>32% of all text is for interactive media
>71% of all text is read on screen

Sources: Nielsen, Gartner, Forrester, guesswork

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Reading a book is relaxing



Photo: Flickr

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Relaxing? Romantic?



Photo: Flickr

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Why is text important?

- Because “content is king” and most web content is text
- A picture *isn't* always worth a thousand words
- (Although sometimes it is...)



- People read as much as necessary to achieve a state of “shared reference”

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Do we have a shared reference?



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And what are YOU looking for in a shoe?

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Let's play the
Bright Idea Game



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The keys to creating shared references

- Don't take anything for granted
- Anticipate the questions people may have
- Answer questions they didn't think to ask
- Examine content in the context of scenarios
- The communication environment will affect the information needed at any given time

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What do we want to achieve?

- Build shared references
- Create trust
- Establish sense of history
- Meet the needs of the target audience(s)
- Define the site's USP
 - Unique Selling Proposition (Rosser Reeves)

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Rosser Reeves



"Find the USP."



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Text is text...but...

- The reader has changed!
 - Their purpose is different
 - Their needs are different
 - The environment is different
- People read 25% slower from a screen
 - But they want information fast
- People scan and skim
 - Less than 37% actually read carefully
- People *don't* come to linger over your text

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People read slower

- Text on a page has sharp edges
- The eye perceives greater contrast
- Text on a screen is fuzzy by comparison
- The contrast is relative to screen brightness

sharp

fuzzy

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Scan and skim

- Scan page to find physical areas of interest
- Scan subheads to zero in on subjects
- Skim copy for keywords and phrases
- Read to get detail
- Click to interact
 - And they ALWAYS read your links

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“First word after the bullet”



Source: useit.com/alertbox/reading_pattern.html

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Why do visitors come?

- Look for a particular *type* of product, service, or information
- Look for a *specific* type of product, service, or information

Also:

- Merely curious
 - Because your site turned up in a search
 - Because another site suggested the link
 - Because they already know about you for some other reason

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And they come back to...

- Take a closer look at something they saw the last time they visited
- Check to see updates
- Use a site service

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What do they *know*?

- We never really know
 - Did they use a search engine to get here?
- But we know where they've maybe been
 - The previous page, for example
- Our writing must reflect our site structure
 - We must create levels of detail

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Levels of detail

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Levels of detail

- Newspapers
 - Headline
 - Lead
 - Full story
- Websites
 - Label
 - Short summary
 - Detailed presentation
 - Supporting evidence (contextual links)

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Levels of detail in action

- 1.0 About us
(general label)
- 1.1 Management
(specific label and short summaries)
 - 1.1.1 John Doe
(detailed description)
 - 1.1.1.1 Doe CV
(supporting evidence)

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Levels of detail according to Carl



Scientific classification	
Kingdom:	Animalia
Phylum:	Chordata
Subphylum:	Vertebrata
Class:	Mammalia
Order:	Proboscidea
Superfamily:	Elephantoidea
Family:	Elephantidae
	<small>Gray, 1821</small>

Source: Wikipedia

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The dangers of granularity

Let's make pasta...

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GB MINCED BEEF, TOMATO SAUCE, MUSHROOMS, ONIONS, OLIVES & PASTA
COOKING INSTRUCTIONS:
 Keep frozen until ready to use. These are guidelines only. Remove outer sleeve and pierce film with a fork. Ensure product is hot before serving.
CONVENTIONAL OVEN:
 • Preheat oven to 350° F / 180° C / Gas Mark 4.
 • Place bowl on a tray in the oven centre.
 • Cook for 30-35 minutes.
 • Remove film immediately and serve.
MICROWAVE:
 • Place bowl in the microwave.
 • Heat on full for 6½ mins (750W/D).
 • Remove film immediately.
 • Stand 1 minute.

• Stir before serving.
NOTE: Do not microwave more than one bowl meal at a time. Due to microwave oven variances, heating times may require adjustment.
NUTRITION INFORMATION:
Typical values per 100g:
 Energy 8 Joules 458, k Calories 109,
 Protein 5.4g, Carbohydrate 15.0g,
 Fat 3.0g.
Typical values per meal:
 Energy 8 Joules 149, k Calories 337,
 Protein 16.7g, Carbohydrate 46.5g,
 Fat 9.3g.
INGREDIENTS:
 Cooked pasta (561) (water, durum wheat, rapeseed oil, salt), water, tomato pulp, minced beef (101), mushrooms (63), tomatoes (61), onions (41), medium fat hard cheese, tomato purée, black olives (11), margarine (hydrogenated rapeseed & palm oil, water, salt, emulsifier (mono & diglycerides of fatty acids), colour (beta carotene), flavouring), modified starch, extra virgin olive oil, salt, soured vegetable paste (partially hydrogenated palm oil, sunflower oil, carrot, celeriac, salt, sugar, yeast extract, leek, celery, red pepper, onion, acidity regulator (tartaric acid)), garlic, sugar, basil, flavouring, thyme, oregano.

CONTAINS WHEAT, GLUTEN, MILK & CELERY.
MADE WITH NO GENETICALLY MODIFIED INGREDIENTS.
STORAGE INSTRUCTIONS:
 KEEP FROZEN. Must be -18°C or cooler. DO NOT REFREEZE IF DEFROSTED. FOR BEST BEFORE SEE SIDE OF PACK.

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So, what should I do **first**?

“Place bowl in the microwave.”

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GB HINCED BEEF, TOMATO SAUCE, MUSHROOMS, ONIONS, OLIVES & PASTA

COOKING INSTRUCTIONS:
Keep frozen until ready to use. These are guidelines only. Remove outer sleeve and pierce film with a fork. Ensure product is hot before serving.

CONVENTIONAL OVEN:

- Preheat oven to 350° F / 180° C / Gas Mark 4.
- Place bowl on a tray in the oven centre.
- Cook for 30-35 minutes.
- Remove film immediately and serve.

MICROWAVE:

- Place bowl in the microwave.
- Heat on full for six minutes.
- Remove film immediately.
- Stand 1 minute.

NUTRITION INFORMATION:
Typical values per 100g:
Energy kJ 458, kCalories 109, Protein 5.4g, Carbohydrate 15.0g, Fat 3.0g.

Typical values per meal:
Energy kJ 1419, kCalories 337, Protein 16.7g, Carbohydrate 46.5g, Fat 9.3g.

INGREDIENTS:
Cooked pasta (361) (water, durum wheat, rapeseed oil, salt), water, tomato pulp, minced beef (80%), mushrooms (63), tomatoes (61), onions (41), medium fat hard cheese, tomato purée, black olives (11), margarine (hydrogenated rapeseed & palm oil, water, salt, emulsifier (mono & diglycerides of fatty acids), colour (beta carotene), flavouring), modified starch, extra virgin olive oil, salt, soured vegetable paste (partially hydrogenated palm oil, sunflower oil, carrot, celeriac, salt, sugar, yeast extract, leek, celery, red pepper, onion, acidity regulator (tartaric acid)), garlic, sugar, basil, flavouring, thyme, oregano.

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More about levels of detail

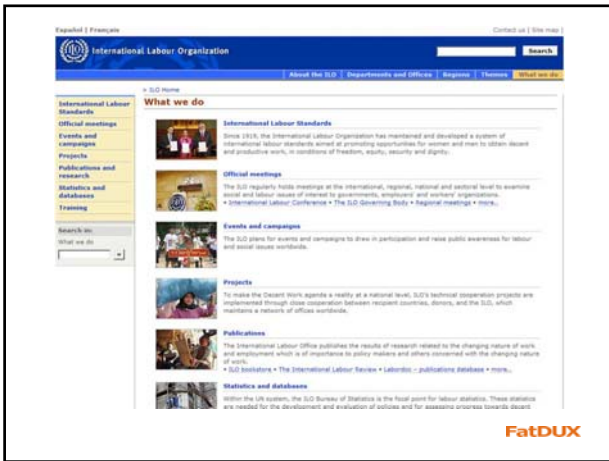
- Visitors should be able to anticipate levels of detail
- Make it easy on visitors who found the page via a search engine
- Make sure you have something to say on the pathway page
- Make sure you have something to say on every page!

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Source: ornaments.fsnet.co.uk

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Golden Rule #1

- You can't write good web-copy if you don't know where and how it is going to be used.

(You need to understand the navigation and architecture of the site)

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Information architecture

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What is “information architecture”?

- The arrangement and labeling of browser-based information so visitors find what they're looking for quickly and with the least possible effort.

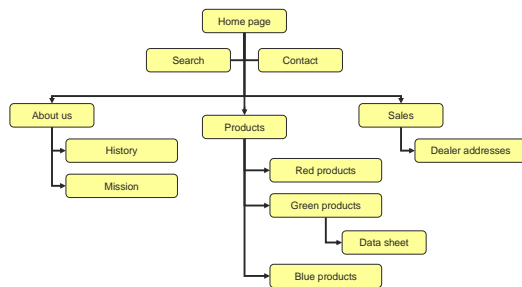
It's about fulfilling goals

And usability?

- Making sure everything works the way you intended it to.

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This is what it looks like



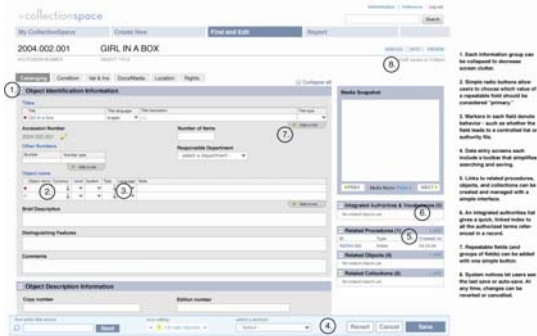
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It can also look like this

- 1.0 Om DTL**
- 1.1 Vedtægter (uddrag)
 - 1.1.1 Vedtægter (komplet)
 - 1.2 Principprogram for bæredygtighed
 - 1.3 Bestyrelse
 - 1.4 Kredse
 - 1.4.1 1. kreds Hjørring
 - 1.4.2 2. kreds Hornholm
 - 1.4.3 3. kreds Hasselager
 - 1.4.4 4. kreds Lemvig
 - 1.4.5 5. kreds Juelsmønde
 - 1.4.6 6. kreds Vårde
 - 1.4.7 7. kreds Haderslev
 - 1.4.8 9. kreds Søborg
 - 1.4.9 10. kreds Frederiksberg
 - 1.4.10 11. kreds Nykøbing Sj.
 - 1.4.11 12. kreds Støge
 - 1.4.12 13. kreds Tureby
 - 1.4.13 14. kreds Svendborg
 - 1.5 Lokalforeninger
 - 1.5.x Links til lokale websteder
 - 1.6 Specialforeninger og ERFA-grupper
 - 1.7 Kontaktudvalg for selvkerende vognmænd

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Or even this



Source: wiki.collectionspace.org

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Information architecture creates value through organization

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We take pieces of information and:

-  Gather them so they create value
-  Call them something recognizable
-  Put them where they can be found

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Core responsibilities

- Define content
- Arrange content
- Label content

Why us?
Because we already *understand* the content.

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Organizing is organizing (...isn't it?)

- Books and brochures are linear
- Websites are not!

- The concept of a brochure is *how it looks*
- The concept of a website is *what it does*

- Websites are *software applications*.

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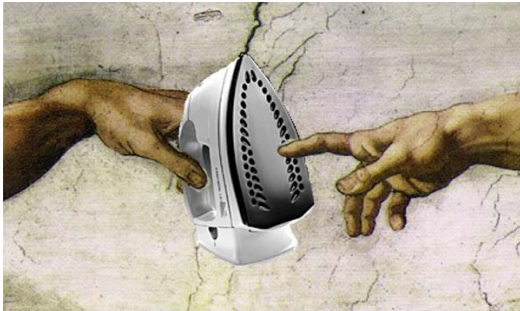
Brand

Content

Function

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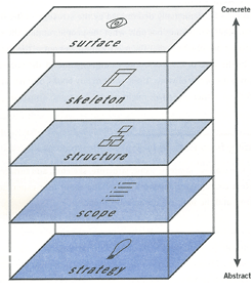
The Creation (of a meaningful experience)



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Jesse James Garrett's elements of user experience

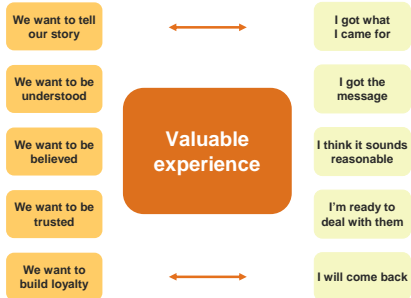
- Surface plane
 - What users see
- Skeleton plane
 - Physical placement of elements
- Structure plane
 - Information architecture
- Scope plane
 - Functional requirements
- Strategy plane
 - Site objectives and user needs



Source: jjg.net

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Owner-visitor relationships



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"Good" experience?



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“Good” experience?



Al Qaeda Training Manual

The attached manual was located in Manchester (England) by Metropolitan Police during a search of an Al Qaeda member's home. The manual was found in a computer file described as "the military series" related to the "Declaration of Jihad." The manual was translated into English and was introduced earlier this year at the embassy bombing trial in New York. The Department is only providing the following selected text from the manual because it does not want to aid in educating terrorists or encourage further acts of terrorism.

Al Qaeda Training Manual
Cover -- Lesson 1
Lesson 1 -- Lesson 2
Lesson 2 -- Lesson 3
Lesson 3 -- Lesson 4
Lesson 4 -- End

Portable Document Format (PDF) files may be viewed with a free copy of [Adobe Acrobat Reader](#).

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Enhancing user experience

- How we write (specific type of reader)
 - Create levels of detail
 - Improve skimming and scanning
- What we write (specific reason)
 - Build shared references
 - Build trust
 - Build sense of history
- Where we put our words (specific result)
 - Make navigation more effective

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George Orwell's Rules

1. Never use a metaphor, simile, or other figure of speech that you are used to seeing in print.
2. Never use a long word where a short one will do.
3. If it is possible to cut a word out, always cut it out.
4. Never use the passive voice when you can use the active
5. Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday equivalent.
6. Break any of these rules sooner than say anything outright barbarous!

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Common myths

- Text shouldn't be longer than 10 lines
- *Text should be as long as it needs to be*

- People don't read on the Web
- *People DO read on the Web, just a little slower*

- Don't interrupt the flow of reading with [text-embedded hyperlinks](#).
- *Use embedded hyperlinks, but don't overuse them.*

- Readers are unwilling to scroll
- *If it's worth reading, they will scroll*

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Relevant statistics

- Longer text outperforms short text by 40.5%
 - Short-copy ROI = -14%
 - Long-copy ROI = +21%
- Source: Marketingexperiments.com, 2004
- Over 75% of readers scroll before they do anything else on a page
 - Readers feel compelled to scan
 - Most readers scroll at least 50% of a page
- Source: Avenue A | Razorfish, 2008

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Little-known facts

- Cute labels/links are often counter-productive
- Shorter sentences are better than long ones
- One idea per paragraph
- Subheads help readers scan
- Bulleted lists help readers gain overview
- Many people ONLY read your links
- About 10% of all web text is for machines
 - Meta data
 - Convenience text (alt and help)

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The elements of on-line text

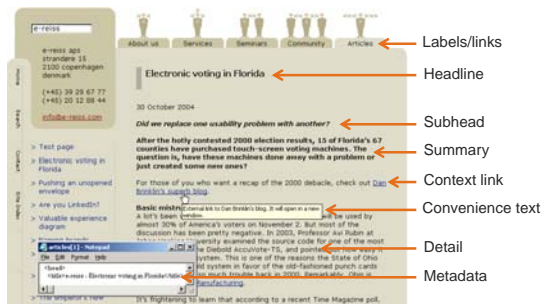
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Basic types of text

- Labels and links
- Headlines
- Subheads
- Executive summaries
- Detailed descriptions
- Contextual navigation
- Convenience text
- Metadata

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Sample screen



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A few words about **SEO**

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Goals of SEO (the bad reasons)

- Get to the top of Google
- Get a zillion hits

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Goals of SEO (the real reasons)

- Get properly indexed by:
 - Google
 - MSN
 - Yahoo!
 - Specialized search engines
- Turn up in *relevant* searches
- Get people to click on your site first

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Let's kill two myths about SEO

- Forget keyword density. You cannot bore your visitors into buying your product.
- Forget page rank. In theory, you want to be the *only* page that turns up for a specific search.

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Four keys to SEO

- Write worthwhile content
 - Build shared references
 - Answer questions
 - Create value
- Write relevant metadata
 - Title
 - Keywords
 - Description
 - Alt text for graphics
- Write clean code
 - `<h1>Headline tags</h1>`
 - `<p>Call to action closing paragraphs</p>`
 - Close "if" and "while" statements
- Get listed:
 - Open Directory
 - Yahoo!
 - LookSmart

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Let's get down to **business**

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Before you write – think!

- Web culture
- Context
- Screen
- Skim-reading
- Keywords
- Search engines
- Links and interaction
- International

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Then ask yourself...

- WHY am I writing this?
- WHAT is my main message?
- WHO am I talking to?
- HOW do I want them to respond?

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The screenshot shows a Google search for "labour relations". The search bar contains "labour relations" and the search button is visible. Below the search bar, there are several search results. The first result is "Industrial relations - Wikipedia, the free encyclopedia". The second result is "National Labor Relations Act - Wikipedia, the free encyclopedia". The third result is "Home | Labour Relations Agency". The fourth result is "Labour Relations Board - British Columbia - Home Page". The fifth result is "Labour Relations - Embassy of Denmark, Vietnam". The sixth result is "Welcome - Labour Relations Commission - Ireland". The seventh result is "European Labour Relations - Vol 1 - Common features". On the right side of the search results, there are "Sponsored Links" for "OVD Labor Analytik", "International Studies?", and "Ask a Lawyer Online Now".

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[Home](#) | [Français](#) [Contact us](#) | [Site map](#)
International Labour Organization
[About the ILO](#) | [Employment and Education](#) | [Regional](#) | [Home](#) | [What we do](#)

[ILO Home](#) > [About the ILO](#)
Employment opportunities

The paramount consideration in the filling of any vacancy shall be the necessity to obtain a staff of the highest standards of competence, efficiency and integrity. Due regard shall be paid to the importance of maintaining a staff selected on a wide geographical basis, recognizing also the need to take into account considerations of gender and age. Every official shall be required to possess a full and satisfactory knowledge of one of the working languages of the Organization.

Without prejudice to the foregoing, officials shall be selected without discrimination on the basis of age, race, gender, religion, colour, national extraction, social origin, marital status, pregnancy, family responsibilities, sexual preference, disability, union membership or political conviction.

• Current vacancies
 • Associate Experts Programme
 • Internships
 • Other employment opportunities

Please note that all candidates must complete an on-line application form.

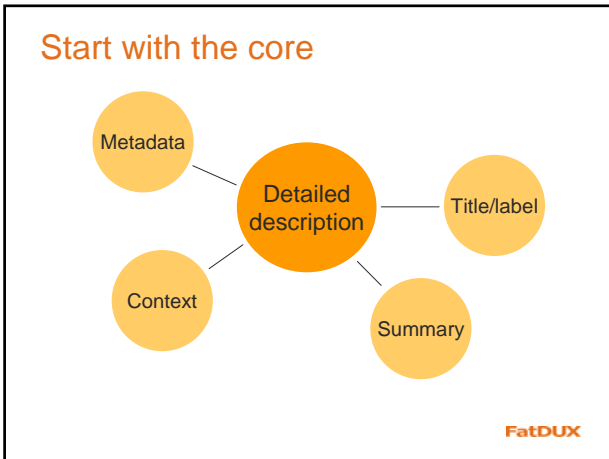
WARNING:
 The ILO does not charge any fee at any stage of the recruitment process whether at the application, interview, processing or training stage. Messages originating from a non ILO e-mail account - Billing - should be disregarded. In addition, the ILO does not require or need to know any information relating to the bank account details of applicants. Any such request must be reported by the applicant and reported to the ILO at the following email address: jiu@ilo.org and also to the local law enforcement authorities for appropriate action.

The ILO is a no-smoking environment.

ILO

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Short is better

- Cut out *unnecessary* words. (fewer words makes it easier to spot important info)
- Keep sentences short.
- Eliminate “happy talk”
- Instructions must die!

Scary observation:
 The User Manual for a Mazda is 37 times as long as the United States Constitution.

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Shorter is often better



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Instructions must die!

The following questionnaire is designed to provide us with information that will help us improve the site and make it more relevant. Please select your answers from the drop-down menus and radio buttons below. The questionnaire should only take 2-3 minutes to complete.


Source: Steve Krug

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A classic example...

About this website

Help
This website is a website for F.L. Smith. At this site you can read more about how you use this site. If you have any questions about the website, please feel free to contact the [webmaster](#).

Navigation
The navigation bar for this website is located in the top of the site. By using the search engine you easily find what you are looking for. If you would like to use a sitemap for navigation, this can be found under at the top right corner .

You can return to the home page for the F.L. Smith Group company for each individual site by clicking the company logo in the upper left hand corner.

Screen Resolution
The screen size of this website is optimized for 800x600 pixels. If you have any problems viewing the full-size screen, please check your "Display Properties" and "Settings" and reset to 800x600 pixels.

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GNOtometrics.com

Welcome to the website of GN Otometrics, the world's leading supplier of audiologic, otoneurologic and vestibular instrumentation.

GN Otometrics develops, manufactures and markets computer-based audiological and vestibular measurement instrumentation under the Madsen, Danplex, Rastronics, Hortmann and ICS Medical brand names in over 70 countries worldwide.

This website provides you with direct links to the individual websites of the following GN Otometrics' brands: AuditData, Madsen, Danplex, Hortmann and ICS Medical. Please click on one of the brand logo's above to access more detailed information about each line of products.

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Happy talk

Welcome to the website of GN Otometrics, the world's leading supplier of audiologic, otoneurologic and vestibular instrumentation.

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Unnecessary instructions

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The “core” message

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Make it scannable. Make it usable.

GN Otometrics develops, manufactures, and markets computer-based audiological and vestibular measurement instrumentation in over 70 countries worldwide. Our brands include:

- [AuditData](#)
- [Danplex](#)
- [Hortmann](#)
- [ICS Medical](#)
- [Madsen](#)

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How much text?

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Blaise Pascal's comment

I have made this letter longer than usual, because I lack the time to make it shorter



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The BIG message

- Keep your text as short as possible ...but...
- The *message* limits the number of words, not some arbitrary rule.
- Impose your own rules for the sake of editing, but reject everybody else's

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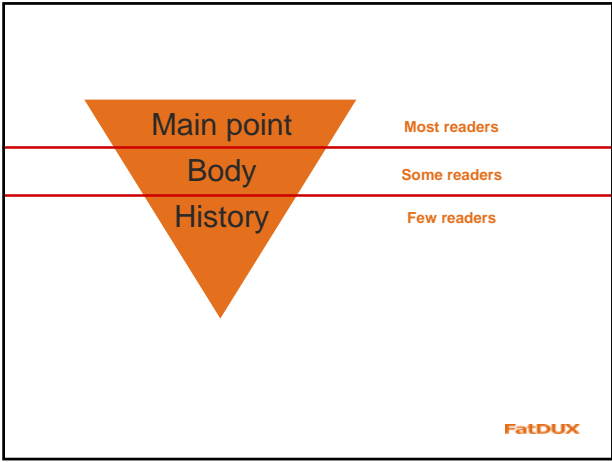
Churchill to the Royal Navy

Pray this day, on one side of one piece of paper, explain how the Royal Navy has prepared to meet the coming conflict.

Sept. 1, 1939



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Be direct

- Don't put the most important information in the third paragraph
 - Visitors don't want to wade through several paragraphs to find out they're on the wrong page!
- Write "front-loaded" paragraphs
- Don't be afraid to spend as much time on the intro as you do for the rest of the page.
- Do practice Who, What, When, Where, Why, and How.

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WWWWW & H

A special tax on automobiles will be used to finance road safety improvements throughout Portugal. The Prime Minister made the announcement yesterday at a press conference in Lisbon in response to the drastic rise in road fatalities.

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WWWWW & H

- Who = Prime Minister
- What = announced special tax on autos
- When = yesterday
- Where = in Lisbon
- Why = reduce road fatalities
- How = finance safety improvements

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Tone of voice

- Be objective
 - Drop the hype
- Be personal
 - Lighten up!
 - More "you" than "we."
- Be concise
 - Get to the point. Let folks grab-and-go.

FatDUX

Lewis Carroll on directness

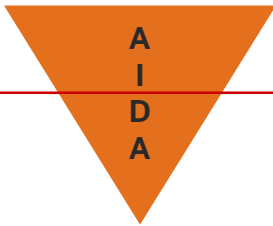
*Begin at the beginning,
and go on till you come to
the end. Then stop.*



FatDUX

Choosing your words

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Awareness
Interest
Desire
Action

FatDUX

These boots have everything you need for stability and support in demanding conditions — and a comfortable, lightweight design you'll appreciate in any circumstances. Rugged, puncture- and abrasion-resistant synthetic-fabric upper and polyurethane-coated leather rand reduce wear from rocks and roots. Waterproof, breathable Gore-Tex® lining keeps water out while allowing heat vapor to escape. Internal support board is ergonomically shaped for superior stability and flexion. External heel counter helps your foot stay centered on uneven terrain. Exclusive Vibram® Orbit sticky rubber outsole for traction.

Wouldn't it be nice if your warm, heavy snow boots were as comfortable as your summer tennis? Our 400-gram snow boots may not be *exactly* as comfortable, but they're heaps more flexible than last year! Copying the comfortable construction of an athletic shoe, we replaced last year's heavy vulcanized outsole with a lighter weight (and still fully waterproof) model made up of a cushioning EVA midsole and a rugged TPR outsole. And for those days when you've got to bend to shovel, or try to sprint up a hill with a sled for "one more ride," we've given this boot a combination insole board, so it's more flexible at the forefoot (where your foot bends) and stable at the heel (to keep ankles steady in deep powder). If you spend a lot of time working or sporting in the snow, this is your boot. And don't think we've forgotten the warmth factor. The 400-gram Thinsulate™ Insulation blocks cold, while the TPR vamp — now with a waterproof full-grain leather, nubuck, and suede shaft — keeps out wet, slushy weather.

Description vs. hype

FatDUX

Keyword vs. trigger

shirt	non-iron
coffee table	scratch-resistant
iPhone	easy-to-use
Zoo	kid-friendly
Science Museum	exciting
watch	accurate
car	safe
airline	on-time
vacation	affordable
information architect	brilliant
Pamela Andersen	naked

FatDUX

Redundant redundancies

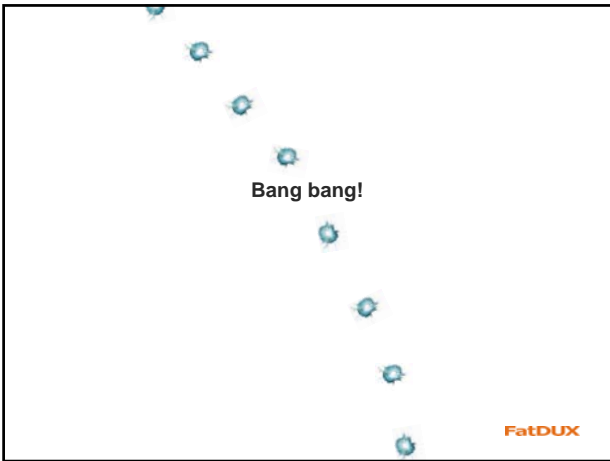
added bonus	future plans
closed fist	lag behind
future potential	close proximity
true fact	foreign imports
revert back	convicted felon
prior history	past experience
sum total	attach together
end result	circulate around
free gift	classic tradition
unique individual	duplicate copy
advance warning	exact replica
close proximity	and etc.

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Scanable, skimable, usable

- Identify trigger-words and make them easy to spot (consider **bolding** them)
- Bulleted lists are easier to skim than sentences
- Hyperlinked bulleted lists are even better!
- Use subheads

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About bullets

- Bullets improve overview
- Bullets can also provide navigation
- In general, upper-level pages will feature more bullets than deeper pages.
- Use bullets for features/subjects/ideas
- Use numbered bullets for:
 - sequential tasks
 - lists where the total number of items is relevant
 - for ranking

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It looks nice...but...

Source: danmarksakvarium.dk

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To bullet or not to bullet...

Skoletjenesten i Danmarks Akvarium tilbyder undervisning i en række forskellige emner relateret til livet i vand, herunder fødekæder, camouflaje, svømning, levesteder, tilpasning, adfærd, evolution, fiskeribiologi, koraller og dyregrupper. Udgangspunktet er mulighederne i udstillingen, men alle emner forberedes med elevaktiviteter i skoletjenestens forundringsrum.

FatDUX

Bulleted and hyperlinked

Skoletjenesten i Danmarks Akvarium tilbyder undervisning i mange vand-relateret emner:

- > [fødekæder](#)
- > [camouflage](#)
- > [svømning](#)
- > [levesteder](#)
- > [tilpasning](#)
- > [adfærd](#)
- > [evolution](#)
- > [fiskeribiologi](#)
- > [koraller](#)
- > [dyregrupper](#)

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But don't overdo it!



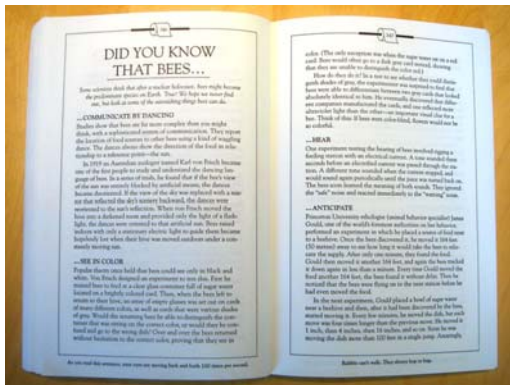
- The EV crusher reduces limestone boulders from quarry size to mill feed size in only one stage without primary crushing.
- Easy access to the interior is ensured by hydraulic opening of the top part of the crusher.
- The hammers remain serviceable down to 75% of their initial weight.
- Maintenance of the drive arrangement is facilitated by using a gear unit instead of a V-belt.
- The outlet grate excellently controls the top size of the crusher product and ensures a consistent flow to the conveyor.
- Adjustable outlet grate enables compensation for hammer wear.
- The EV crusher requires little floor space and reduces building height, it simplifies plant layout and lowers civil engineering cost.

Source: flsmidth.com

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Subheads

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Source: Uncle John's 15th Bathroom Reader

FatDUX

Use subheads

- Subheads improve scanability
- They break up long texts
- Subheads should signal "it gets even better"

Rule #1:

A subhead should always be visible on-screen.

Rule #2:

Don't be afraid to break this rule.

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Taking our own medicine...

FatDUX Designing valuable User experiences English | Dansk

Who What Why How FAQ Resources Contact

Our process | Our web design | Our clients

With a purpose
"Anything that is relevant within the context of the page must be highlighted."

How we do it
We combine common sense and creativity when we work. We understand current best practices yet we have a flair for innovation. And since it's better to know than to guess, we also talk directly with users.

Our people have created, redesigned, and evaluated hundreds of sites over the past 10 years. We know what works and what doesn't. And we make **DU** into the best. In other words, we're both teachers and evangelists.

Seven-phase development process
For illustrative and practical purposes, we often divide our web development process into seven steps. That said, there are many models that follow the same basic line with more or fewer divisions depending on the level of detail.

Keeping things simple
Perhaps the most important part of our philosophy is our "Web Dogma". These deceptively simple rules help ensure that your on-line solution gives your users the best possible experience. Can your site pass the Dogma Test?

Part of a larger team
Most of our clients already have an ad agency. Many even have a dedicated IT department. When you bring our dedicated expertise to the table, both advertising agencies and programmers can do what they do best. And you save time and money. After all, the most expensive solutions are always based on guesswork and gut feelings.

If you want to be the best, we'd be pleased to help.

[To the top](#)

Source: fatdux.com

FatDUX

Small improvements add up

Customised Training



Customised Training is tailored according to the actual processes and machinery of the customer's plant. It leads to increased awareness and understanding of:

- mechanical and electrical maintenance practices
- proper operating procedures
- maintenance and operational safety.

Training materials
Customised Training materials are based on the technical documentation specific to the plant. These include flow sheets, P&ID instructions and sub-supplier user manuals. Moreover, FL Smith includes on-site training, group work and exercises. Audio-visual aids and computer based training will also be used when relevant.

Duration
Most programmes can be completed within 14-21 days.

Size of group
The recommended maximum of 20 participants in each course.

For further information, please contact us at: flsmith@flsmith.com

For further information on customised training please contact us at:
E-mail: Support.Fat@flsmith.com
Fax: +45 36 46 20 70

Source: flsmith.com

FatDUX

A couple of dos and don'ts

- Adding subheads to an existing text is a good way to start editing
 - But don't stop there
- Consider using questions as subheads
 - But don't make your site a FAQ
- Use more on the web than you would in print
 - But don't get carried away

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Editing

FatDUX

Why “less is more” (er...sometimes)

- John Morkes and Jakob Nielson cut text by 54% - and people thought the subject was better presented.

But...

- The study is from 1998
- The sample site was crap:
 - *Original:*
Facilities management also portend high growth. To be sure, microprocessors can be found today in electronic thermostats, intercom systems, automatic sprinkler systems, stand-alone light timers and alarm systems that themselves are linked to a central monitoring station. But picture a home network that ties all these things-and more-together into a coordinated facilities and environmental control system.
 - *Rewritten:*
Facilities management also will rely on new devices. Electronic thermostats, intercom systems, automatic sprinkler systems and alarm systems all will be tied into a coordinated control system linked to a central monitoring system...

Source: www.useit.com/papers/webwriting/rewriting.html

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Cut it out. Clean it up.

- Is this clear?
- Is there a simpler way to say this?
- Is there a shorter way to say this?
- Is this even necessary?

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How can we improve this?

Welcome to Ambu's Jobsite
(at present valid for Denmark only)



Welcome to Ambu's Jobsite!

This jobsite is only valid for our Headquarter in Denmark (located in Ballerup and Ølstykke). Later the jobsite will be developed to include Ambu worldwide, but at present you will have to contact our companies outside Denmark directly for further information regarding local job opportunities.

The information provided on the Ambu Jobsite will give you an idea of what Ambu, Denmark, is like as a place to work. This site gives you a chance to read about our values and the opportunities for growth and development that we offer our employees.

The site contains important information about how to apply for a job at Ambu, and about the information that we will need in order to consider you for a position.

Enjoy!

Source: ambu.com

FatDUX

Subheads for scanability Links for convenience

The Ambu Job Directory



Our Job Directory will give you an idea of what Ambu is like as a place to work. It also lets you read about our values and the career opportunities we offer our employees, plus information on how to apply for a job.

Jobs in Denmark
You can read about jobs openings at our offices in the Greater Copenhagen area (Ballerup and Ølstykke) directly on this site. Just click vacancies. And if you don't see the job you'd like, please feel free to send us your resume (CV) in either Danish or English.

Jobs outside Denmark
You are invited to contact any of our companies directly for further information regarding local opportunities.

Sales offices
Germany - Ambu GmbH - Friedberg
xxx@ambu.com

Italy - Ambu S.R.L. - Vignate (MI)
xxx@ambu.com

Finland - Ambu - Espoo
xxx@ambu.com

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Whose history?

Our history
In 1985, researchers at the Clinical Research Unit, of Statens Hospital in Copenhagen, Denmark, discovered that the amount of the active form of a cell wall protein, called Cordoned-rod-shaped Mycobacterium tuberculosis complex, had a strong predictive value of HIV/AIDS disease progression and mortality. The results were first presented in 2002 at the 13th International AIDS Conference in Durban, South Africa and the first scientific paper on this discovery was published that same year in the scientific journal *AIDS*.

After having worked as a development project since 1995, Virogates was founded in 2002 in order to commercialize the results achieved by Dr. Peter Hojten Christensen, Director of the Clinical Research Unit at Statens Hospital, and the scientists working on this project. Virogates' mission is to develop and commercialize innovative tuberculosis medicines and HIV prevention. A first attempt was initiated to create a novel prophylactic for to reduce spread of HIV infection, and in 2004 efforts resulted in the creation of Virogates' first product - **rifampin** - a prophylactic designed to improve HIV disease management.

Since the first discovery, further studies have revealed that rifampin also carries strong prophylactic value in other serious infectious diseases such as Tuberculosis. These results were made public at the first International AIDS Conference in Seattle area in 2002, at the 13th International AIDS Conference in Copenhagen in 2002 and at the WHO-UNAIDS Conference in Durban in 2002, as well as in scientific publications.

Virogates awarded EU grant for tuberculosis research
In 2002, Virogates received a grant of €12,500 from the European Union's 6th Framework Program for research and technological development. The grant was awarded to support the development of a novel oral drug for tuberculosis (TB) treatment efforts in order to improve health care in patients that do not respond to treatment - research goal identified.

The two-year project was initiated in January 2002 in cooperation with the Statens Health Research - Statens Serum Institut, the aim is to establish a TB treatment alternative. In 2004, the project has treated more than 400 TB infected patients, trained local staff to ensure sustainability in a region which has suffered from HIV and TB, and started to establish the country's National Tuberculosis Laboratory with equipment and reagents.

rifampin™ - introduced at the 13th World AIDS Conference in Toronto, 2002
In 2002, at the 13th World AIDS Conference in Toronto, rifampin™ was introduced for the

Source: virogates.com

FatDUX

Find ViroGates

(1523 characters)

In 1999, researchers at the Clinical Research Unit, of Hvidovre Hospital in Copenhagen, Denmark discovered that the amount of the soluble form of a cell surface protein, suPAR (soluble urokinase Plasminogen Activator Receptor), had a strong predictive value in HIV/AIDS disease progression and mortality. The results were first presented in 2000 at the 13th International AIDS Conference in Durban, South Africa and the first scientific paper detailing the discovery was published that same year in the scientific journal 'Blood'.

After having existed as a development project since 1999, ViroGates was founded in 2001 in order to commercialize the results achieved by Dr. Jesper Eugen-Olsen (Director of Laboratory Research at the Clinical Research Unit of Hvidovre Hospital) and his co-workers studying biochemical markers and HIV progression. A first attempt was initiated to create a novel prognostic tool to monitor patient disease progression, and in 2006 efforts resulted in the creation of ViroGates' first product - suPARnostic™ - a prognostic kit designed to improve HIV disease management.

Since the first discovery, further studies have revealed that suPAR also carries strong prognostic value in other serious infectious diseases such as Tuberculosis. These results were made public at the first International AIDS Society Conference in Buenos Aires in 2001, at the Medicine Valley Bio-Conference in Copenhagen in 2001 and at the HEP-DART Conference in Hawaii in 2001 as well as in scientific publications.

FatDUX

Editing puts things in focus

(786 characters)

ViroGates was founded in 2001 in order to commercialize the results achieved by Dr. Jesper Eugen-Olsen, Director of Laboratory Research at the Clinical Research Unit of Hvidovre Hospital. He and his co-workers were studying biochemical markers and HIV progression.

Back in 1999, they discovered that the amount of the soluble form of a cell surface protein, suPAR (soluble urokinase Plasminogen Activator Receptor), had a strong predictive value in HIV/AIDS disease progression and mortality. Other studies have since revealed that suPAR also carries strong prognostic value in other serious infectious diseases such as tuberculosis.

In 2006, their efforts resulted in the creation of ViroGates' first product - suPARnostic™ - a prognostic kit designed to improve HIV disease management.

FatDUX

Editing puts things in focus

(696 characters)

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In 2006, their efforts led to ViroGates' first product - suPARnostic™ - a prognostic kit designed to improve HIV disease management.

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Get out your red pens...

(621 characters)

Travel on special theme-based tours

Switzerland is a holiday and travel destination packed with variety. There's always something new to discover and explore. And now Switzerland Tourism is preparing a number of special experience theme tours through the spectacular Swiss countryside. Broken down into stages, our tours will take you to impressive buildings, hotels, restaurants, production facilities, events, trails and introduce you to people associated with the relevant theme, your mode of transport is up to you. Whether you go by train, coach or in your own car, you will find all the information you need clearly set out and illustrated with a map.

FatDUX

Get out your red pens...

(1,669 characters)

John Doe, Chairman of XYZ Corporation, is responsible for the financial side of the business. Being a true Virgo, the financial records at XYZ look like the gift department at Bloomingdale's. Every accountant who has ever consulted for us claims he or she has never seen such organized systems, even at the largest companies. Numbers are a hobby for Mr. Doe. That's why it's easy for him to run an efficient, well-organized company. It's not a challenge, it's a way of life.

The passion for numbers extends itself to his long-running collection of stamps, coins, miniature train and car sets, antique cameras, comic books, trading cards and all kinds of memorabilia. He has spent many a winter night assembling 5,000 piece jigsaw and three-dimensional, free-standing puzzles, which have been donated to hospitals all over the city.

An avid reader, Mr. Doe is the trivia king. It's a rare person who can beat him at Trivial Pursuit. In the last several years, he has also become a big basketball fan. Mr. Doe is president of his co-op, and he serves as a consultant in the real estate and financial industries.

However, there is very much an artistic side to this numbers man. He studied architecture at the prestigious ABC Institute and is a skilled craftsman. He found his favorite passion, photography, while at college. His photographs have been published in leading magazines and his special series of abstract shots of skyscrapers was exhibited in the lobby of the PDQ building to celebrate its 50th anniversary over 15 years ago. The collection also traveled to various galleries and museums. Many of the photos are exhibited in the hallways of XYZ Corporation.

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Samuel Johnson on editing

Read over your compositions, and wherever you meet with a passage which you think is particularly fine - strike it out!



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William Faulkner's advice

Kill your darlings.



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Editing and emotional impact

FatDUX

When emotions really run high...



Source: sterling.dk (archive)

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Sterling's "Flex" text and comments

- With a Flex ticket you can change the dates and times of your journey or cancel it free of charge.
- You can change the dates and times of your ticket at any time if a ticket in the same price range is available, though no later than two hours before the departure.
- If the only available tickets are in a more expensive price range, you must pay the difference.
- It is not possible to rebook to a cheaper price range.
- A fee will be charged for changing the name on the ticket.
- Trips must be changed no later than two hours prior to such departure.
- Cancellation:**
Trips can be changed free of charge, though no later than two hours before departure.
- The amount is put into a Sterling customer credit account which can be used to buy other trips with Sterling.
- The amount will be available on the account for 12 months.

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Summaries and billboards

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Executive summaries

Poor:

[Employee share issue completed](#)

XYZ Corp has now completed its employee share issue.

Better:

[Employee share issue completed](#)

XYZ Corp's Board of Directors have decided to offer the employees the opportunity to subscribe B shares in XYZ Inc.

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And how many do YOU recognize?

6	Mazda
A6	Audi
C6	Citroën
X6	BMW
XJ6	Jaguar
Mk6	Volkswagen

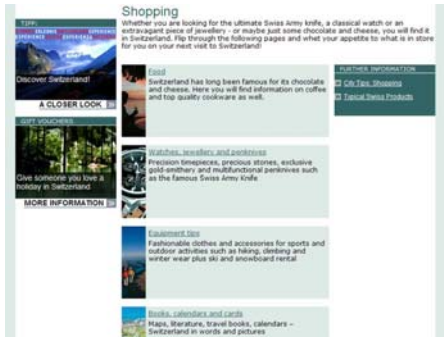
FatDUX

Purpose of summaries

- Let people know where they're going before they get there (shared reference)
- Help them differentiate between similar pages
- Don't try and close the sale
- Short, truthful, hyperlinked
- Use keywords to improve the "scent" of the label
- Don't be afraid to repeat the summary on the lower-level page
- The essence of all dynamic billboards, such as archived news and site search

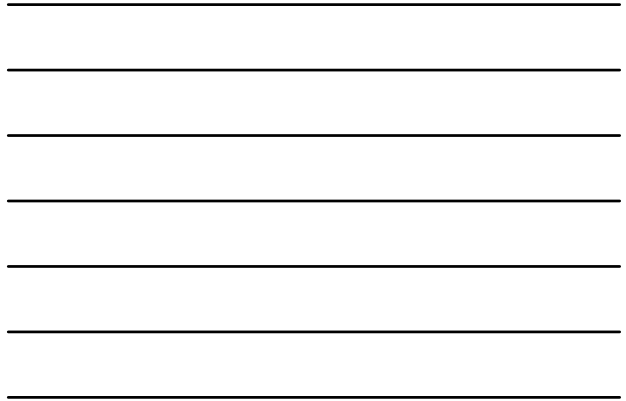
FatDUX

A fairly good “dynamic billboard” *

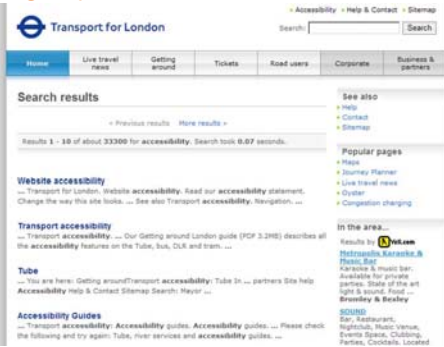


* “good” in terms of function, not necessarily content

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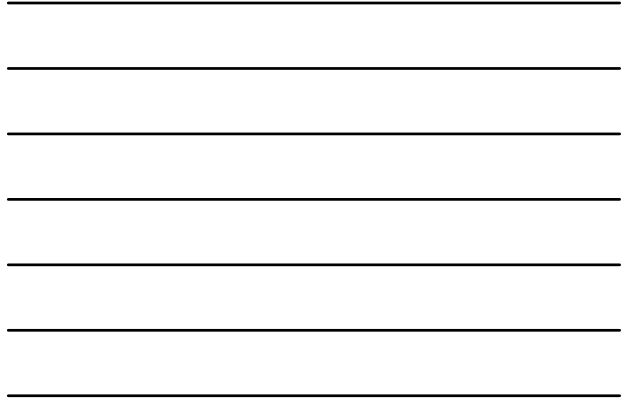


A slightly better billboard



Source: tfl.gov.uk

FatDUX



Oops...



Source: lundbeck.com

FatDUX



And the difference is...?

The screenshot shows the Mondaine website interface. At the top, there is a navigation bar with 'HOME', 'EMAIL', and 'MEMBERS' links. Below this is a search bar containing the word 'Watches'. The main content area displays a grid of six watch models, each with its reference number, a small image of the watch, and its specifications. The specifications include the movement type (Quartz or Quartz Big Date) and the water resistance (30100 m/ft).

Reference	Movement	Water resistance
A658.20213.115BB	Quartz	30100 m/ft
A658.20313.165BB	Quartz	30100 m/ft
A660.20214.115BB	Quartz	30100 m/ft
A660.20314.165BB	Quartz	30100 m/ft
A669.30008.115BO	Quartz Big Date	30100 m/ft
A669.30008.165BO	Quartz Big Date	30100 m/ft

Source: mondaine.com

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A non-dynamic billboard!

The screenshot shows the ZSL London Zoo website. It features a navigation bar with 'Home', 'ZSL London Zoo', 'ZSL Whipsnade Zoo', 'Conservation', 'Science', 'Education', and 'Biodiversity'. The main content area is divided into several sections: 'A whole load of family fun', 'The Zones' (with sub-sections for Tree Top Zone, Roots Zone, and Splash Zone), and 'Animal Adventure - the game!'. Each section includes a small image and a brief description.


Source: zsl.org

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Summaries should reflect the actual page content



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HOME TRAVEL INFO ACCOMMODATION SWISS UPDATE DESTINATIONS INTERESTS MEETINGS
 Time travel Food & Wine Shopping Wellness Hiking Cycling Family Adventure & Sports Gay & Lesbian Excursions

MySwitzerland.com 

SEARCH




Read this page about  [Read this page about](#)  [Send to a friend](#)

About Switzerland

History, Mentality and Customs

Switzerland was founded more than 700 years ago. Long years of peace have left their mark on our heritage, history and culture.




[MORE INFO](#)

Geographic Facts

For a full list of facts, please see the [Geographic Facts](#) page.

FatDUX

History, Mentality and Customs



Switzerland was founded more than 700 years ago. Long years of peace have left their mark on our heritage, history and culture.

[MORE LINKS](#)

A look at the past

We owe the fact that Switzerland is in Switzerland to Caesar - in 58 BC he prevented the Helvetians from emigrating to France and founded a flourishing Helvetia (Dugst, Avenches are, amongst others, evidence of this to the present day). The people remained in the Alps. The real history of Switzerland began in the 13th century, with the first alliances from the villages around Lake Lucerne (William Tell, Rütlicshur) - victorious battles against the Habsburgs, new alliances, and battles within Switzerland - Reformation (Calvin and Zwingli) and the Counter-Reformation.

Conquest by Napoleon in 1798 put an end to the Old Confederation. The new era began - in 1848 the political arguments about the type of state lead to a pioneering, revolutionary constitution for Europe - a democratic Federal state with 26 sovereign cantons, democratically elected authorities, a two chamber system, a direct political say and equality of the four languages of the country and cultures.

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Labels 'n Things

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Winter landscape



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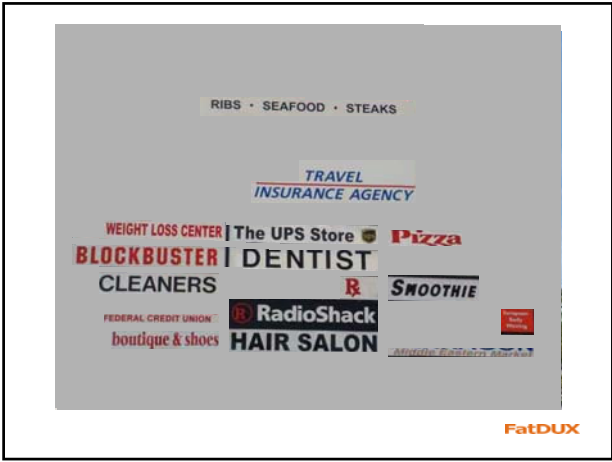
Scene of the crime



FatDUX



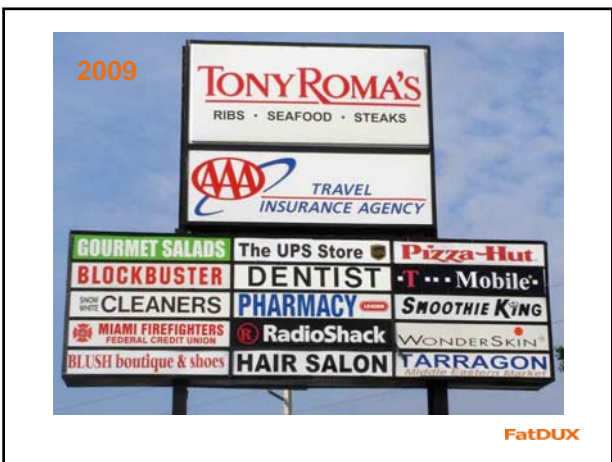
FatDUX









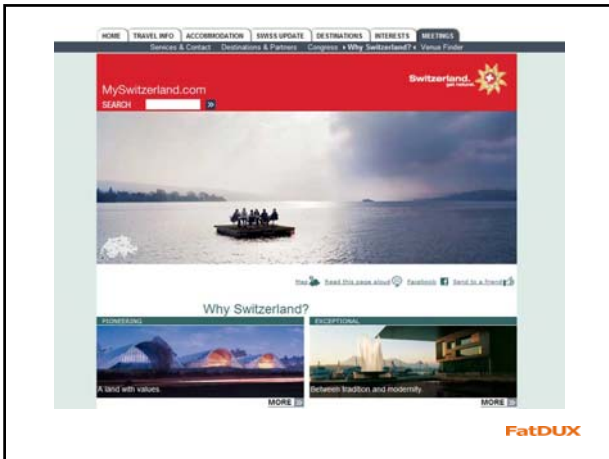


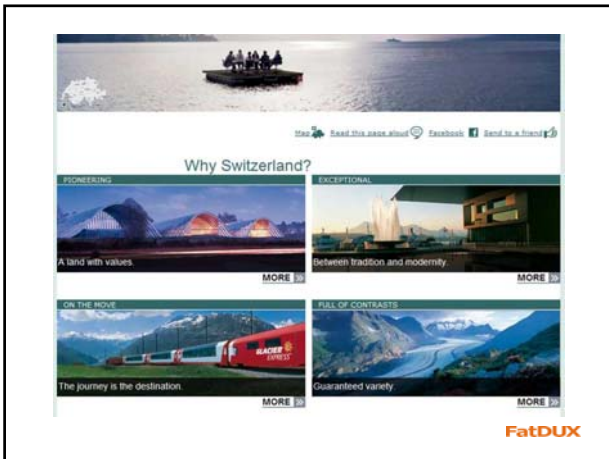
Write labels that work

- Page labels AREN'T headlines
- Links to articles ARE headlines (but also function as labels)
- Keep page headlines short and direct
- Include 1-2 keywords in each news headline
- Think twice about “cute” headlines

- Example: “Microsoft, earnings”
- “Microsoft earnings lower than expected” - YES
- “Much ado about nothing” - NO

FatDUX





Keys to good label-writing

- Call things by their right name
- Be consistent
- Don't use internal company language
- Speak your audience's language
- Keep menus homogeneous
 - Men, women, children
 - Men, women, tall people
- Keep labels clear
 - Humorous greeting cards
 - Make someone smile

Menu or organisation chart?

Reporting to the Director-General (DGREPORTS)

- › ILO Office in Japan (ILO-TOKYO)
- › Department of Communication and Public Information (DCOMM)
- › Director-General's Office (CABINET)
- › Ethics Office (ETHICS)
- › Partnerships and Development Cooperation Department (PARDEV)
- › Bureau for Gender Equality (GENDER)
- › International Institute for Labour Studies (INST)
- › International Training Centre (TURIN)
- › Legal Services (JUR)
- › New York Liaison Office (NYLO)
- › Office of Internal Audit and Oversight (IAO)
- › Policy Integration and Statistics Department (INTEGRATION)
- › Bureau of Statistics (STAT)
- › ILO Office in Washington D.C. (ILO-Washington)

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Think in parallels

Poor:

Members of the MIT community interested in borrowing library materials not held by the MIT Libraries should contact the [Interlibrary Borrowing Service](#).

[Document Service](#) lends original materials owned by the MIT Libraries to other institutions. It also provides photocopies, including copies of dissertations and theses.

Better:

Interlibrary Loans

- If you are a member of the MIT community interested in borrowing materials from other libraries, use our [Interlibrary Borrowing Service](#).
- If you are not a member of the MIT community and wish to borrow our materials, see our [Document Services Department](#).

Source: <http://libstaff.mit.edu/webgroup/writing/index.html>

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Golden Rules #3a, 3b, 3c

- Don't make your audience think.
- Don't make them worry.
- Don't make them doubt.

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(Semi) Golden Rule #4

- The headline of the page should be the same as the label of the link from which the page was accessed.
- If you click on [Light bulbs](#), it's disturbing to land on "Spare Parts".

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Contextual navigation

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The screenshot shows the website chempilots.com. At the top, there is a navigation bar with links: Home | Contact | Mileage | Send to a colleague. Below this is a search bar and a menu with categories: R & D expertise, Process expertise, Production expertise, QA/RA expertise, Spare parts, Working with us, Facilities, Cases and references, and About us. The main content area is titled "Quality/regulatory expertise" and includes sections for "Quality Assurance Systems", "Regulatory affairs", and "Environmental affairs". A sidebar on the right contains "QA/RA expertise" and "See also" with links to "Medical Devices", "Specialty materials", and "Clean rooms". At the bottom, there is a "Contact us" section and a footer with copyright information: © George Chemnitz s.r.l. 2016-2019. All rights reserved. Legal notice | Privacy policy.

Source: chempilots.com

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Contextual navigation

- Uniquely labeled links that relate directly to the other content on the screen
 - [Download Annual Report \(PDF, 347kb\)](#)
- Embedded hyperlinks
 - Don't hesitate to [contact us](#) for further details.
- Bulleted lists
 - Find out more about:
 - [Products](#)
 - [Services](#)
 - [References](#)

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The “home” page

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**Priorities according to best guess
(this is what folks usually do)**

1. Home page
2. Category pages
3. Detail pages
4. Forms/checkout
5. Landing pages

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**Priorities according to ROI
(this is what folks *should* do)**

1. Forms/checkout
2. Landing pages
3. Detail pages
4. Category pages
5. Home page

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The home page is unique

- Spell out the big picture
- Put contact info and other useful stuff right up front.
- A good tagline is worth 1000 words

“Thousands of DVDs at impossibly low prices”

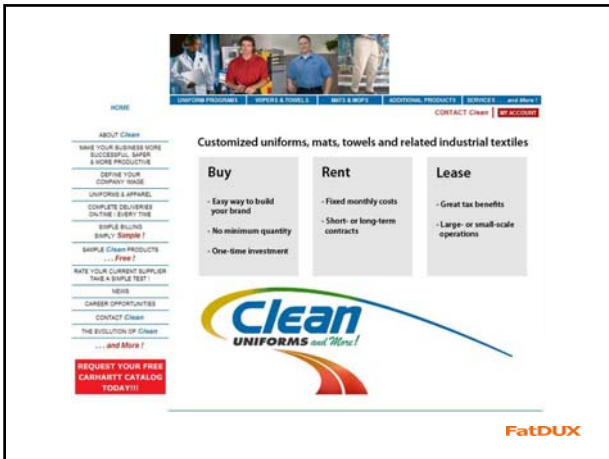
Rule #1

Web taglines explain what the site is about.

Don't get cute or inventive. Improve and inspire.

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Source: cleanrentals.com



Don't believe this nonsense!

- We don't need to explain the big picture. It's obvious.
- After people have seen the explanation once, they will find it annoying.
- Anybody who really needs our site will know what it is.
- That's what our advertising is for.
- We'll just add a "First-time visitor" link.

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What the home page does

- Establishes the brand
- Sets the tone
- Defines the tasks
- Gives visitors a push in the right direction

And text consists primarily of:

- A descriptive tagline
- Lots of links with short descriptive summaries

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The hidden text

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Important yet invisible (to most people)

- Meta data
 - Meta titles
 - Meta descriptions
 - Meta keywords
- Convenience text
 - Alt tags
 - Help text

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What is metadata?

- Machine-readable information
- Three classes (organizational):
 - Intrinsic
 - Administrative
 - Descriptive
- Three types (HTML)
 - Meta title
 - Meta description
 - Meta keywords

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Intrinsic:

Type: JPEG
Size: 53 KB
Proportions: 600 x 800 px
Taken: 18 June 2008

Administrative:

Photographer: Mike Reilly
Use: Christmas brochure 2008

Descriptive:

teddy bear, steiff, plush toy,
brown velour, red satin ribbon



Source: Flickr

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Taxonomy

(hierarchical relationships in a controlled vocabulary)

Preferred term	Variants	Parent (broader)	Children (narrower)
car	automobile auto vehicle	transportation personal transport	Ford Toyota subcompact SUV hybrid hot-rod

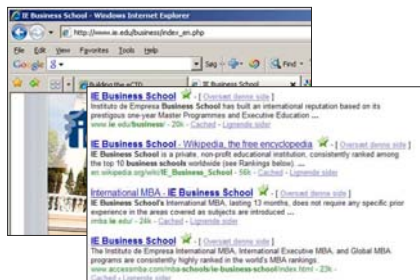
(plus associated terms: highway, road, limousine, detroit)

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Meta titles

(keep 'em short and specific)

<TITLE>IE Business School</TITLE>



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Meta titles are primary text!

- Search engines record this first
- It's the first text seen in the results list
- It's the text shown in Bookmarks and Favorites
- The first word is the "killer term"
- Don't start with the name of your organization (except on the home page)
- Include important keywords
- Create Power Combos of 2-3 words
- Max. 69-75 characters

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Meta description (140-200 characters)

<META NAME="description" CONTENT="IE is an international higher education institution based in Madrid, Spain offering Doctoral degrees, Master degrees (MBAs, LL.M.s, Masters in Management, Executive MBA programs and Specialized Masters), Undergraduate, and Executive Education programs."/>

[IE Business School](#)  - [[Oversæt denne side](#)]
Instituto de Empresa Business School has built an international reputation based on its prestigious one-year Master Programmes and Executive Education ...
www.ie.edu/business/ - 20k - [Cached](#) - [Lignende sider](#)

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Meta descriptions generate interest!

- Search engines display this first
- It's the main text seen in the results list
- Include important keywords
- Include important trigger words
- Will often be identical to the first two lines of text on the target page.
- Max. 140-200 characters with spaces

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Meta keywords (about 25 words)

<meta name="keywords" content="balance, disorder, equipment, audiologist, auditory, evoked, potential, dizzy, dizziness, vertigo, vestibular, diagnostics, disorder, chartr, eng, diagnostic, instrument, instrumentation"/>

[ICS Medical Corporation-Leaders in vestibular diagnostics ...](#)
Leaders in **Otoneurologic Diagnostics**. ICS provides otolaryngologists, neurologists and audiologists with balance and audiologic assessment capabilities. ...
Description: **develops and manufactures vestibular testing systems used in diagnosing ba**
Category: [Business > Healthcare > ... > Medical Equipment > Manufacturers](#)
[www.icsmedical.com/ - 11k - Cached - Similar pages](#)

[ICS-3091 OAE w/Tymp Bro_Recreate](#)
File Format: [PDF/Adobe Acrobat - View as HTML](#)
... of CHARTR OAE with Tymp in ICS' trusted suite of CHARTR technologies places ICS' CHARTR in the forefront of comprehensive **otoneurologic diagnostics**. ...
[www.pedhear.com/PDFs/OAE.pdf - Similar pages](#)

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Meta keywords (oops...banned for spamming?)

<meta name="keywords" content="IE Instituto de Empresa Business School Madrid Spain MBA programs M.B.A programmes executive mba master in management Executive masters specialized masters master of laws llm doctoral programs executive education MBA in Europe top mba ranking mba case-study method key account manager global network learning communities"/>

FatDUX

Meta keywords (oops...banned for spamming?)

<meta name="keywords" content="IE Instituto de Empresa Business School Madrid Spain **MBA** programs **M.B.A** programmes executive **mba** master in management Executive masters specialized masters master of laws llm doctoral programs executive education **MBA** in Europe top **mba** ranking **mba** case-study method key account manager global network learning communities"/>

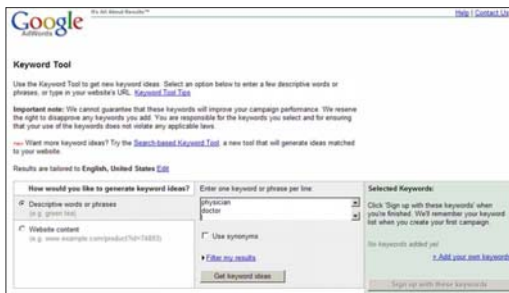
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Proper meta keyword format

- Word or short phrase
 - Comma
 - Space
 - New word
- <meta name="keywords" content="euroia, copenhagen, denmark, ia, information architecture, workshop..."/>

Source: Inktomi

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Source: google.com

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Keywords	Advertiser Competition	Approx. Search Volume: February	Approx. Avg. Search Volume	Index Type
Keywords related to hospital entered - sorted by relevance				
physician	1,830,000	1,830,000	1,830	ASD
doctor	7,480,000	7,480,000	7,480	ASD
physician locator	2,400	2,400	2,400	ASD
find a doctor	74,000	65,500	65,500	ASD
doctor directory	9,900	12,100	12,100	ASD
physician jobs	165,000	155,000	155,000	ASD
medical doctor	115,000	90,500	90,500	ASD
physician job	22,200	27,100	27,100	ASD
general physician	5,900	8,100	8,100	ASD
family physician	65,000	49,500	49,500	ASD
general doctor	9,900	8,100	8,100	ASD
find physician	14,800	14,800	14,800	ASD
physician search	12,100	14,800	14,800	ASD
doctor search	22,200	22,200	22,200	ASD
medical physician	49,500	49,500	49,500	ASD
physician career	4,400	4,400	4,400	ASD
physician practice	48,500	48,500	48,500	ASD

Source: google.com

FatDUX

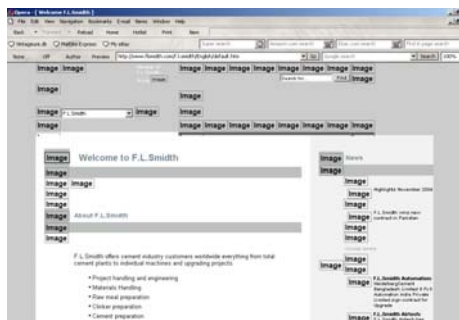
Alt tags



- Usually used to explain a shorter label
- Can also function as pop-up help
 - Click here for information about XXX.
 - Great for labeling really stupid icons.
- Search engines index alt tags
- Needed by automatic screen readers
- Required by ADA 508

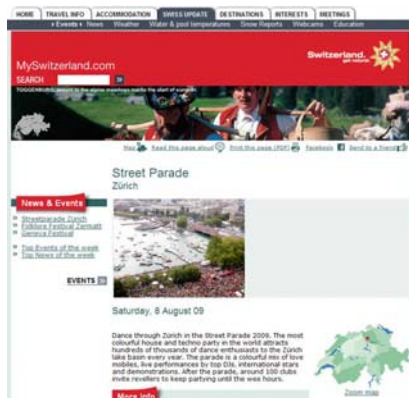
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flsmidth.com in text-only mode

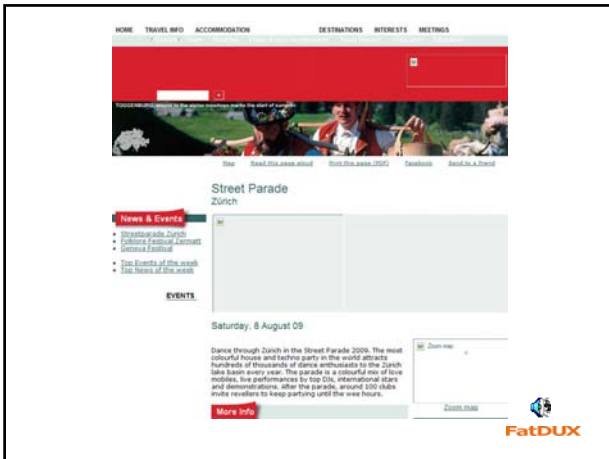


Source: flsmidth.com

FatDUX



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Three keys to long-term visibility

- Text components
 - Titles
 - Visible content (use the cut-and-paste test)
 - Metadata
 - Alt text for all graphics
- Link components
 - Make sure your links have words
 - Problems: Poor HTML, image maps, Flash, frames, JavaScript, dynamic content (? & \$ = + %)
- Popularity components
 - Link popularity (quality outweighs quantity)
 - Click-through stats

One out of three may do the trick...but probably not

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Tips for getting good reader results

- Examine your site in text-only mode
- Use descriptive headings
 - `<h1 id="title">Usability Tips</h1>`
- Use descriptive link text
 - Not just "Click here"
- Use descriptive Alt text
 - "Link to JAWS product description page"
- Create lists using the `` tag
- Use logical linearization
 - Start to finish, top to bottom, left to right
- Write clear page titles (meta titles)
- Write "front-loaded" paragraphs
 - Put the conclusion up front

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Help text

What's Your Advice?

Is there an item you'd recommend instead of or in addition to this one? Let the world know! Enter the item's ASIN ([what's an ASIN?](#)) in the box below, select advice type, then click Submit.

I recommend: in addition to this product instead of this product

- A convenience for users
- Often triggers a pop-up window
- Great for function-rich sites

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Dialog boxes (error messages)

- Deal with technical issues
- First draft almost always provided by programmer
- Too many “first-drafts” make it to the finished site!
- Don't be TOO helpful
 - “Are you sure you want to do this?”
- 404 error – “Page not found” – should be first on everyone's “to do” list!

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Common error messages

400 Bad File Request	Usually means the syntax used in the URL is incorrect. Example : uppercase letter should be lower case letter or wrong punctuation marks.
401 Unauthorized	The server is looking for some encryption key from the client and is not getting it or a wrong password may have been entered. Try again and pay close attention to CaSe LeTtErInG.
403 Forbidden/Access Denied	Similar to 401. Special permission is required to access the site (usually a password or username). Another instance may be caused by not having the proper permissions set up on the server.
404 File Not Found	The server cannot find the file (web page) you requested. The server cannot find the file (web page) you requested.
408 Request Timeout	Client stopped the request before the server finished retrieving it. A visitor will either hit the STOP button or close the browser or click on a link before the page loads.

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Repurposing content

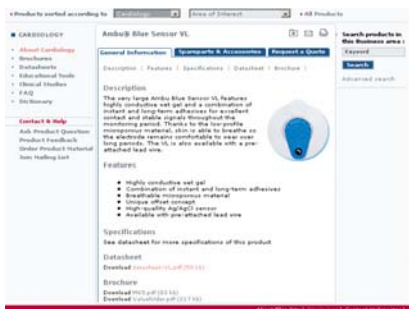
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Repurposing print content

- Cut out the fluff
 - all brochures are “written to fit”
- Get to the point *fast*
- See if anything should be moved to a subpage (increased granularity)
 - But don't lose important data!
- Double the number of subheads
- Look for lists that can be bulleted
- First priority: create a shared reference

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How large is “very large”?



Source: ambu.com

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On-line guides

- People don't really want a user manual –
 - They want an answer to a specific question!
 - Not answers to everyone else's questions!
- People don't want a PDF
 - They want a specific chapter or page
- Secret to success?
 - Bulleted hyperlinked topics
 - FAQ
 - Searchable text
 - Alphabetical index

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Landing page considerations

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AdWord folks have two choices...

- Buying more traffic
 - Buying traffic is subject to the law of diminishing returns
- Conversion optimization
 - Is the only viable long-term option
 - Which is why we're talking about this in a *writing* course and not a statistics course

(It's still all about creating shared references)

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Five rules of web design

- Easy to read
- Easy to navigate
- Easy to find (external = Google, internal = IA)
- Consistent layout
- Fast download

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The golden rule of landing pages

- It answers the promise of the link leading to it.

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Google electric cars Search Advanced Search Feedback

Web News Blogs Results 1 - 10 of about 31,200,000 English pages for electric cars (0.15 seconds)

Tesla Motors
The official site for Tesla Motors, makers of the Tesla Roadster, the high-performance electric sports car. Electric cars from Tesla Motors are developed. ...
www.teslamotors.com - 38k - Cached - Similar pages -

Electric car - Wikipedia, the free encyclopedia
An electric car is a type of alternative fuel car that utilizes electric motors and motor controllers instead of an internal combustion engine (ICE). ...
en.wikipedia.org/wiki/Electric_car - 152k - Cached - Similar pages -

ElectricCars.com
ElectricCars Online showroom, dealers events, electriccar, electric car, electric cars, electric vehicles, electric vehicles, electric car conversion, electric car ...
www.electriccars.com - 12k - Cached - Similar pages -

News results for electric cars

Hong Kong to test next-generation electric vehicle - 26 Feb 2009
26 (Reuters) - Hong Kong has become the first place in Asia, except Japan, to sign a Memorandum of Understanding (MOU) to test a new type of electric car. ...
irefusa - 63 related articles

Smart and green: matches used to electric cars - CHIET News - 10 related articles
Car.computo.it/autore/250.pptx - The Press Association - 11 related articles

ZAP! Electric Cars | Green Electric Car | Electric Scooters
ZAP! We manufacture and distribute Electric Cars, including the 100% Electric Xetro, Hybrid Cars, Scooters, ATVs, Bikes, Motorcycles, and Power Storage ...
www.zapworld.com - 19k - Cached - Similar pages -

HowStuffWorks "How Electric Cars Work"
Electric cars are constantly in the news and present exciting possibilities. Learn about electric cars, electric car conversions and electric car ...
auto.howstuffworks.com/electric-car.htm - 57k - Cached - Similar pages -

Sponsored Links

Get An Electrician Now
We install, maintain and repair electric devices and wiring.
www.bondtech.de
Copertagler

Lower Your Electric Bill
Tips on cutting electricity. And saving the planet's resources.
www.applix.org

Electric Cars - AIAC
Electric Vehicles for Hire! Job in city, industry airports and tourism.
Alba.com/Electric_Cars

Easy To Use AC Drives
High performance, easy to use & low cost - with Worldwide support.
www.horiba.co.uk

Electricity
Help Us Bring Electricity to Newly Rural Villages. Find Out How!
www.ICEP.org

Don't Lose Electricity
Learn how to generate your own power and be prepared now.
power.gomission.org

Power Co-Lithium Battery

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BusinessCase.com
YOUR DECISION MAKING SOLUTION CENTER

Everything you need: Instructions, Information, Templates in Microsoft Office Format

CASE BUILDERS Please choose the category below that applies to you

Decision Makers
Need a business case or ROI analysis to justify a business decision?
Tools and templates for:
• Product Rationing, Partnerships, Pricing
• Capital Investment (ROI)
• Any business justification
[Click Here for More...](#)

IT Initiatives
Looking to create a business case or ROI analysis for an IT initiative?
Tools and templates for:
• New initiatives
• Custom On-boarding
• Virtually any IT initiative
[Click Here for More...](#)

Small Business/Entrepreneurs
Need ROI analysis and other useful Small Business tools?
Tools and templates for:
• Building an inter-divisional business case
• Business Plan development
• Appropriate for virtually any small business
[Click Here for More...](#)

Sales Professionals
Looking to use ROI justification to sell your products or services?
Tools and templates for:
• Cost justification of product/service
• Presenting proposed solution
• Appropriate for virtually any sales situation
[Click Here for More...](#)

Need a Real Estate ProForma [\(click here\)](#) Get the CaseBuilder Outsourcing Package [\(click here\)](#)

Need Debt or Equity Funding? We can help... [more](#)

Source: businesscase.com **FatDUX**

calculate-roi-faster.com
Solution Matrix

Home Corporate Info Services Whitepapers and Reports Download Center Contact Phone (1) 617-267-9807

Tackle the Financial Crisis with a Business Case

This harsh business climate demands convincing Business Cases. Secure your budget now by cutting your business case preparation time by 50%.

... How YOU Can Calculate a Business Case in 1-2 Days, Not Weeks or Months and save decision-makers time by providing all relevant data convincingly! It is obvious that having templates, models, and examples saves you time - and you can download them here for FREE!

FREE ROI Excel Calculator

A solid Business Case speeds up the decision process by providing all relevant financial metrics and key performance indicators (KPIs) you calculate from projected cash flow figures. The FREE Excel spreadsheet illustrates the calculation of the most common Business Case financial metrics:

- Return on Investment (ROI)
- Cumulative cash flow
- Payback

How to Calculate ROI Fast
5 Minutes from Start to Finish
Simple, Step-by-Step Program
[Calculate-ROI-Faster.com](#)

Source: calculate-roi-faster.com **FatDUX**

sharkfinesse.com
Changing the business value rulebook

Home Company Products & Services Education Support News

SHARK ROI Software
Convert your proposals into ROI business cases

Calculate ROI Benefits
NPV, IRR and Payback
Without Complex Spreadsheets
[www.sharkfinesse.com](#)

Learn more - Buy Shark -

What we do...

Shark ROI Software automates the creation of ROI business cases for presentation and budget approval.

Or if you are looking for something different to help finally close that crucial deal, you can arrange one of our Deal Clinics.

We also offer ROI based web marketing to help educate your audience.

News
Shark sponsors Team 3 Arrives in the Summer 2008 Adelaide Run

Star Customers

Online Privacy Policy | Terms of Use | Website Disclaimer | Trademarks & Copyright | Credit Card Tx & Cx | Contact ©2008 2009 Shark Finesse Ltd.

Source: sharkfinesse.com **FatDUX**

The golden rule of landing pages

- It answers the promise of the link leading to it.

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LOSE UP TO 10 lbs. IN JUST 7 DAYS!
Amazing New 'Natural' Formula for Women Works Fast!

- Eliminates Up to 1000 Calories Per Day
- Boosts Energy Levels
- Curb Your Cravings
- Cleanses Your Body of Toxins

Claim a 1 Month FREE* Supply Now!
Try It Free Today!

* 1 Month FREE Supply Only for New 14 Day Supply of FatDUX. All 14 Day Supply Free. See for the amazing weight loss benefits.

See on:

*User who previously weighed 260 lbs. (average) when discussing about 10 lbs. (average) for every product that was shipped to her. (User's name changed for privacy.) She is 40 years old and has lost 10 lbs. in 7 days. She is on many weight loss products, but she can only say that she has never seen a product that has worked so fast. She has lost 10 lbs. in 7 days. She is on many weight loss products, but she can only say that she has never seen a product that has worked so fast. She has lost 10 lbs. in 7 days.

*User who is a huge weight loss fan and is ready to follow the lead of the other women who have lost 10 lbs. in 7 days. She is 40 years old and has lost 10 lbs. in 7 days. She is on many weight loss products, but she can only say that she has never seen a product that has worked so fast. She has lost 10 lbs. in 7 days.

"Who Else Is Ready To Lose Up To 20 Pounds Of Pure Body Fat In The Next 30 Days With Your FREE Supply Of Our Revolutionary New Weight Loss Pill?"

Living Weight Has Never Been So Simple! - Try It FREE Now

Source: zacjohnson.com

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CALL TO ACTION TEXT HERE

"BEST CALL TO ACTION HEADER"

CALL TO ACTION IMAGE

- KEY POINT ONE
- KEY POINT TWO
- KEY POINT THREE
- KEY POINT FOUR

CALL TO ACTION HERE

Try It Free Today!

SOME TYPE OF REMINDER OR LIMITED TIME PROMOTION TEXT

[LEGITIMACY IMAGE OR "AS SEEN ON"]

TESTIMONIAL TEXT OR PRODUCT INFORMATION

TESTIMONIAL PICTURE OR PRODUCT PLACEMENT HERE

REASON TO PURCHASE OR ACT NOW! - Try It FREE Now

Source: zacjohnson.com

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Seven rules of landing-page design

1. Mirror your ad
2. Keep your message simple
 - Straightforward headline (or even same as ad)
 - Straightforward copy
 - Visible trustbuilding devices
 - Clear call to action
3. Don't take over the browser
4. Limit the response options (but provide options)
5. Keep registration forms simple
6. Use your encore page proactively
7. Take nothing for granted

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Information architecture reprise

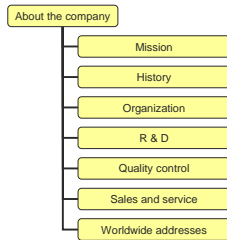
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Information architecture - again

- You need to give feedback to others on the web team
- You are the "first line of defence" against bad decisions
- Your opinion can make a BIG difference

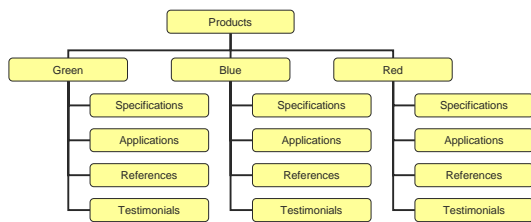
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Too many boxes #1



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Too many boxes #2



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Golden Rule #4

Don't even
THINK of
putting up:



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A few **parting comments**

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Refining the language

- Are we still talking to our primary target audience?
- Are our labels accurate and informative?
- Can any of our labels be misinterpreted?
- Are we speaking a language our audience understands?
- Have we established effective shared references?
- Are we an organization to be trusted?

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Magyarul

F. LISZT SOCIETY, BUDAPEST

Liszt Ferenc Társaság, Budapest VI, Vörösmarty u. 35., H-1064, Hungary
Phone/Fax + 361 342 1573.
lisztferenc.tarsasag.hu
Bank account:
OTP Bank, Budapest VI., Andrássy út 83., H-1062, Hungary.
Account No. 11705016-204419661. SWIFT CODE: OTPVHUHB



History and structure. The Society, which bears the name of the great Hungarian composer and pianist Franz Liszt (1811-1886), was founded in 1893, after initiatives dating back to the

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[In English](#)

LISZT FERENC TÁRSASÁG, BUDAPEST
 1064 Budapest, Vörösmarty u. 35. 1/F. (361) 342 1573
tanfolyam@lisztferenc.hu
 Bankkártya: OTP 162 Andrásy út 93, 117 006 016-204 419 66
 Adószám: 193 59 876-142



Történet, szerkezet: A Liszt Ferenc (1811-86), a nagy magyar zeneszerző és zongoraművész nevét viselő Társaság több, még a Mester életében formálódó kezdeményezés után, 1893-ban alakult. A 2. világháborúig kisebb-nagyobb szünetekkel működött. 1973-ban, pártfüggetlenegyesületként, újjászületett. A rendszerváltás óta független, önálló, magyar

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嚴風耐 **11/10/09**

Feng Yang **10-11-09**

10/XI-2009

10 Nov 2009



VAT MOMS MVS TVA IVA BTW

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Refining structure

- Do we really have something to say on each of the main category pages (or are they merely glorified menus)?
- Have some pages been created merely for the sake of completeness?
- If someone has submitted information or placed an order, are all the appropriate "Thank you's" and other encore pages indicated?

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Your e-mail has been successfully sent.



Already an eBay user?
Your sign in information is not valid. Please try again.
View all your bidding and selling activities in one location.

eBay User ID
[input field]
[input field]
Forgot your User ID?

Download completed

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Refining goals and growth

- Does the structure live up to our primary goals?
- Is the site meeting the goals of our target audience?
- Have we given people a reason to come back and visit again?
- Is the site prepared for growth and/or change in the future?
- Have we found our site's USP? Is our product the hero?

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Basic reading

Web Word Wizardry
Rachel McAlpine
(Ten Speed Press, 2002)

Information Architecture for the WWW
Peter Morville, Louis Rosenfeld
(O'Reilly, 2006)

Don't Make Me Think!
Steve Krug
(New Riders, 2000)

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Advanced reading

Letting Go of the Words
Janice (Ginny) Redish
(Morgan Kaufmann, 2007)

Hot Text: web writing that works
Jonathan and Lisa Price
(New Riders, 2002)

Web Copy That Sells
Maria Veloso
(Amacom, 2005)

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Style guides

Chicago Manual of Style
14th edition
(University of Chicago Press, 1993)

Web Style Guide, 3rd edition
Patrick J. Lynch and Sarah Horton
(Yale University Press, 2009)

Web Content Style Guide
Gerry McGovern, Rob Norton, and Catherine O'Dowd
(FT, 2002)

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On-line resources

- <http://www.fatdux.com/resources.html>
FatDUX bibliography and key links
- <http://libstaff.mit.edu/webgroup/writing/layer.html>
Very good writing guide from MIT
- <http://www.useit.com/papers/webwriting/>
Jakob Nielsen's "Writing for the web"
- <http://www.sun.com/980713/webwriting/>
Sun Microsystems web-writing guide
- <http://www.library.yale.edu/eli/instruction/webwriting.html>
Excellent links and initiatives from Yale University

FatDUX

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