



Writing for the Web

Tips and best practice

Tuesday 28th July – The Hive

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Lecturer in Computing

DEFINE CONTENT GOVERNANCE

Who is in charge of your site's content, who has input, and how content gets published.

Answer the following questions and share them with your team:

- Who writes the content?
- Who edits the content?
- Who are the stakeholders?
- Who approves the content?
- Where do the content requests come from?
- When is this content due?
- Who uploads the content?

Answering the questions above will help clarify roles and responsibilities.

User experience tutorial: How people read on the Web | lynda.com

- <https://www.youtube.com/watch?v=zTUPpRjJLjU>

How people read online

- People read differently online than in print
- In print, readers delve deep and click on links

People online:

- Read 20% slower vs. print
- Are task focused rather than looking for interesting content
- Scan the page rather than read every word
- Don't expect your content to work as well as print.



GOALS SHOULD GUIDE YOUR CONTENT CREATION PROCESS

Answer the following questions to guide this process. It's best to answer all of these questions with the key s

- What are the communication goals of this page?
- Who is the audience?
- What are the key calls to action?
- What is the function of this page?
- Can this content be shorter or more skimmable?
- Can you eliminate redundant content?
- Is all the content relevant?



How users scan



In this image, heat maps track readers' eye movements. You can see that they focus mainly on the left side of the page, as well as on the first few sentences of each paragraph.

So what does this mean?

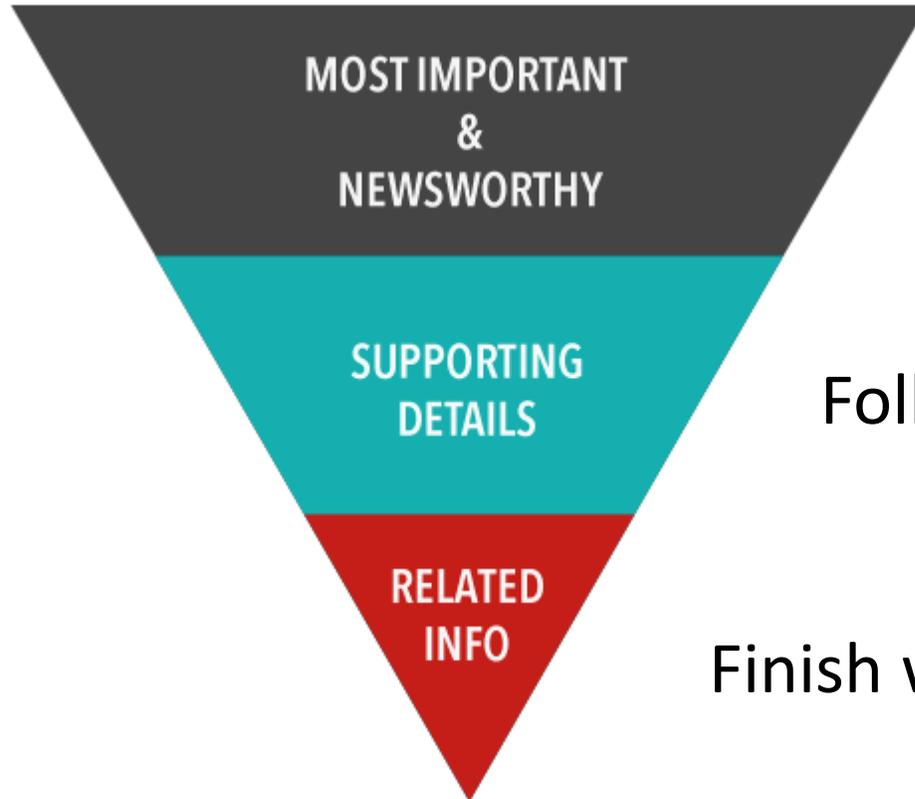
- Put your most important content at the top of the page.
- Use sub-headers throughout your text for improved scannability.
- Make the first two words of your headers the most important.

Heat Map of Google Search Results



CONTENT STRUCTURE

Use the inverse pyramid to structure your content.



Start with the most important information

Follow with supporting details

Finish with related information

WRITE CONCISELY

Get to the point.....

People don't read.



Instead of...	Use...
despite the fact that	although
in the event that	if
it is important that	must, should
has the opportunity to	can
it is possible that	may
due to the fact that	since

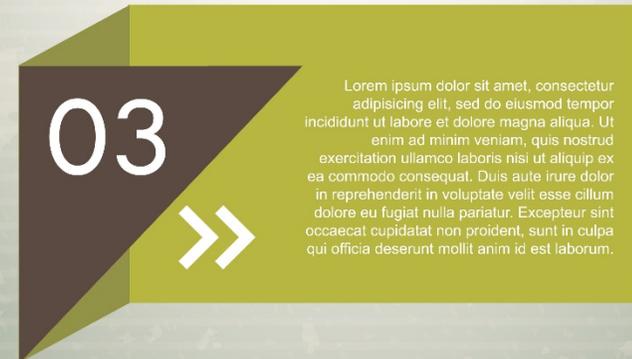
AVOID REDUNDANT PHRASES

Say more with less

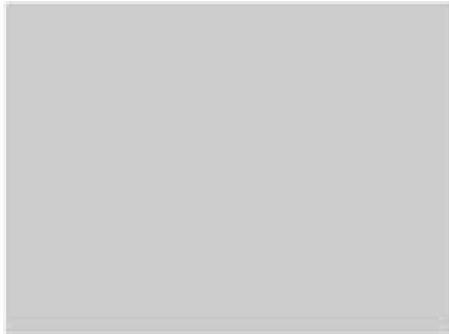
Instead of...	Use...
advanced notice	notice
end result	result
final outcome	outcome
extra bonus	bonus
collaborate together	collaborate
unintended mistake	mistake

THINK LIKE A DESIGNER

- Develop an eye for aesthetics
- Sections should be balanced
- Writers should have a say over how their words are presented onscreen



This header length makes the layout unbalanced



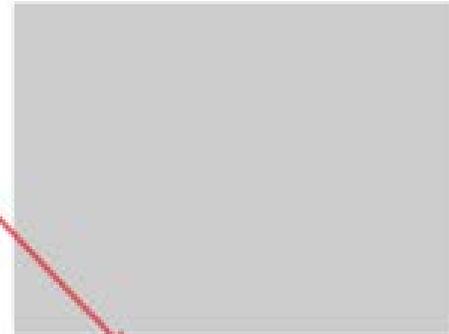
I am a one line header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet tellus nec purus luctus, vitae posuere arcu tempus. Etiam ac euismod eros.



I am a one line header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet tellus nec purus luctus, vitae posuere arcu tempus. Etiam ac euismod eros.



I am a three line header which ruins the balance and harmony of this three column layout

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet tellus nec purus luctus, vitae posuere arcu tempus. Etiam ac euismod eros.

One of these sections is unbalanced

Consistent line length in headers creates better visual harmony



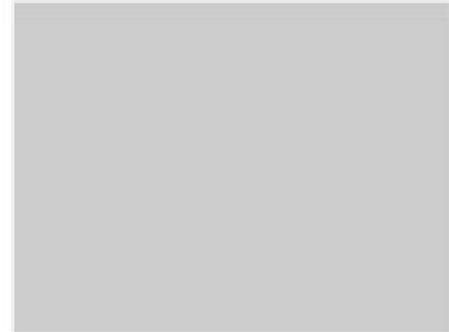
I am a one line header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet tellus nec purus luctus, vitae posuere arcu tempus. Etiam ac euismod eros.



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FORMAT SMARTER

- Bullets are a great way to improve the scannability of your text. You can enhance those bullets by adding sub-headers (when appropriate).

Before: bullets are long and hard to read

How does CCA stand out?

- CCA is among the top 25 colleges in California (out of 787) that ranks highest for return on investment (ROI), as determined by [Affordable Colleges Online](#)
- US News & World Report ranks CCA as one of the top graduate master of fine arts programs including Ceramics, Graphic Design, Industrial Design, Interior Design, Painting/Drawing, Photography, and Sculpture
- *BusinessWeek* magazine named CCA as one of the world's best design schools
- [Princeton Review](#) designates CCA as "one of the most environmentally responsible colleges in the United States and Canada."

After: bullets with headers improve scannability

How does CCA stand out?

- **Top 25 in ROI**
[Affordable Colleges Online](#) found CCA to be in the top 25 out of 787 colleges in California for ROI (Return on Investment)
- **Top graduate master of the fine arts programs in the US**
Reported by US News & World Report
- **World's best design school**
Reported by *Business Week* magazine
- **One of the most environmentally responsible colleges in the US**
Reported by the [Princeton Review](#)

PROOF EV

FAIL

- Test your links
- Remove typos
- Get extra sets
- Copy errors re
- Take this step



structure

SEO and Keywords

- <https://www.youtube.com/watch?v=ml1-FAKwDy8>



Keyword Tips

- Titles

When writing a title, try to keep it below about 65 characters, and include one of your target keywords or phrases so it's easier for searchers to identify that your results are relevant to other query.

- Descriptions

Descriptions are also shown in search results but they don't have a direct impact on rankings. They exist to tell searchers why they should click on your result. Use one of your target keywords or phrases in your meta description so they know your content is relevant to their query.

Keyword Tips

- Headings and Content

It's important to use your keywords in your headings and content, as visitors are much more likely to stay on a page if they can see the terms they had searched for on it. However, it's critical you use these keywords naturally -- so write for readers first, not search engines.

- URLs - It's a good idea to include keywords in your URL if they accurately describe the page contents.

Google's guide to good SEO practices

<https://support.google.com/webmasters/answer/35769>

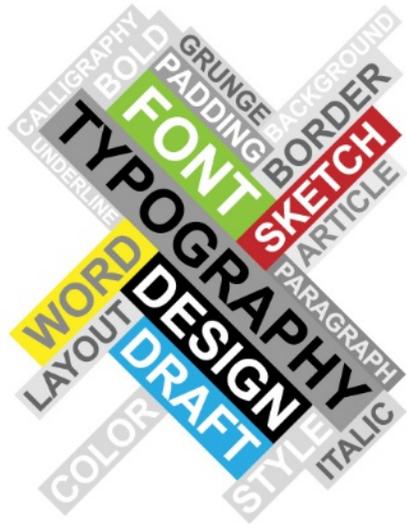
Image file names ALT tags

- You can also look at including keywords in a natural way in your image titles and alt text. This seems minor -- and it isn't going to impact your search rankings as much as other things on this list -- but it helps Google find your site in image searches, improves accessibility for people with poor vision using screen readers, and is also used as a minor search ranking factor.
- Accessibility issues can have legal implications.



Create Guidelines to Follow

- Example guidelines from the University of California Riverside
- http://cms.ucr.edu/writing_web_content.html



Writing for the Web

The User Experience

Andrew Robinson

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How can you apply these lessons in the real world?

People read differently online
than in print

they are **Task Focused**

Channel 5

Demand 5

Shows

Schedule

Search



Chicago PD

When does pursuing justice become criminal?



Dawson's enlisted to go undercover to find a kidnapped narcotics officer.

Tune in at 9pm

Watch the previous episode on Demand 5

On tonight

- 17:00 5 News **Channel 5**
- 17:30 Neighbours
- 17:00 Cowboy Builders **Spike**
- 18:00 Cops
- 17:00 Diagnosis Murder **5 USA**
- 18:00 CSI: New York
- 17:00 Scrubs **5★**
- 17:25 That 70's Show
- 17:00 Teleshopping **5+24**
- 17:30 Teleshopping

Full Schedule

Watch full episodes

Demand 5



Toot The Tiny Tugboat
Wed 22 Jul



Botched Up Bodies
Tue 21 Jul



Chasing Monsters
Tue 21 Jul



Benefits By The Sea: Jaywick
Tue 21 Jul

New on Channel 5



Channel 5 shows

Tweets from a list by Channel 5

Neighbours @NeighboursTV 30m
Imogen finds herself in grave danger in today's #Neighbours. pic.twitter.com/LewRHgeMYU
Show Photo

Sue Ryder @Sue_Ryder 1h
"Things could be better". Michael Howard's clear message to Jeremy Hunt about end of life care #eolic @hospiceuk twitter.com/5_News/status/

When is Home and Away on?

Channel 5

Demand 5

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Channel 5

Demand 5

Shows

Schedule

Search



Wednesday 22 July

Wed 15	Thu 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21	Today	Thu 23	Fri 24	Sat 25	Sun 26	Mon 27	Tue 28	Wed 29
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Channel 5 Spike 5star	5USA Channel... BBC1	BBC2 ITV1 Channel 4	ITV2 BBC3 BBC4	ITV3 ITV4 Sky One	Sky Three Yesterday More4	Film4 QVC Dave	4Music Ideal World Bid TV	Channel Search <input type="text"/>
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Channel 5	Spike	5★	5USA
 19:00 Police Interceptors	 17:00 Cowboy Builders	 19:00 Teen Mom 2	 21:00 Chicago
Daytime >			
Evening v			
17:00 5 News (S) 17:30 Neighbours (S) (AD)	17:00 Cowboy Builders (S)	17:00 Scrubs 17:25 That 70's Show 17:55 Access 2015	17:00 Diagnos
18:00 Home and Away (S) (AD) 18:30 5 News (S)	18:00 Cops 18:30 Cops	18:00 Neighbours (S) (AD) 18:30 Home and Away (S) (AD)	18:00 CSI: New 18:55 Access
19:00 Police Interceptors (S)  19:55 5 News (S)	19:00 Can't Pay? We'll Take It Away (S)	19:00 Teen Mom 2	19:00 NCIS (S)

More Channels

Channel 5

Demand 5

Shows

Schedule

Search



Wednesday 22 July

Wed 15

Thu 16

Fri 17

Sat 18

Sun 19

Mon 20

Tue 21

Today

Thu 23

Fri 24

Sat 25

Sun 26

Mon 27

Tue 28

Wed 29



Channel 5
Spike
5star

5USA
Channel 5
BBC1

BBC2
ITV
Channel 4

ITV2
BBC3
BBC4

ITV3
ITV4
Sky One

Sky Three
Yesterday
More4

Film4
QVC
Dave

4Music
Ideal World
Bid TV



Channel Search

Channel 5



19:00 Police Interceptors

Spike



17:00 Cowboy Builders

5★



19:00 Teen Mom 2

5USA



21:00 Chicago



More Channels

Daytime >

Evening v

17:00 5 News (S)

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Are Students Task Focused?



Yes...

when deadlines are near

Panic, urgency, stress

So... be concise

MacBook

Light. Years ahead.



Novelists are paid by the word

Web authors should not be!

Think more, write less

Not all web writing tips will
apply to you

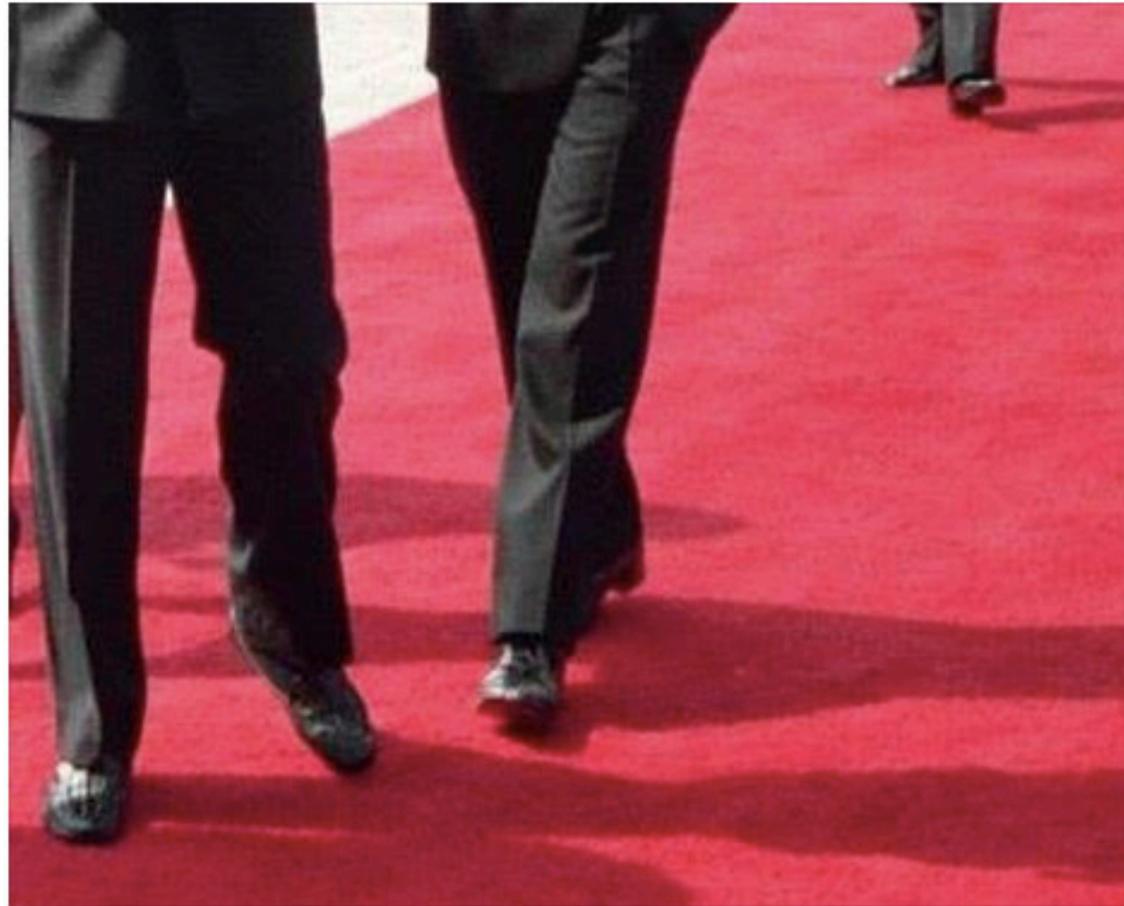


Celeb Style Weekly

3 mins · 



You'll NEVER believe which two stars got into a fight on the red carpet last night!! CLICK to find out which starlet they were fighting over!! ---->
<http://bit.ly/1b7quT9>



Like · Comment · Share



Celeb Style Weekly

3 mins · 🌐



You'll NEVER believe which two stars got into a fight on the red carpet last night!! CLICK to find out which starlet they were fighting over!! ---->
<http://bit.ly/1b7quT9>



Like · Comment · Share

There is no need to drive traffic to your site

- Your audience is already there
- You do not need advertising revenue

Let's pick a real world example
of a website at random...



♥ SHARE

Come to our OPEN DAYS

APPLY NOW

Students

Staff



Discover Worcester

Start your journey

Make yourself at home

Join our community



A first-class university and cathedral city

Find a Course

Search by keyword



Browse by subject | A-Z of courses



Explore our city



Latest news



Think like a student

When is Freshers Week?



SHARE

Come to our OPEN DAYS

APPLY NOW

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Start your journey

Make yourself at home

Join our community

[Home](#) / Search results

Search

Search For

timetable



[SHARE](#)[Come to our OPEN DAYS](#)[APPLY NOW](#)[Students](#)[Staff](#)[Discover Worcester](#)[Start your journey](#)[Make yourself at home](#)[Join our community](#)[Home](#) / [Search results](#)

Search

Search For



Results (29)

[University Staff Member to Walk Hadrian's Wall in Support of Bereaved Parents](#)

A Timetabling Officer from the University of Worcester is joining hikers from all over the world to walk along the historic Hadrian's Wall.

[Offer holders](#)

This section is for international students who have an offer of a place at the University of Worcester.

[Flexible study options](#)

Some Institute of Education courses offer a flexible, modular approach, allowing you to study at your own pace.

[CREST](#)

The University of Worcester is the local co-coordinator for the British Science Association's CREST Scheme.

Courses (0)

[See all Courses](#)

Staff profiles(0)

[See all Staff profiles](#)

News stories(4)

This is an SEO problem

The keyword is missing



♥ SHARE

Come to our OPEN DAYS

APPLY NOW

Students

Staff



Discover Worcester

Start your journey

Make yourself at home

Join our community

[Home](#) / Search results

Search

Search For

when is freshers week?





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Staff



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Start your journey

Make yourself at home

Join our community

[Home](#) / Search results

Search

Search For



Results (2)

Your first week

During your first few days on campus, we run a series of events to help you settle in, find your way around and prepare for university life; this is called "Welcome Week"™

Netball Takes on Basketball in Sporting Success Stories at the University of Worcester

In recent years the University of Worcester has become synonymous with basketball "a" game that has dominated much of the University's sporting prowess.

1

Courses (0)

[See all Courses](#)

Staff profiles(0)

[See all Staff profiles](#)

News stories(1)



♥ SHARE

Come to our OPEN DAYS

APPLY NOW

Students

Staff



Discover Worcester

Start your journey

Make yourself at home

Join our community

[Home](#) / [Make yourself at home](#) / [Prepare for study](#) / Your first week

Make yourself at home

[Explore your new home](#)[Enjoy student life](#)[Get support](#)[Prepare for study](#)[What to expect](#)[Planning your study week](#)[Your first week](#)[Study-life balance](#)[Open days](#)[Parents' guide](#)[Flexible and part-time study](#)[Mature students](#)

Your first week



Worcester City Guide



Your guide to Induction

During your first few days on campus, we run a series of events to help you settle in, find your way around and prepare for university life; this is called 'Welcome Week'.

Welcome Week is made up of central and departmental orientation events. There are both formal and social activities, which provide an excellent introduction to your course and student life. You can take a look at a previous guide to get a better idea of how the week unfolds.

You will be able to access the Welcome Week Guide from your SOLE page when you register.

The Students' Union also run 'Freshers' Week', which offers a wide range of events to introduce you to the social and sporting side of life at the University.

This is a content problem

The information is missing

What you want to say

vs

What the user is trying to find



♥ SHARE

Come to our OPEN DAYS

APPLY NOW

Students

Staff



Discover Worcester

Start your journey

Make yourself at home

Join our community

[Home](#) / [Make yourself at home](#) / [Prepare for study](#) / [Your first week](#)

Make yourself at home

[Explore your new home](#)[Enjoy student life](#)[Get support](#)[Prepare for study](#)[What to expect](#)[Planning your study week](#)[Your first week](#)[Study-life balance](#)[Open days](#)[Parents' guide](#)[Flexible and part-time study](#)[Mature students](#)

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Make yourself at home

[Explore your new home](#)[Enjoy student life](#)[Get support](#)[Prepare for study](#)[What to expect](#)[Planning your study week](#)[Your first week](#)[Study-life balance](#)[Open days](#)[Parents' guide](#)[Flexible and part-time study](#)[Mature students](#)

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This is a content problem

Unfamiliar abbreviation

This is a also content problem

No link to SOLE page

Let's try another site...

Worcester Students' Union

#TeamWorc

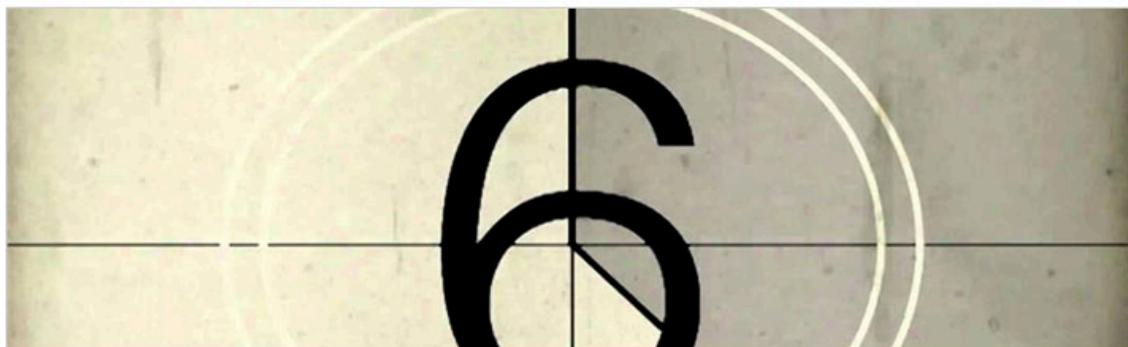
YOUR VOICE

VOLUNTEERING

SOCIETIES & ACTIVITIES

EAT/DRINK/SHOP

HELP & ADVICE



Freshers' Week 2015, more info coming very soon...

Tue 21 Jul 2015

Login

Register

SU Welcome Desk

Mon-Fri 9am - 5pm

01905 543210

studentsunion@worc.ac.uk

Event List

» [Event List](#)

Events in July

Forthcoming Events



This is a database problem

The information is
too far in the future

Let's consider another
common student task that
might be familiar to you

I need this book...

Adobe® Edge Animate

CLASSROOM IN A BOOK®

The official training workbook from Adobe Systems

CD-ROM Included for Windows and Mac OS

Where do I look?



Google Search

I'm Feeling Lucky



adobe edge animate hive worcester



Andrew



Web

Images

Shopping

Videos

News

More ▾

Search tools



About 127,000 results (0.75 seconds)

Creating interactive illustrations with Adobe Edge Animate CC

www.adobe.com/inspire/2013/12/symbols-interactive-edge-animate.html ▾Use symbols in **Edge Animate** to produce informative animations with interactive effects.Missing: **hive worcester**

Create responsive, animated compositions | Adobe Edge ...

<https://helpx.adobe.com/edge-animate/.../edge-animate-responsive-projec...> ▾

10 Dec 2013 - Learn how to create responsive, animated compositions that will display well across devices.

Missing: **hive worcester**

Control elements | Adobe Edge Animate CC tutorials

<https://helpx.adobe.com/edge-animate/.../edge-animate-controlling-eleme...> ▾

10 Dec 2013 - Learn how to visually manipulate elements and discover the relationship between the Timeline and Elements panels.

Missing: **hive worcester**

Adobe Edge Animate Course - The Knowledge Academy

www.theknowledgeacademy.com/uk/.../adobe.../adobe-edge-animate-adva...17 Feb 2015 - **Adobe Edge Animate Advanced Training** Cloudera Data Analyst Training: Using **Pig**, **Hive**, and **Impala** with **Hadoop**, **Cloudera Developer** ...

Hadoop Apache - Hadoop Training - United Kingdom

<https://www.theknowledgeacademy.com/courses/apache-hadoop-training> ▾... **Adobe InDesign Training** · **Adobe Illustrator Training** · **Adobe Edge Animate Training** · **Adobe Edge Training** · **Adobe** Performing ad hoc Big Data querying with **Hive**. Persisting data in the **Hive MegaStore**; Performing queries with **HiveQL**
Bournemouth · Liverpool · Wolverhampton · **Worcester** · Carlisle · Maidstone ...

Elance | Flash 3D Designers

<https://www.elance.com/d/d/flash-3d/66> ▾

Our deliverable feature a detailed concept art, traditional 2D animation projects, ... we can handle any project that requires cutting-edge solutions like the award Ruby on Rails, Python, Node.js, C++, Hadoop, HDFS, HBase, Hive, MongoDB, MySQL

This is an SEO problem

...many possible reasons

Where do I look next?

Viv asked me to include
examples of good and bad
websites

So, let's look at a large, recently
opened gold-clad public library
in the West Midlands

REWRITING THE BOOK THE LIBRARY OF BIRMINGHAM

Search...

- VISITING
- WHAT'S ON
- SERVICES
- ELIBRARY
- DISCOVER
- COLLECTIONS
- YOUNG LIBRARIES
- SUPPORT US



The Library is open Monday - Tuesday 11am - 7pm, Wednesday - Saturday 11am - 5pm.

Welcome to the Library of Birmingham website



Online Catalogues for the Library of Birmingham



Welcome to Archives, Heritage and Photography



Library of Birmingham Venue Hire



Community Libraries in Birmingham

NEWS & BLOGS



News: Big Hoot's Little Hoot - decorated by local schools as part of the owl trail



Blog: Mobile Library Reading Group Welcomes Local Author A A Abbott



News: British Library partnership for Shakespeare's 400th Anniversary in 2016

UPCOMING EVENTS



Tom Palmer's Rugby Reading Game

Tue 18 August 2015, 2:00pm



Business and Learning - Work Club

Thu 23 July 2015, 11:00am



Album 31 Photography Exhibition

Thu 23 July 2015, 11:00am

LATEST TWEET

Did you know we are home to 100's of postcards featuring the golden age of US railways?

<http://t.co/mKvwKEBiau>

<http://t.co/7BPgUSBBw2>

Follow us on Twitter

FOLLOW US

- FaceBook
- YouTube
- Twitter

Good or Bad
writing for the web?

REWRITING THE BOOK THE LIBRARY OF BIRMINGHAM

Search...

You are here: > Home

THE LIBRARY OF BIRMINGHAM

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ALTERart

Thu 23 July 2015, 11:00am

[VIEW ALL EVENTS](#)

Mission Statement

The Library of Birmingham is rewriting the book for 21st century public libraries. Offering world-class facilities and resources, we aim to transform lives through learning, knowledge and culture and provide an exciting and inspiring visitor experience to all.

[Tweet](#) 5 [Like](#) 5

Post a Comment

Name

Comment

Submit



30
max
speed

40
Maximum
speed

National speed
limit applies

STOP
SA
School crossing
patrol

What you want to say

vs

What the user wants to read

Back to finding that book...

REWRITING THE BOOK THE LIBRARY OF BIRMINGHAM

Search...

- VISITING
- WHAT'S ON
- SERVICES
- ELIBRARY
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Thu 23 July 2015, 11:00am

LATEST TWEET

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is not always straightforward

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Is it a basic design problem?

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to be honest.

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Think about what the user
will be looking for, and where
they will look

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Anywhere: ADOBE EDGE ANIMATE (Keywords)

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1. **Adobe Edge Animate : the missing manual**

Grover, Chris
O'Reilly, 2012
220



Location	Collection	Shelved At	Status/Desc
Library of Birmingham Level 1	Adult Non-fiction	IT9 ANI	• Available
Library of Birmingham Level 1	Reference: SIS Collections	IT9 ANI	• Not for loan (Set: 29 Nov 2013)

2. **Brilliant Adobe Edge Animate / Steve Johnson, Perspection, Inc.**

Johnson, Steve, 1961-
UK edition.
Harlow, England : Pearson, [2013]
320 pages : illustrations (colour) ; 24 cm



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and not

Fiction/Non-Fiction

- [Non-Fiction](#) (1)

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Personal Author

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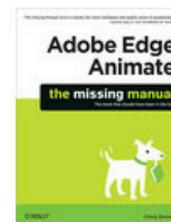
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3. **Learning Adobe Edge Animate**

Labrecque, Joseph
Packt Publishing Limited, 2012
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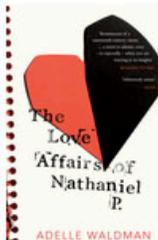
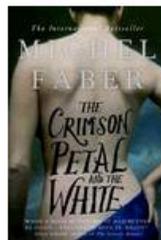
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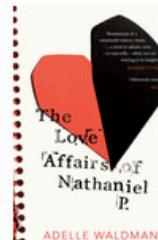
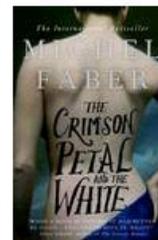
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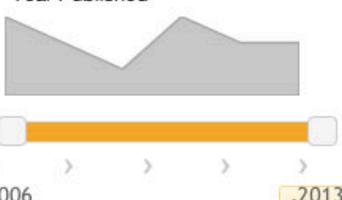
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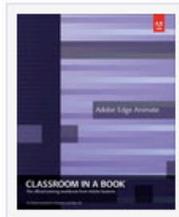
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Brilliant Adobe Edge Animate

By Johnson, Steve, 1961- author
Book. English. **Published** Harlow, England: Pearson, [2013] UK edition

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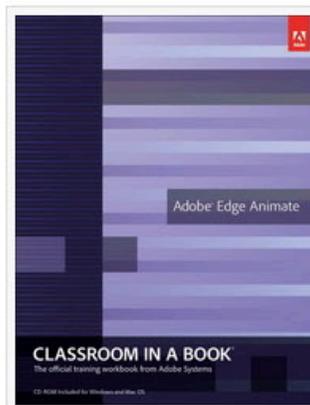
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Adobe edge animate classroom in a book: the official training workbook from Adobe Systems

Adobe Creative Team; Adobe Systems

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Book. English.
Published San Francisco, Calif.: Peachpit, 2013

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Conclusion

Applying these lessons in the
real world is not always easy

Applying these lessons in the
real world is not always easy

but it does help your users

A final thought

How many words have you seen
on screen while I was talking?

...and how many did you read?

An interesting blogpost discussing the academic library

- <http://musingsaboutlibrarianship.blogspot.co.uk/2014/10/how-should-academic-library-websites.html#.VazHbPIViko>

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