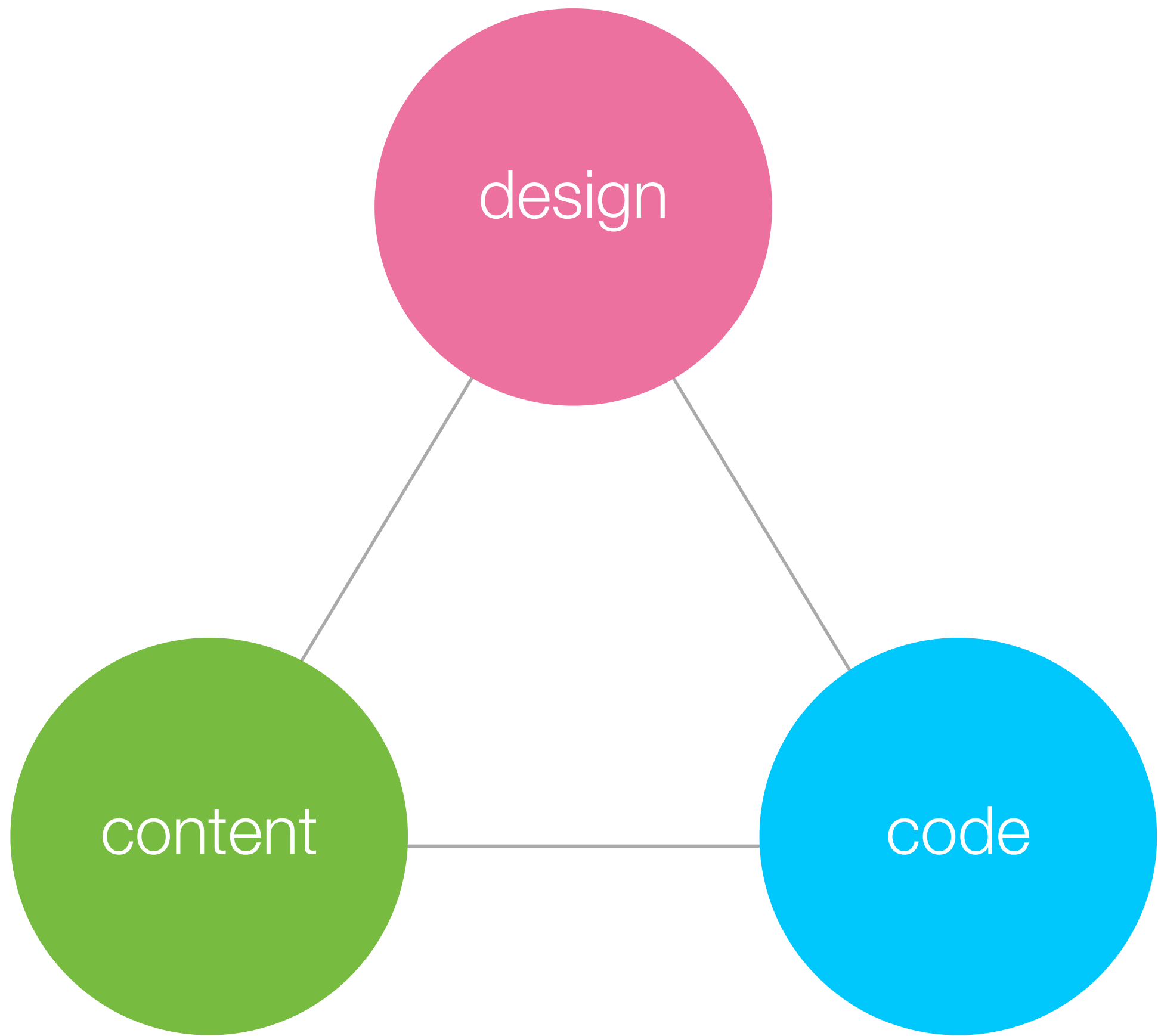


Writing for the Web

Czarina Cando, MBA

Web Developer for Student Affairs



“Content Is King”

- Bill Gates

Writing for the Web

#1 – Write for Fast Reading

#2 – Set the Right Tone of Voice

#3 – Create Information-Rich Signposts

#4 – Front-load Your Content

#5 – Provide Detailed Information and Useful Images

#6 – Actively Manage Your Content

State of the Web

How are people viewing our websites?





laptop



desktop

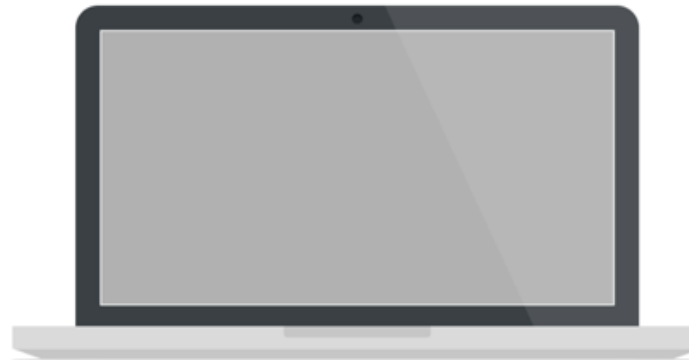


smartphone

tablet

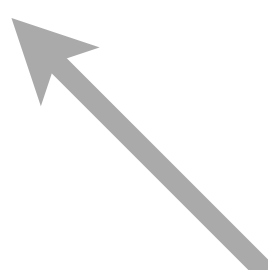
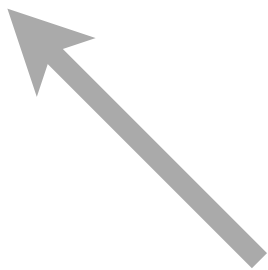
laptop

desktop

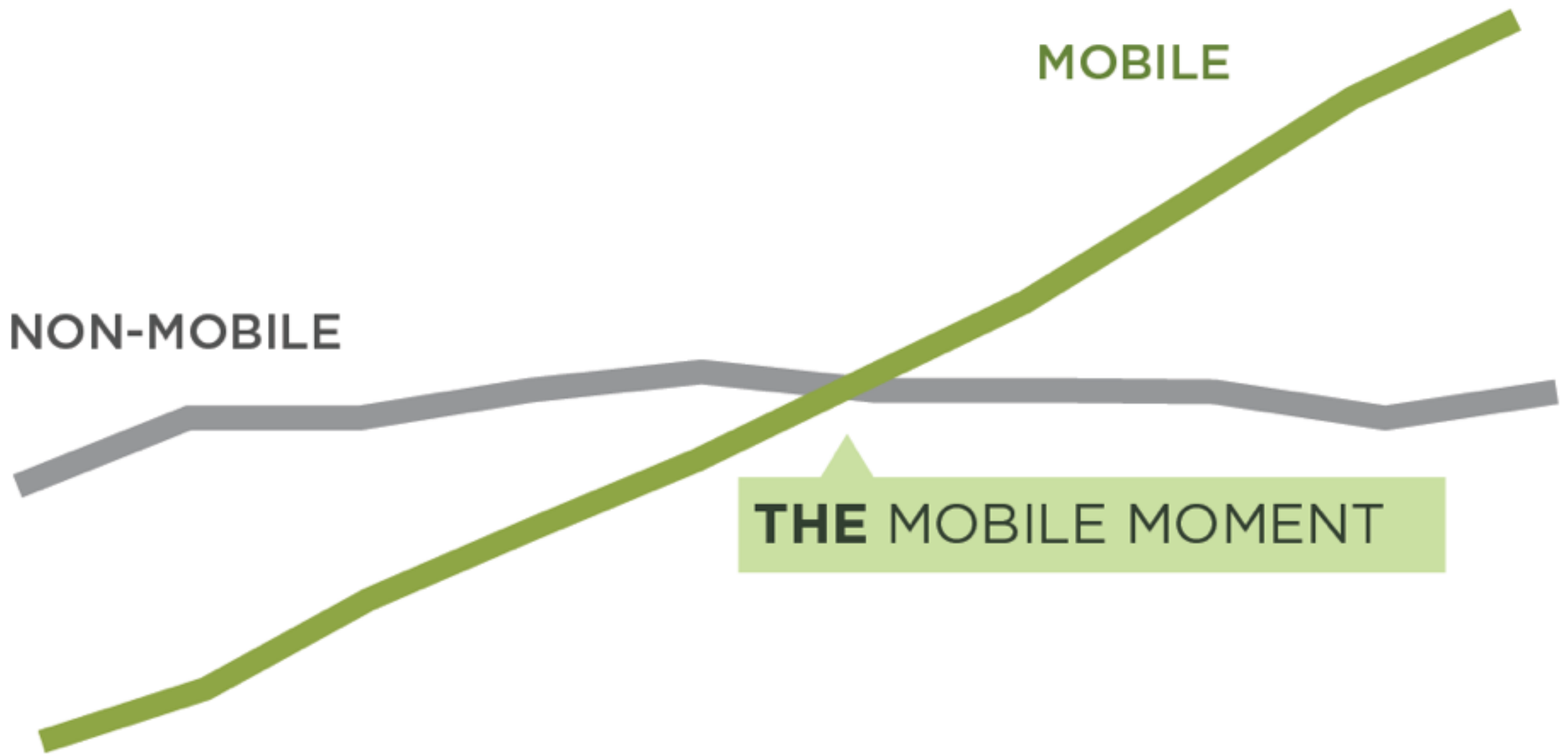


iPhone
2007

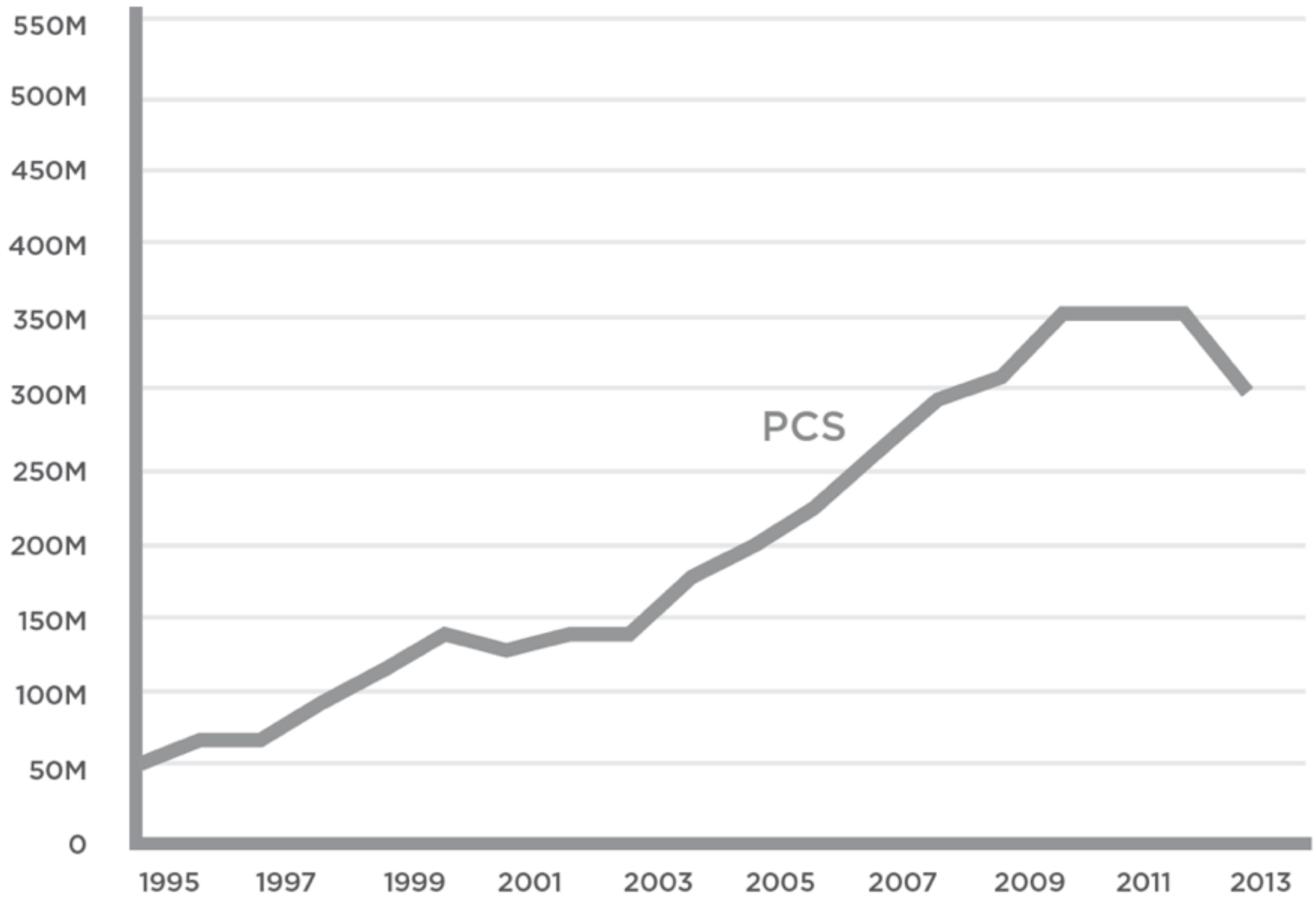
iPad
2010





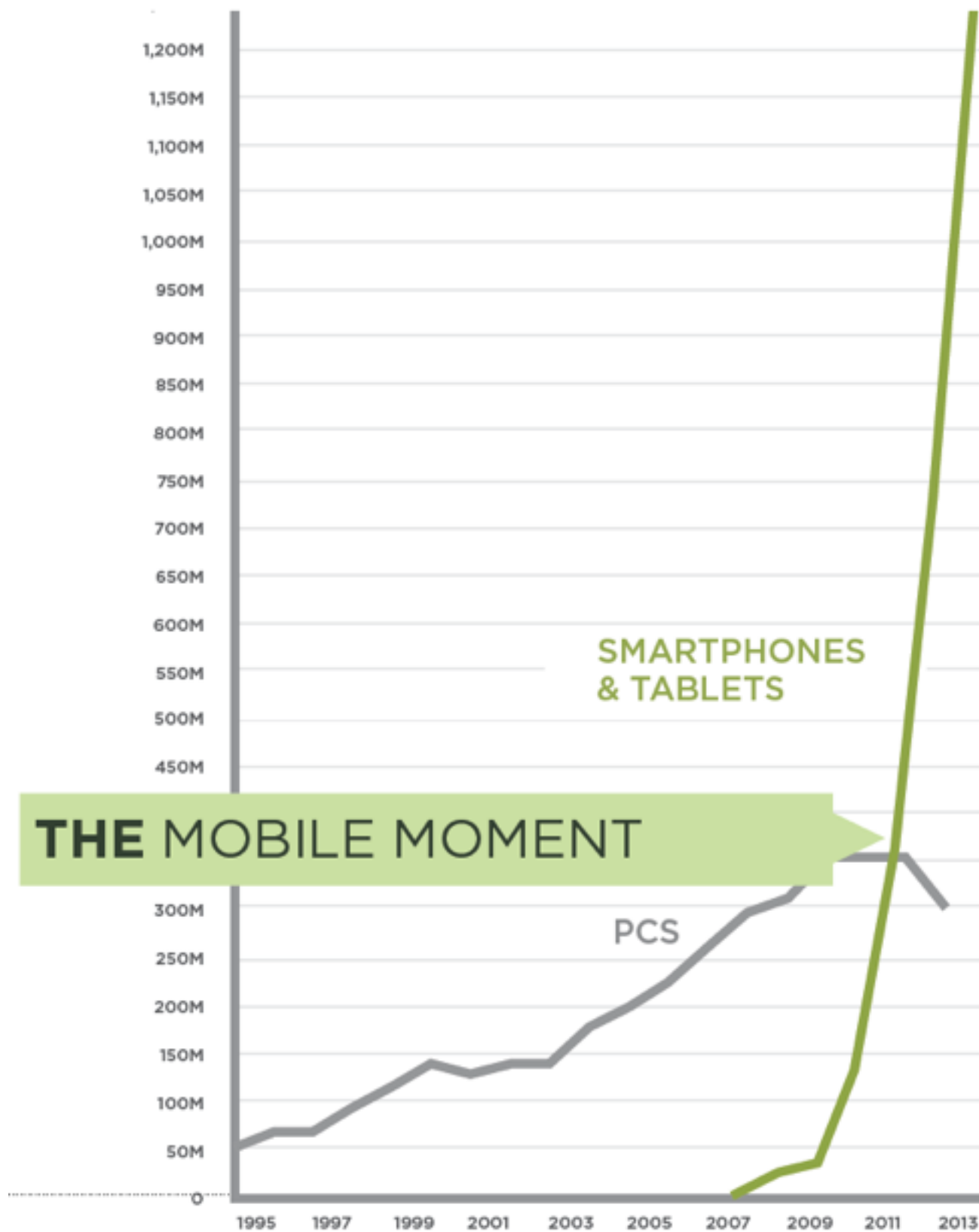


2012 Global Sales - mobile devices *surpassed* PCs



Global Sales

qz.com/145704/slides-mobile-is-eating-the-world
lukew.com/presos



Global Sales

qz.com/145704/slides-mobile-is-eating-the-world
 lukew.com/presos

MOBILE USAGE

2013

2014

*All UT Dallas
Websites*

16%

19.7%

*Student Affairs
Websites Only*

18.7%

30.2%

smartphone



tablet



laptop

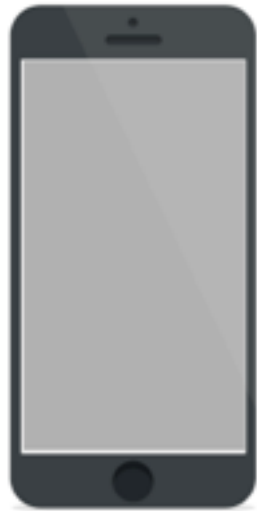


desktop



smartphone

tablet





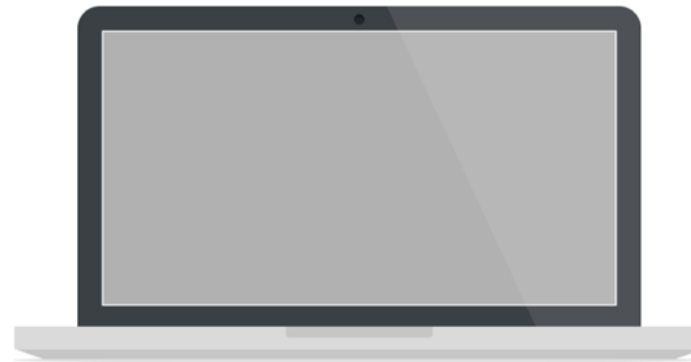
smartphone



tablet



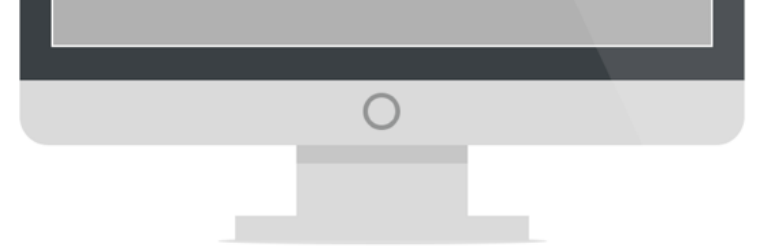
laptop



desktop



How do we write content for this?



Create good content
that ***transcends*** platform.



Comcast Customer Central

[Home](#)[Account & Bill](#)[Users & Settings](#)[Alerts](#)[Help](#)

[Home](#) > [Customer Central](#) > [XFINITY Help and Support](#) > [Billing & Payment](#) > Understanding Your Bill

Understanding Your Bill

Updated 3/9/2012 8:46:02 PM by Comcast Expert

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Here's an overview of everything that will appear on your bill, so you can feel comfortable that you know what you're paying for and what to expect each month. We'll also go over specific information about what to expect on your first bill.

There are certain things you'll always see on your bill and certain things that you'll only see when adding new products or services or making remaining payments on a deferred payment plan.

Let's take a quick look at each part of the bill.



1. **"One-Stop Shop" Box**

Look here first for the most important information in one place: your account number, the billing date, the total bill amount and when it's due.

Comcast Customer Central

- Home
- Account & Bill
- Users & Settings
- Alerts
- Help

Home > Customer Central > XFINITY Help and Support > Billing & Payment > Understanding Your Bill

Understanding Your Bill

Updated 3/9/2012 8:46:02 PM by Comcast Expert

Email Print

Like Send Tweet

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Let's take a quick look at each part of the bill.



1. "One-Stop Shop" Box

Look here first for the most important information in one place: your account number, the billing date, the total bill amount and when it's due.

Understand Your Bill

Here's a look at key parts of your bill. You'll see some of them every month, while others will only appear if you add products or services or change your payment plan.

Page 1

Page 2

1 Account Number 9999 11 222 0000002
Billing Date 06/10/10
Total Amount Due \$0.00
Payment Due by 07/02/10
Page 1 of 2

Contact us: comcast.com 1-800-XFINITY 34-6486

2 Monthly Statement Summary

Previous Balance	\$0.00
Payment - 05/05/10 - Thank you	- \$0.00
New Charges - see below	\$0.00
Total Amount Due	\$0.00
Payment Due by	07/02/10

3 New Charges Summary

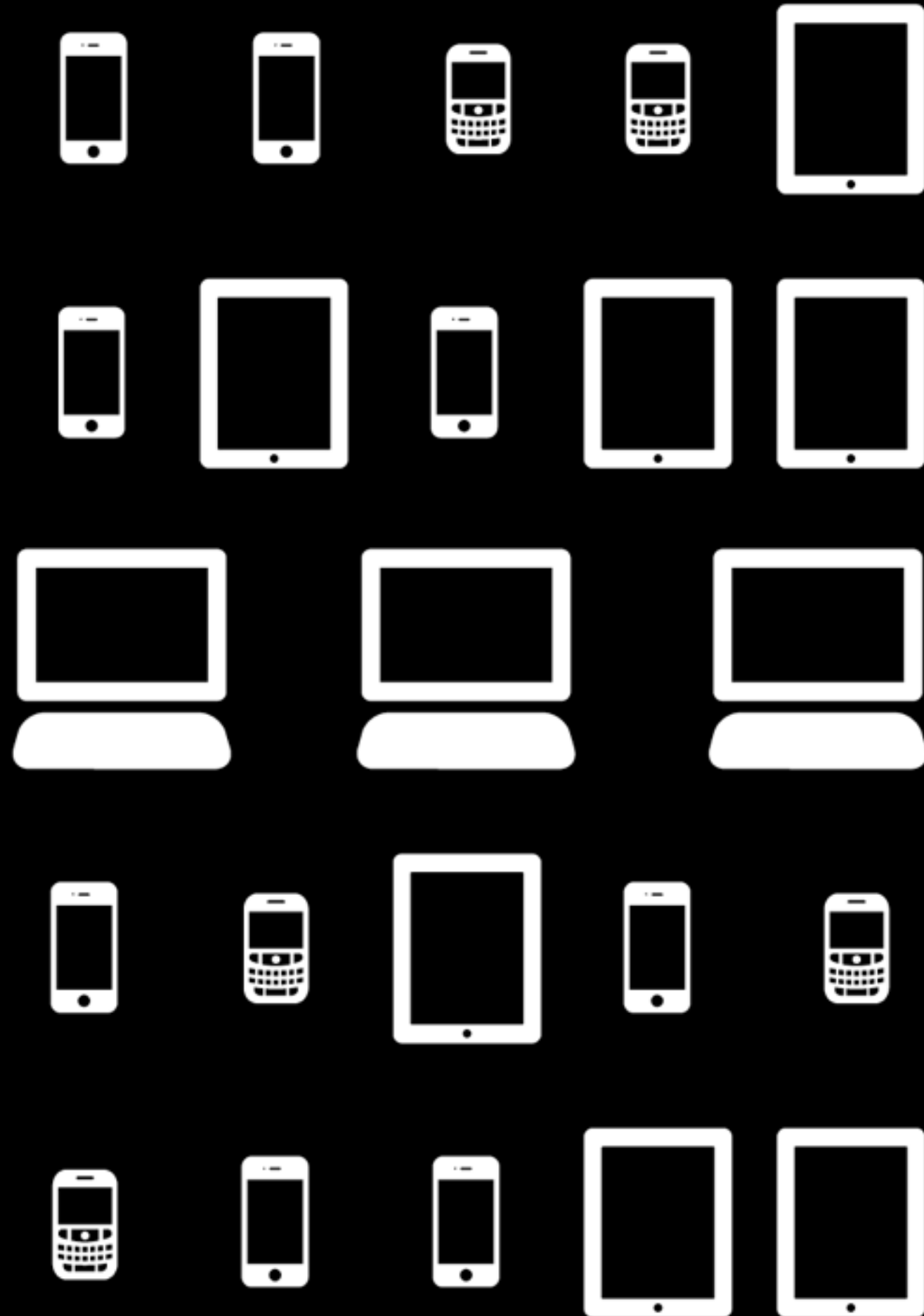
XFINITY Bundled Services	\$0.00
Additional XFINITY TV Services	\$0.00
Additional XFINITY Internet Services	\$0.00
Additional XFINITY Voice Services	\$0.00
Partial Month Charges & Credits	\$0.00
Effective 05/05/10, you made a change to your account. See the following pages for more details.	
Taxes, Surcharges & Fees	\$0.00
Total New Charges	\$0.00

4 You saved \$57.06 this month with your XFINITY services!

5 See this coupon with your payment. Please write your account number on your check or money order. Do not send cash.

Account Number 9999 11 222 0000002
Payment Due by 07/02/10
Total Amount Due \$0.00

Create good content
that ***transcends***
platform.



Writing for the Web

#1 – Write for Fast Reading

#2 – Set the Right Tone of Voice

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#1

Write for Fast Reading

People **scan**; they don't read.



#1

Write for Fast Reading

Start each paragraph
with the key idea.



[Redacted text block]

#1

Write for Fast Reading

Use short sentences
and paragraphs.



[Green highlighted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

#1

Write for Fast Reading

Try bullet points or numbered lists:

- Easier to scan
- Written concisely



- Two horizontal grey bars of different lengths, representing a list item.

- Two horizontal grey bars of different lengths, representing a list item.

- Two horizontal grey bars of different lengths, representing a list item.

#1

Write for Fast Reading

Break up text to improve layout.



- A list item consisting of a gray circle followed by two medium gray horizontal bars of varying lengths.

- A list item consisting of a gray circle followed by two medium gray horizontal bars of varying lengths.

- A list item consisting of a gray circle followed by two medium gray horizontal bars of varying lengths.





Try to reduce your text by **50%**

Writing for the Web

#1 – Write for Fast Reading

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#2 Set the Right Tone of Voice

Student Affairs Websites:

- help docs
- contact pages
- notifications
- forms



READER'S FEELINGS

confusion

curiosity

stress

anticipation





READER'S FEELINGS

confusion

curiosity

stress

anticipation

tone

helpful

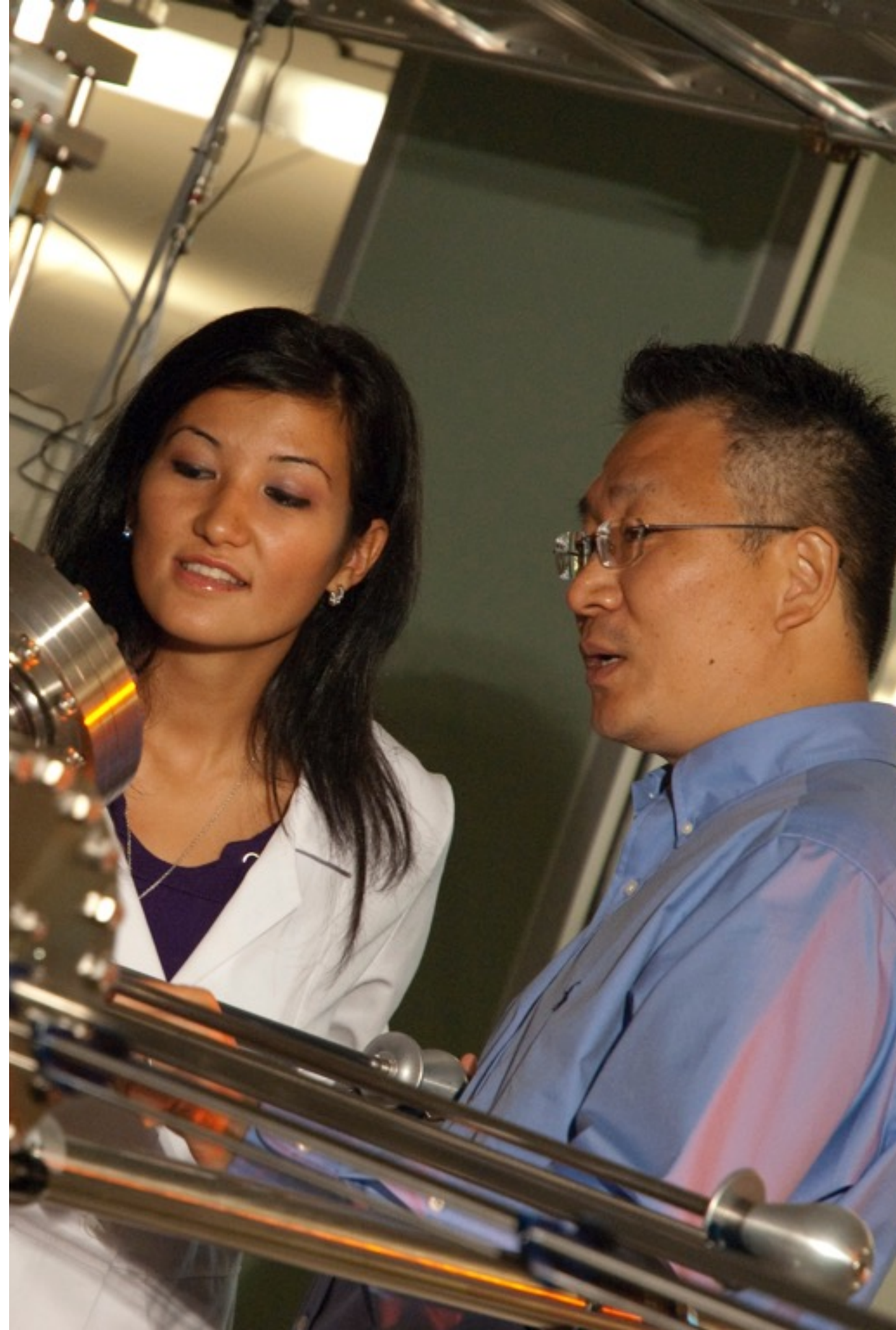
friendly

straightforward

specific

Write for an 8th-grade audience.

Avoid formal text, big words and jargon.



Studies show that *complex writing*
makes authors appear **less intelligent**
than *simple writing*.

Dr. Daniel Oppenheimer

2006 Nobel Prize Winner, *Consequences of Erudite Vernacular Utilized Irrespective of Necessity:
Problems with using long words needlessly*, Princeton University

Writing for the Web

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#3

Create Information-Rich Signposts

Use good text on signposts
to pull readers in.

HEADLINE



SUMMARY



SUBHEADING



LINK



#3

Create Information-Rich Signposts

Headlines:

- Sum up content in a few words
- Tell readers what they'll get
- Write headlines to stand alone



Diagram illustrating the structure of an information-rich signpost. It features a prominent orange arrow pointing right, labeled "HEADLINE", which is positioned above a green horizontal bar. Below these elements are several horizontal bars of varying lengths and shades of gray, representing the main body of text. The bars are arranged in a staggered fashion, with some starting further to the right than others, creating a visual hierarchy. At the bottom, two bars are highlighted with a green background, indicating key points or conclusions.

HEADLINE

#3 Create Information-Rich Signposts

Headlines show up on:

- Google search results
- Site menu items

Your headline is the first, perhaps only, impression you make on a prospective reader.

About 628,000 results (0.43 seconds)

On-Campus Jobs - The U

www.utdallas.edu/career/oncamp

Jan 27, 2015 - F-1 Visa Students
(part-time 20 hours per week) NOM

Hiring a Student Employee

<https://www.utdallas.edu/career>

Feb 5, 2015 - All on-campus hourly
posted via CometCareers, and all

On-Campus Student Emp

<https://www.utdallas.edu/.../stud>

Sep 24, 2014 - As an on-campus e
post jobs and recruit students. Ple

Work-Study Jobs - The U

www.utdallas.edu/career/works

Sep 24, 2014 - F-1 Visa Students
only to US citizens, permanent res

Off-Campus Jobs - Caree

<https://www.utdallas.edu/career>

Jul 9, 2013 - We forward resumes
the requirements of the job as defi

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#4

Front-load Your Content

Readers lose interest quickly.



Longest
Gaze

Shortest
Gaze



Guardian Unlimited

October 5 2007 | Last updated less than one minute ago

B

Conservative's statement on budget
The Conservative Party has announced its plans to deliver a pre-budget statement to Parliament on Wednesday. The party's economic spokesman, Michael White, said the government would announce a new budget on October 11.

- **Conservative's statement on budget**
- **Conservative's statement on budget**
- **Conservative's statement on budget**
- **Conservative's statement on budget**



Over 'Crowngate'

- **Over 'Crowngate'**
- **Over 'Crowngate'**
- **Over 'Crowngate'**

Will hit growth

Charles... economic growth has been... financial turmoil.

- **Will hit growth**

As Bhutto deal

Appro... deal between Musharraf and for... of presidential vote.

- **As Bhutto deal**

to meet Burma's leaders

Most senior US diplomat in Burma due to deliver robust message over crackdown on protesters.

separatists arrested

Spanish police arrest entire alleged leadership of banned party Batasuna.

Bill Clinton reveals world mission

If his wife wins the US presidency, Bill Clinton will be asked to repair America's damaged international reputation, the former president tells the Guardian.

- **Read the full interview**
- **Hear highlights of the interview**

- More news**
- UN: Climate change disaster is upon us
 - Nepal election postponed after deadlock
 - Kidnapped British oil worker freed in Nigeria

- Latest videos**
- Diana inquest: week one footage
 - Simon Hoggart: Goodbye Blackpool
 - South Korean leader watches mass game

Give a summary of the most important information at the beginning.



**Who, What, When,
Where, Why**

**Interesting facts,
extra details**

**Least important
information**

This technique is called the **inverted pyramid** style.

Start with the conclusion:

- Answers
- Main points
- Reason for the article

Writing for the Web

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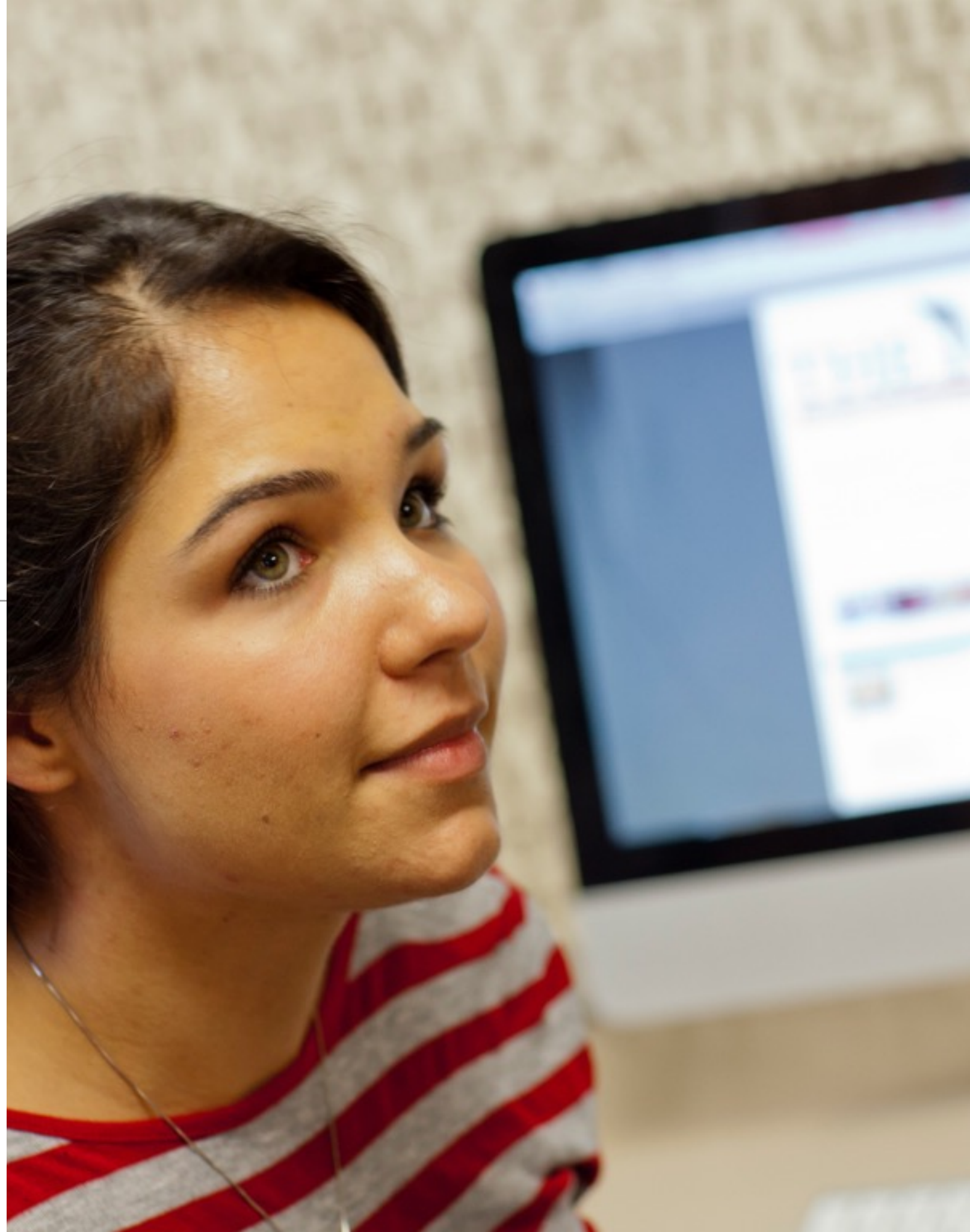
#6 – Actively Manage Your Content

#5

Provide Detailed Information and Useful Images

Trim text with purpose.

Keep in-depth content accessible for readers who want more.





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1 2 3 4 5

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Healthy living information to help
you stay well!

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relay for life

lung cancer

cancer statistics

sun exposure



Expert Voices: Hookahs are trendy, but are they safe? »

Hookah smoking is catching on among young people in the US. Thomas J. Glynn, PhD, explains why this type of social smoking is no better than regular cigarettes.



Dr. Len's Blog: The latest in research and treatments»

Every year at this time cancer specialists and researchers from around the world descend on Chicago for the annual meeting of the American Society of Clinical Oncology (ASCO). Dr. Len shares his insights from the conference.



Donate today and send our new Father's Day ecard to honor Dad. »

Your donation will help make a difference and give hope in the fight against cancer!



IN THE NEWS [RSS](#)

New Treatment Controls Breast Cancer Growth in Study

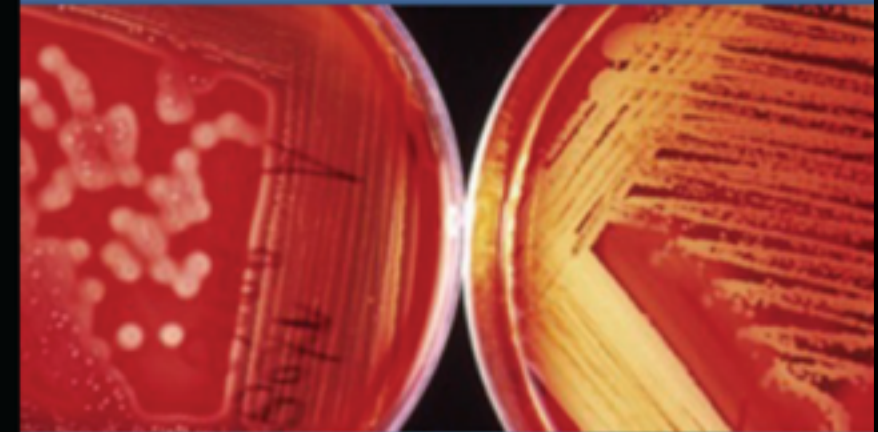
Specialists Gather to Discuss Innovations in Cancer Research and Treatment



MY ACS ▶

How can we help you?

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FEATURES

Expert Voices: Hookahs Are Trendy,
But Are They Safe? »

Dr. Len's Blog: The Latest In Research



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LEARN ABOUT CANCER

Find information and resources for a specific cancer topic

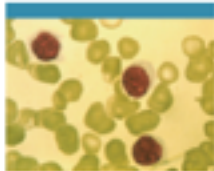
GET WELL

PRINT » SHARE » SAVE »

Cancer Basics »

Cancer Basics

Start in this section to get answers to some of the basic questions about cancer, such as what it is, what some of the common signs and symptoms are, and how many people it affects.



WHAT IS CANCER?

Get a brief overview of cancer, a group of more than 100 diseases in which cells in a part of the body begin to grow out of control.

READ MORE »



SIGNS AND SYMPTOMS OF CANCER

Cancer is a group of diseases that can cause different signs or symptoms, depending on where it is in the body. Here you can learn about some of the most common signs and symptoms of cancer.

READ MORE »



LYMPH NODES AND CANCER

Our bodies have a network of lymph (limf) vessels and lymph nodes. This network collects fluid, debris, and other things that are in the body's tissue, outside the bloodstream. Cancer can appear in the lymph nodes in two ways: it either starts there or spreads there from somewhere else.

READ MORE »



QUESTIONS PEOPLE ASK ABOUT CANCER

Get answers to some of the most common questions people have about cancer.

READ MORE »



IS CANCER CONTAGIOUS?

Can you "catch" cancer from someone who has it through things like sex, kissing, touching, sharing meals, or breathing the same air? Find out here.

READ MORE »

QUICK FINDER

Cancer Basics

What Causes Cancer?

Breast Cancer

Colon/Rectum Cancer

Lung Cancer - Non-Small Cell

Prostate Cancer

Show All Cancer Types

News and Features

Cancer Glossary

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Enter search terms or location Search



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How can we help you?

Search

QUICK FINDER

IN THIS SECTION: Find information and resources for a specific cancer topic

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Signs and Symptoms of Cancer

Text Size - +

What are signs and symptoms?

A *sign* is a signal that something is not right in the body. But signs are signals that can be seen by someone else -- maybe a loved one, or a doctor, nurse, or other health care professional. Fever, fast breathing, and abnormal lung sounds heard through a stethoscope may be signs of pneumonia.

A *symptom* is also a signal of disease, illness, injury, or that something is not right in the body. Symptoms are felt or noticed by the person who has them, but may not be easily seen by anyone else. For example, weakness, aches, and feeling short of breath may be symptoms of pneumonia.

Having one sign or symptom may not be enough to figure out what's causing it. For example, a rash in a child could be a sign of a number of things, such as poison ivy, measles, a skin infection, or a food allergy. But if the child has the rash along with other signs and symptoms like a high fever, chills, achiness, and a sore throat, then a doctor can get a better picture of the illness. Sometimes, a patient's signs and symptoms still don't give the doctor enough clues to figure out the cause of an illness. Then medical tests, such as x-rays, blood tests, or a biopsy may be needed.

How does cancer cause signs and symptoms?

Cancer is a group of diseases that can cause almost any sign or symptom. The signs and symptoms will depend on where the cancer is, how big it is, and how much it affects the organs or tissues. If a cancer has spread (metastasized), signs or symptoms may appear in different parts of the body.

As a cancer grows, it can begin to push on nearby organs, blood vessels, and nerves. This pressure causes some of the signs and symptoms of cancer. If the cancer is in a critical area, such as certain parts of the brain, even the smallest tumor can cause symptoms.

But sometimes cancer starts in places where it will not cause any symptoms until it has grown quite large. One example is cancers in the pancreas. They usually do not cause symptoms until they grow large enough to press on nearby nerves or organs (this causes back or belly pain). Others grow around the bile duct and block the flow of bile. This causes the eyes and skin to look yellow (jaundice). By the time a pancreatic cancer causes these signs or symptoms, it is usually in an advanced stage. This means it has grown and spread beyond the place it started -- the pancreas.

A cancer may also cause symptoms like fever, extreme tiredness (fatigue), or weight loss. This may be because cancer cells use up much of the body's energy supply, or they may release substances that change the way the body makes energy from food. Or the cancer may cause the immune system to react in ways that produce these symptoms.

Sometimes, cancer cells release substances into the bloodstream that cause symptoms which are not usually linked to cancer. For example, some cancers of the pancreas can release substances which cause blood clots in veins of the legs. Some lung cancers make hormone-like substances that raise blood calcium levels. This affects nerves and muscles, making the person feel weak and dizzy.

How are signs and symptoms helpful?

Treatment works best when cancer is found early. Finding cancer early usually means it can be treated while it is still small and is less likely to have spread to other parts of the body. This often means a better chance for a cure, especially if the cancer can be removed with surgery.

A good example of the importance of finding cancer early is melanoma skin cancer. It can be easy to remove if it has not grown deep into the skin. The 5-year survival rate (percentage of people who live at least 5 years after diagnosis) at this stage

QUICK FINDER

Cancer Basics

What Causes Cancer?

Breast Cancer

Colon/Rectum Cancer

Lung Cancer - Non-Small Cell

Prostate Cancer

Show All Cancer Types

News and Features

Cancer Glossary

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QUICK FINDER

LEARN ABOUT CANCER : CANCER BASICS

+

-

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Signs and Symptoms of Cancer

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#5

Provide Detailed Information and Useful Images

AVOID stock photos.





Instead, use authentic images that help tell the story.





UT Dallas Image Library

webdeveloper@utdallas.edu



Student Affairs Marketing

flickr.com/**utdstudentaffairs**

Writing for the Web

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#6 – **Actively Manage Your Content**

#6

Actively Manage Your Content

Content expires.

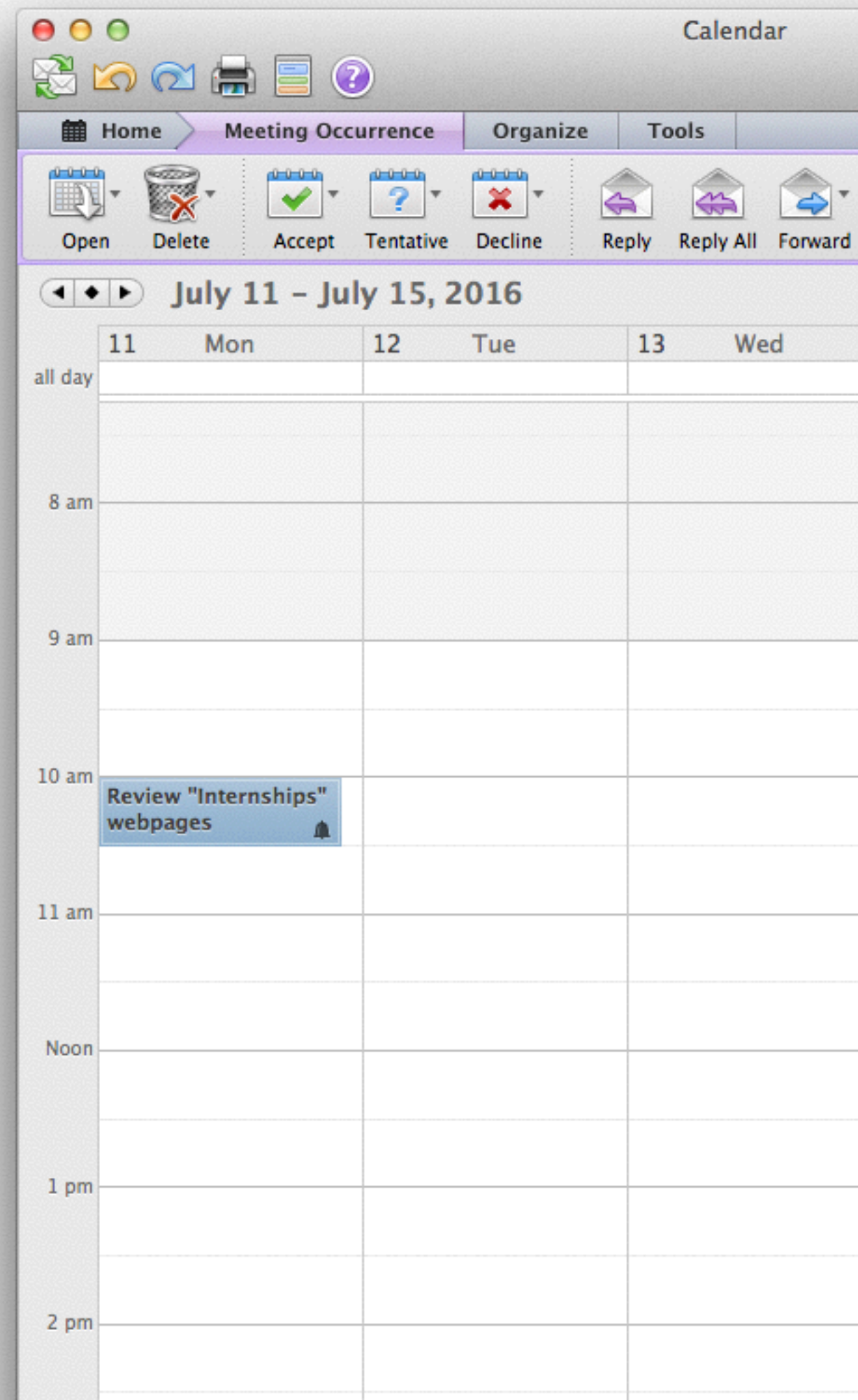
It's dangerous to keep
out of date content
around.



#6

Actively Manage Your Content

Set an **expiration date**
on your content
at the time you write it.



#6 Actively Manage Your Content

Review, make any necessary changes, then republish or remove the item.



Check for **broken links**.



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Writing for the Web

Thank You!

Czarina Cando, MBA
Web Developer for Student Affairs
czarina@utdallas.edu
x6262

