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?
2012 Global Sales - mobile devices surpassed PCs
<table>
<thead>
<tr>
<th>MOBILE USAGE</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>All UT Dallas Websites</td>
<td>16%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Student Affairs Websites Only</td>
<td>18.7%</td>
<td>30.2%</td>
</tr>
</tbody>
</table>
How do we write content for this?
Create good content that *transcends* platform.
Understanding Your Bill

Updated 3/9/2012 8:48:02 PM by Comcast Expert

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.
Understanding Your Bill

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Write for Fast Reading

People scan; they don’t read.
#1
Write for Fast Reading

Start each paragraph with the key idea.
#1
Write for Fast Reading

Use short sentences and paragraphs.
#1
Write for Fast Reading

Try bullet points or numbered lists:
• Easier to scan
• Written concisely
#1
Write for Fast Reading

Break up text to improve layout.
Try to reduce your text by 50%
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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
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#3
Create Information-Rich Signposts

Use good text on signposts to pull readers in.
#3
Create Information-Rich Signposts

Headlines:
• Sum up content in a few words
• Tell readers what they’ll get
• Write headlines to stand alone
#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.
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#4
Front-load Your Content

Readers lose interest quickly.
Give a summary of the most important information at the beginning.
This technique is called the **inverted pyramid** style.

Start with the conclusion:
- Answers
- Main points
- Reason for the article
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#5
Provide Detailed Information and Useful Images

Trim text with purpose.

Keep in-depth content accessible for readers who want more.
LEARN ABOUT CANCER
Find information and resources for a specific cancer topic

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.

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.

LYMPH NODES AND CANCER
Our bodies have a network of lymph (lymph) vessels and lymph nodes. This network collects fluid, debris, and other things that are in the body’s tissues, outside the bloodstream. Cancer can appear in the lymph nodes in two ways. It either starts there or spreads there from somewhere else.

QUESTIONS PEOPLE ASK ABOUT CANCER
Get answers to some of the most common questions people have about cancer.

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.

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
ACS Bookstore

HOW CAN WE HELP YOU?
Enter search terms or location
Search

WHAT IS CANCER?
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Learn About Cancer > Cancer Basics

Signs and Symptoms of Cancer

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, 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 rash has the rash along with other signs and symptoms like a high fever, chills, 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 signs or symptoms. 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 or press 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 turn 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 in 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 very 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 is about 98%.
#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
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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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Thank You!

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