



# Email Tips

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- Use the subject line to focus your thoughts.
- Respect the recipient. Distribute only to those required.
- Stick to the topic. Keep to one topic per email. People archive.
- Use real words with their proper meanings.
- Organize your ideas and use formatting to guide the reader.
- Summarize in the first paragraph and keep the rest brief.
- Include only the information that the reader needs to understand the point or make a decision.
- Make your writing accessible. Keep it simple.
- Write it yourself.

# Web Sites

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- Internet vs. Intranet
- Writing for yourself vs. writing for client
- Begin with a domain name.
- Tweek to obtain .com, .org, or .net.
- Connect all related communications and social media names to domain.

## Define the Purpose of the Web Site

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- Persuade
- Brand
- Build Relationships
  
- Educate
- Inform
- Create Community

## Three User Questions

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- Where am I? (orient)
- Why am I here? (inform)
- What do you want me to do? (direct)
  
- Above all else:  
Don't make me think!

## Identify Your Audience

- Quantitative: age, gender, education level, knowledge of your topic, organizational position, internal/external, intense/occasional use
- Qualitative: reason for visiting site, what content would be most valuable, how easily accessible should it be, major benefit to take away
- Define your model visitor/user
- Research the competition

# Develop Your Voice

- Give your site a personality: it should be apparent in all elements; it should connect with your model audience
- Consider the context: your brand; your purpose; your exposure
- Develop your voice: 4-5 adjectives about how you want your site to be perceived
- Formality: how serious your approach will be
- Voice/Tone: voice expresses basic personality (authoritative, best friend, practical); tone conveys feeling of voice (friendly, annoyed, excited)

Translate this information into vocabulary, sentence structure, organization of pages/content, punctuation, etc.

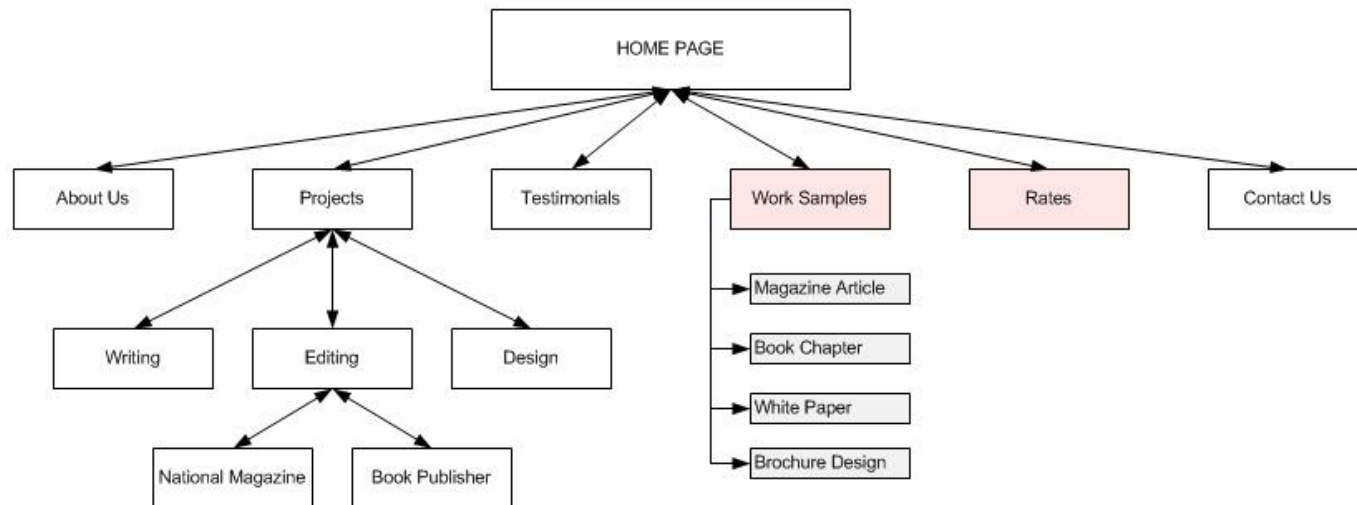
# Map Your Content

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- Plan before you build
- Pages, levels, information flow
- User access
- Navigation
- Keywords
- Organize Home Page

Your web site should reflect your/your company's image or brand. This is what you communicate to the world. Make the best of this opportunity to showcase yourself.

# Build a Wireframe



Access to this option is limited to pre-qualified clients.

User ID and password required.

Access to this option is limited to pre-qualified clients.

User ID and password required.

## Define Your Style

- Readability: sans serif fonts; type/background colors; type size; line spacing; headlines/callouts; use of color
- Graphics: positioning; captions; alt text
- Point of view
- Level of detail
- % Value to the reader

# Creating Content

- Create relevant content.
- Prioritize content. Top of the page is your most important point, product, or persuasive argument.
- Talk to the reader. Build shared references. Get your readers to understand what you already know. Information, exformation and jargon.
- Write scannable content. Begin with your conclusion. Limit one idea per paragraph.

# Creating Content

- Keep it short.
  - 600 words or 4 paragraphs per page
  - 3-10 sentences per paragraph
  - 8-20 words per sentence
- Use headings and callouts.
- Use action words.
- Use lists and bullet points.
- Be clear, direct, and engaging.
- Be personal. Speak your reader's language.

## Creating Content

- Use bold and underline to make a point.
- Don't imitate print copy.
- Consider every page a landing page.
- Eliminate all unnecessary words.
- Understand and use the basics of SEO, but write for your human readers first, spiders second. Keep your keywords in mind.

## Style Guides

- *The Associated Press Stylebook and Libel Manual*
- *The Chicago Manual of Style*
- *The Microsoft Manual of Style for Technical Publications*
- *The Yahoo! Style Guide*
- Company or client style guide

## Message and Medium

- How you present your message is just as important as what is said. Users are savvy. Your credibility depends as much on how well your site works as how well your message is written.
- People stay on engaging sites with poor content longer than they do on unappealing/broken sites with strong content.
- Special characters across browsers.  
<http://ascii.cl/htmlcodes.htm>

# HTML Character Codes

© (copyright) &#169;	® (registered trademark) &#174;	™ (trademark) &#8482;	' (single quote, apostrophe) &#8217;
— (en dash) &#8211;	— (em dash) &#8212;	“ (left double quote) &#8220;	” (right double quote) &#8221;
½ (one half) &#189;	¼ (one quarter) &#188;	€ (Euro) &#8364;	é (accent acute) &#233;

# Markup Language Variations

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- HTML: HyperText Markup Language
- DHTML
- XML: Extensible Markup Language
- XHTML
- HTML5

# SEO Basics

- Search Engine Optimization
- People first. Offer original content of value to your readers.
- Keep content refreshed. Update regularly.
- Make every page of your site unique.
- Use title, description, keywords meta tags.
- Use keywords in titles, headlines, and lists.
- Use keywords in hyperlinks.
- Incorporate related links. Encourage related sites to link to you.

# Sample Meta Tags

```
<head>
<title>Feeling Groovy Designs</title>
<meta name="description" content="Feeling
Groovy Designs: Our work makes you look great
and feel groovy.">
<meta name="keywords" content="graphic design,
design, book trailers, web site animation,
Chicago, boutique studio">
</head>

<body>
.
.
.
</body>
```

# Blogs

- A Web site on which an individual or group of users record opinions, information, etc. on a regular basis.  
– Wikipedia
- A *blog* is a personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links. – blogger.com

# Blogs

- Blogger, WordPress, TypePad, and more
- Blogs can be standalone (hosted by a blogging site) or incorporated into your own web site.
- Find blogs/register your blog:
  - <http://www.blogsearchengine.com/>
  - <http://www.blogdigger.com/>
  - <http://www.findblogs.com/>

# Blogs

- Personal blogs: written by individuals or very small groups concerned with personal matters
  - introvert: centered around private life
  - extrovert: author pays attention to surroundings or current events
- Job Blogs: the focus of writing is a work situation. Written by an individual, teams, or rotational responsibilities. Hot trend are blogs by CEOs/Presidents; they can be a useful tool in building building personal bonds with employees, customers, and the general public.
  - Obvious peril involved if you're writing off the grid; get permission; be discrete.

# Blogs

- Specialist blogs: focus on one aspect of a job/profession/hobby. Writing clearly speaks to colleagues with vocabulary that may baffle outsiders.
  - Topics range from academia to zoology.
  - Forum where you don't have to worry about writing for everyone.
- News blogs: generally a newspaper or news service website feature; can also be a corporate or personal blog that reports and comments on current issues (H1N1, Fukushima).
- Advocacy blogs: posts argue a case for a group, movement, or philosophy, such as political reform, pet adoption, gun ownership, historical preservation, vegetarianism, etc.
  - Collective: a group of writers rotate posts from similar point of view.
- Hybrids of all of the above.

# Blogs

- Write for a reason and know why you write. Connect all posts to your unifying theme.
- Write often and consistently. Keep posts granular; that is, one topic per post.
- Write tight. Omit unnecessary words. Apply good web writing techniques.
- Make friends. Acknowledge good work and writing ideas of others. Respond to readers' comments. Encourage dialogue.
- Find good enemies. Readers love controversy and learn from debate.
- Let the story unfold. Understand the storyteller's art and let your story unfold over time. Blogs are a process. You want readers to come back for more.
- Speak out. If you know your facts and have done your homework, you have an informed opinion. State it clearly.
- Be attractive. Put yourself, your gender, your culture, and your élan for life in your writing. This is a personal platform; it should reflect your passion.
- Use your archives. Invite others to link to your ideas. Categorize your posts.
- Relax! Don't overworry about correctness—political or otherwise. Don't take yourself too seriously. Let your work flow from your passion, your play, your career, your home life, your special interests. Establish a rhythm and a voice that comes naturally to you.

# Blogs

- Blog Style: title and subtitle are important; should explain what the blog is about; don't get too obscure, rude, or ironic. Design the page to reflect your topic and style.
- Blog links: about me, my sites, email me, downloads, podcasts, videos, audio files; should be straightforward, informative, and credible. You want to build trust right from the start.

# Blogs

- The basic unit of a blog is the whole post. It is, in effect, a mini web site.
- Each post should be able to stand on its own; you don't know how the reader will approach the post.
- Don't worry about reposting. Fix errors when you find them and repost. Readers will appreciate it.
- Blog frequency: business blog: daily; personal blog: weekly; set a schedule that you can keep; publish posts on a dependable timetable

# Analyzing Blogs

- The same metrics used to evaluate web sites are used for blogs; some are helpful, some not so much.
- Why are you blogging?
  - Content: emphasis on driving traffic to blog through use of content and keywords
  - Commerce: emphasis on funneling traffic through blog to web site to convert to lead, sale, or other action
  - Community: emphasis on building consistent readership that interacts with the author and advocates on behalf of the content

# Analyzing Blogs

- KPIs (Key Performance Indicators)
  - Content:
    - :: total visits
    - :: percentage of new visits
    - :: visits from search engines
  - Commerce:
    - :: average length of stay
    - :: number of pages viewed per stay
    - :: referrals from other sites
  - Community:
    - :: repeat visits
    - :: RSS (webfeed) subscribers
    - :: number of comments
- Bounce Rate

# Analyzing Blogs

- Analytics built into hosting systems (Blogger, WordPress, etc)
- TopRankBlog.com
- Commetrics.com
- Pmetrics.com
- Woopra.com
- Piwik.com
- StatCounter.com
- SiteMeter.com
- Many, many more...

# Web Feeds

- aka RSS feeds (Rich Site Summary)
- RSS is the technical standard; web feed is the generic term.
- A web feed is a computer-readable file that summarizes the information published on a web site. You can publish summaries, excerpts, or full-text articles; regulatory or technical updates; events and schedules; reports, audio files, images; can also be programmed for e-learning, marketing response, customer support, and other highly specialized content.

## Web Feeds

- One downside of relying on web feeds to deliver important information is the learning curve. Readers may not yet be using a fully integrated browser; readers may need to learn to use a third-party program.
- Second downside: no metrics. Web feeds are anonymous.

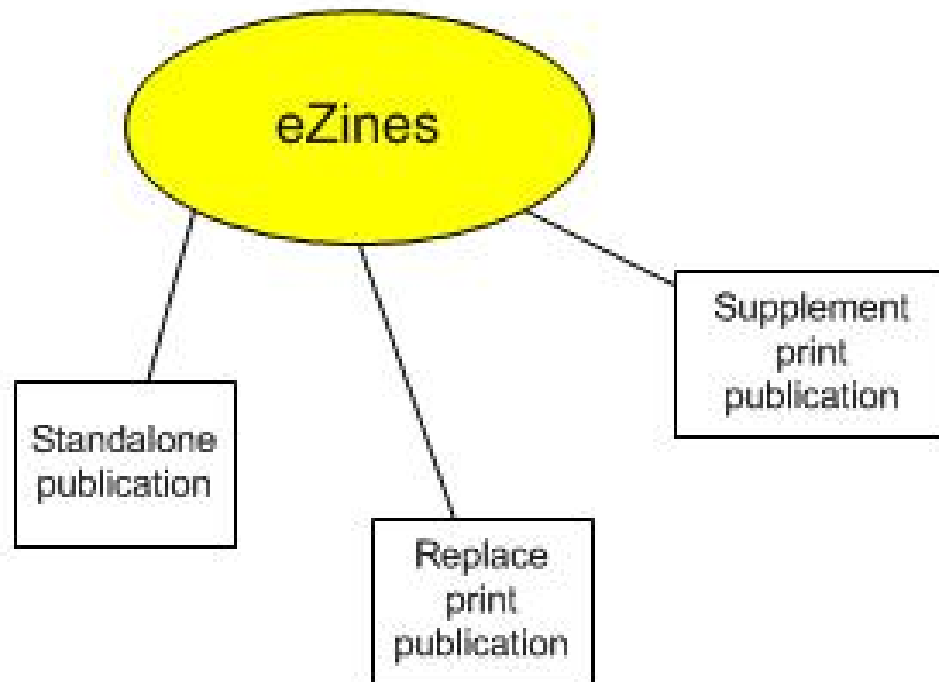
## Web Feeds

- Web feed readers are free. Built into the latest version of major web browsers or:
  - FeedBucket.com
  - BlogLines.com
  - [disobey.com/amphetadesk/](http://disobey.com/amphetadesk/)
  - many more
- Where to find web feeds to follow:
  - <http://www.newsonfeeds.com/faq/aggregators>
  - search for “web feed aggregators”

# Web Feeds

- How to create your own web feed?
- Web feeds are XML files that sit on your server with your web or blog files.
- Requires conversion software to create.
  - FeedForAll.com
  - tucows.com (for other options)
- Push files to your site server (or some programs can be set up for automatic update).
- Add RSS link to your web page or blog; readers subscribe and their feeds are updated automatically when you publish new content.

# eZines



# eZines

- Finding ezines to read, registering your ezine:
  - <http://www.ezine-dir.com/>
  - <http://ezines.nettop20.com/>
  - <http://www.magatopia.com/>
- Types of ezines:
  - website-based
  - multi-author blog
  - email

## eZines

- All guidelines used in print media pertain to online magazines. Date all issues. Attribute all articles.
- Online citation format:  
AuthorLastName, First. “Article Title.”  
*Periodical/eZine Name*. Date of ezine article.  
Date accessed online. URL.
- Web design rules apply. Make the articles easy to read, make archived material easy to find, and make the overall publication site easy to use.

# U.S. Law for Online Content

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- Defamation
- Copyright
- Trademarks
- Publicity rights
- Trade secrets
- Applies to: web sites, blogs, newsletters, ezines, bulk email, images on sites, message board entries, blog comments, and content brought (or linked) in from third parties.

## U.S. Law for Online Content

- Defamation is a false written (libel) or oral (slander) statement about someone that damages that person's reputation.
- Copyright protects original works, whether published or unpublished, that have been fixed in a tangible medium of expression.
- You must obtain permission to use a work when someone else holds the copyright.

# U.S. Law for Online Content

- Fair use: Copyright Act of 1976 covers fair use of copyrighted material for criticism, commentary, news reporting, research, and education.
- Determining criteria:
  - Purpose: commercial or nonprofit educational
  - Nature of the copyrighted work
  - Amount and substantiality of the portion used
  - Effect of the use on the potential market and value of the copyrighted work

## U.S. Law for Online Content

- Trademarks: To use a company's trademark, especially in logo or design form, you almost always need prior permission from the trademark owner.
- If you are using a trademarked name, include the registration sign with the first use; do not insert punctuation or otherwise change the trademarked words; use as an adjective, not as a noun or verb.
- Far fewer complaints if you are using a trademarked name in noncommercial contexts.

## U.S. Law for Online Content

- **Publicity rights:** Every person has the right to control the commercial use of his or her name, image, likeness, voice, or other identifiable aspects.
- **Trade secrets:** A trade secret is information that is not generally known to the public and that, because it is unknown, provides some sort of economic benefit to its owner.

# U.S. Law for Online Content

- The Digital Millennium Copyright Act (DMCA) is a United States copyright law that implements two 1996 treaties of the World Intellectual Property Organization (WIPO). It criminalizes production and dissemination of technology, devices, or services intended to circumvent measures (commonly known as digital rights management or DRM) that control access to copyrighted works. It also criminalizes the act of circumventing an access control, whether or not there is actual infringement of copyright itself.

In addition, the DMCA heightens the penalties for copyright infringement on the Internet.

- On May 22, 2001, the European Union passed the Copyright Directive or EUCD, which addresses some of the same issues as the DMCA. The DMCA's principal innovation in the field of copyright, the exemption from direct and indirect liability of internet service providers and other intermediaries (Title II of the DMCA), was separately addressed, and largely followed, in Europe by means of the separate Electronic Commerce Directive. (Unlike U.S. federal laws and regulations, the execution of European Union directives usually requires separate legislation by or within each of the Union's member states.)