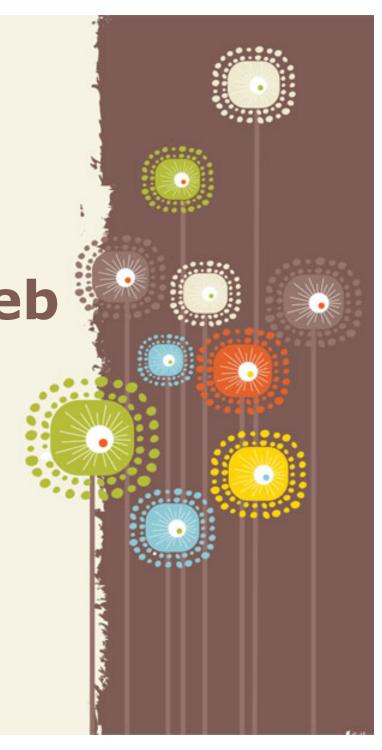
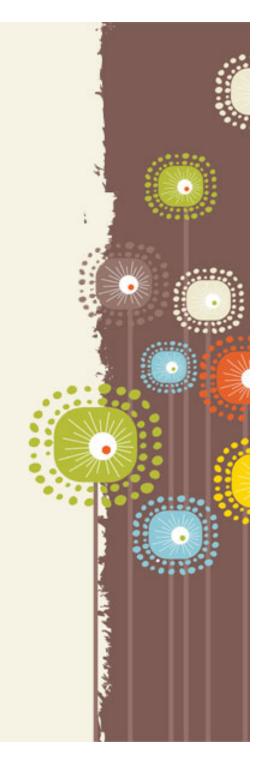
Presented by Laura Hale Brockway, ELS



This presentation will offer tips on how to write web content that delivers. Takeaways include:

- 1. How to satisfy your visitors' goals.
- How to create web content that's part of a conversation, not a rambling monologue.
- 3. How to market on the web by providing users with factual information as quickly and easily as possible.



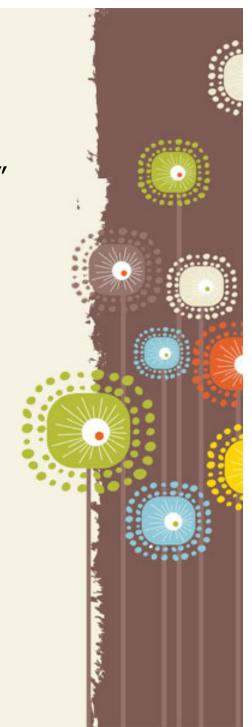
Sources

Letting Go of the Words: Writing Web Content that Works
by Janice Redish

Website Reading: It (Sometimes) Does Happen from the Nielsen Norman Group.



Traditional marketing specializes in "push."
 Pushing information out to potential customers (brochures, advertising, direct mail).



- "Push" does exist on the web, but most web contacts are "pull."
- Visitors come to your site to pull information — and you must satisfy that information need before you market to them.
- Marketing departments often think in terms of how to draw people in. On the web the primary concern is **not to drive people away.**

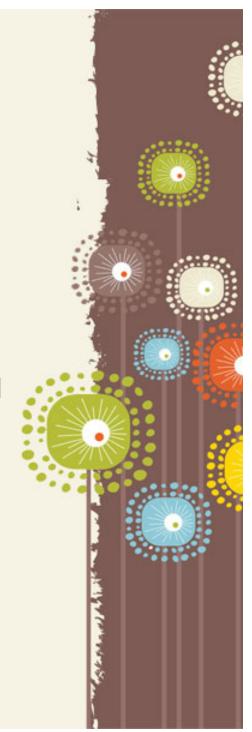


- You have 10 seconds the first 10 seconds are critical to a visitor's decision to stay.
- "Users are extremely skeptical, having suffered countless poorly designed web pages in the past. People know that most web pages are useless, and they behave accordingly to avoid wasting more time than absolutely necessary on a bad page."

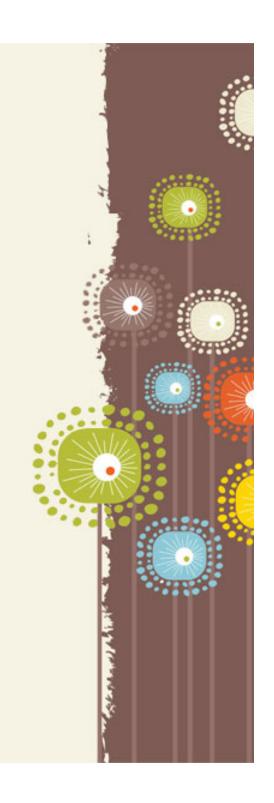
Jakob Nielsen



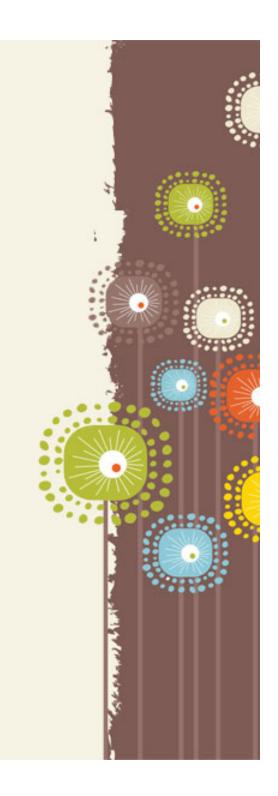
- Reading is the primary action people perform on websites.
- Many people strive to read as little as possible on most of the websites they hit.
- Even on information pages, they skim and scan before they start to read.



- Visitors come to a web site to satisfy goals, to do tasks, to get answers to questions.
- If your site does not help them do this, they will go somewhere else.



1. Write for your readers.

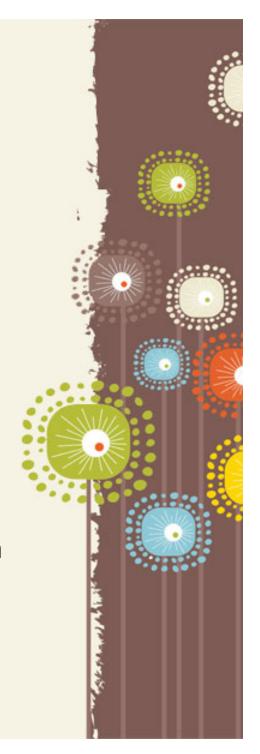


1. Write for your readers

Before

We have also developed a Privacy & Security Toolkit for physicians to educate them about federal and state medical privacy and security laws, including the changes required by Texas HB 300 and its most recent changes made by Senate Bills 1609 and 1610, which were all codified into the Texas Medical Privacy Act.

The Privacy & Security Toolkit is designed to minimize the impact of these privacy laws on physicians' practices, and is available on a modular or bundled basis along with this Fall Seminar for a discounted cost.

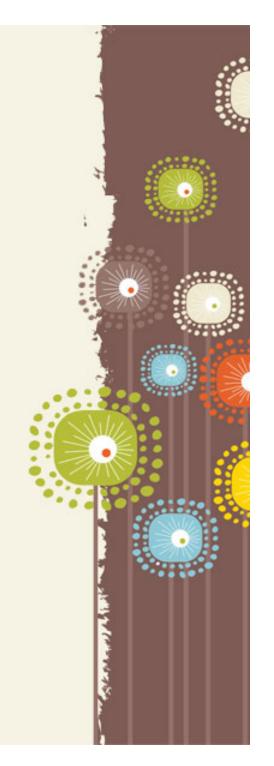


1. Write for your readers

After

We have also developed a Privacy and Security Toolkit to educate physicians about new federal and state medical privacy and security laws.

The Toolkit is designed to minimize the impact of these laws on physicians. It is available at a discounted rate when you register for the Fall Seminar.

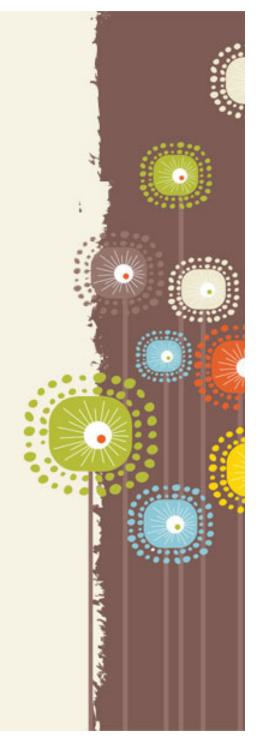


2. Think conversation, not rambling monologue



2. Think conversation, not rambling monologue

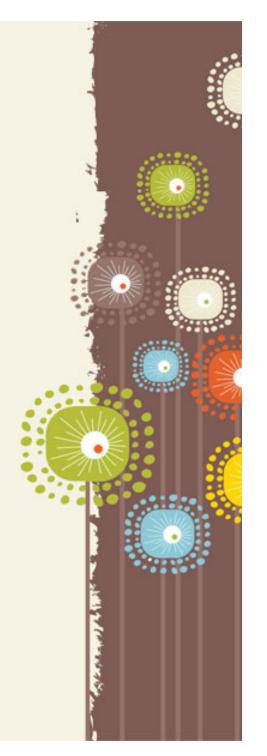
 Good web writing is like a conversation; it answers people's questions; and it lets people grab and go.



2. Think conversation, not rambling monologue

Before

When contacting a licensing board for the first time, ask for a copy of its current licensing requirements and the average time it takes to process applications. This will provide the physician with a solid idea of when to consider closing an existing practice and/or plan a move as addressed in completing an application.

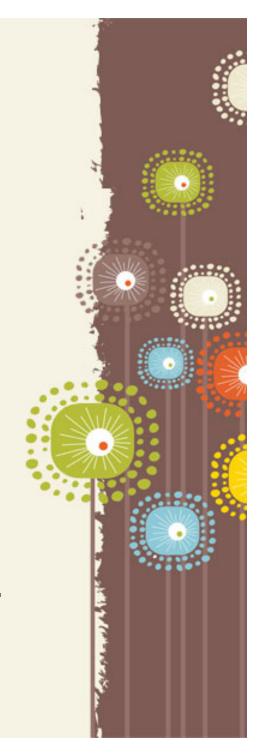


2. Think conversation, not rambling monologue

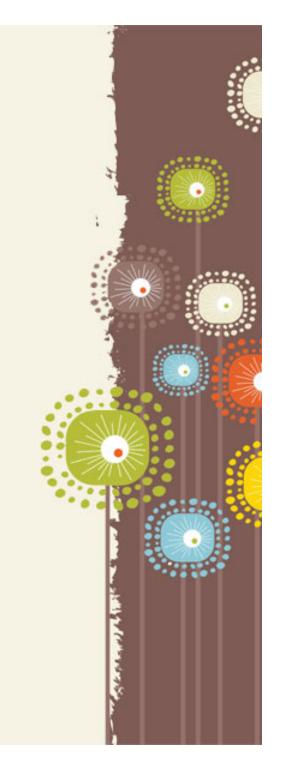
After

Contact the licensing board where you want to practice. Ask for a copy of its current licensing requirements and the average time it takes to process applications.

Reading the requirements will help you understand any potential problems you may have in applying. Finding out about the processing time will help you plan when to close your current practice or when to move.



3. Use the words your audience would use when describing your product.

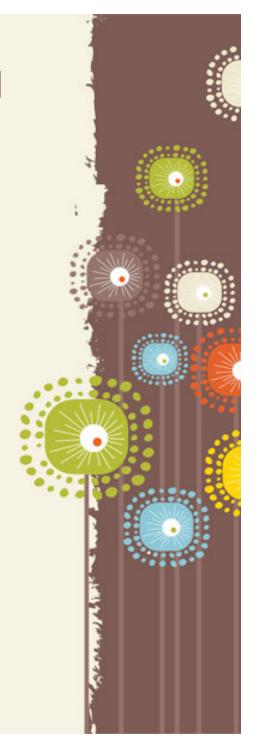


3. Use the words your audience would use when describing your product

Use your web users' words. Don't try to sound impressive by using big words. If those words aren't the ones readers know, they won't be impressed. They'll give up on your website and go to another site that speaks their language.

3. Use the words your audience would use when describing your product

- Avoid jargon
- Spell out and define acronyms
- If you content is highly technical, link to pages that have simplified explanations

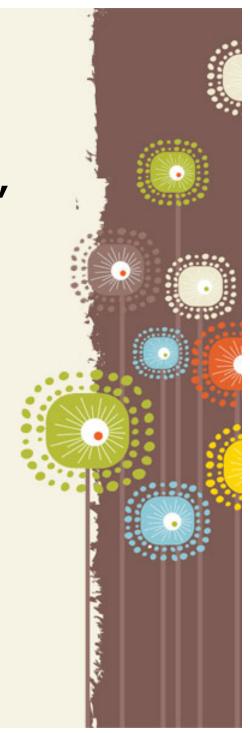


3. Use the words your audience would use when describing your product

Malpractice insurance or medical professional liability insurance



4. Use simple words, active verbs, and meaningful modifiers



4. Use simple words

 The use of unfamiliar or complex terms interferes with comprehension and slows readers down. Readers may even skip terms they don't understand, hoping to find their meaning in the rest of the sentence.

 If your visitors don't find what they are looking for, they will go somewhere else.



4. Use simple words

Complex terms and their simpler alternatives

Instead of

advantageous

ameliorate

cognizant

commensurate

consolidate

deleterious

disseminate

endeavor

erroneous

Try

helpful

improve

aware

equal

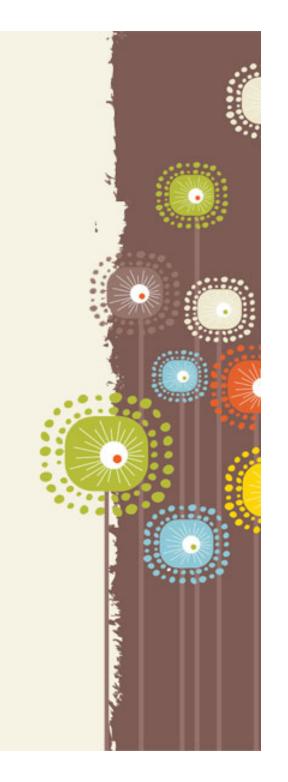
combine

harmful

issue, send

try

wrong



4. Use simple words

Instead of

facilitate inception implement leverage optimize prescribed proficiencies promulgate proximity regarding remuneration subsequently

Try

ease, help start carry out use perfect required skills issue or publish near about reward, payment after or later



4. Use active verbs

As the new year commences, we are leveraging our core competencies as we endeavor to meet our customers needs.

4. Use active verbs

Instead of

accompany ballpark commence consolidate dialogue disseminate endeavor enumerate facilitate ideate implement incentivize

Try

go with estimate begin join talk give, send try count lead, help think carry out, start motivate

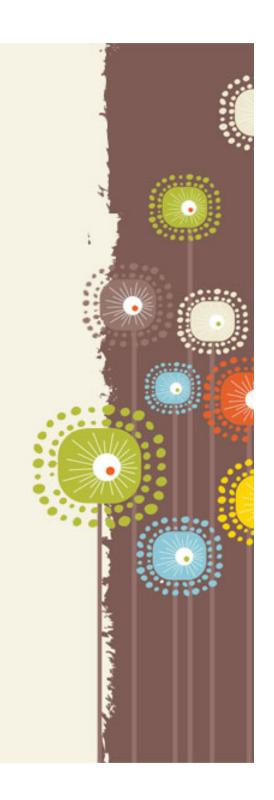


4. Use active verbs

Instead of

peruse promulgate regarding remunerate synergize utilize Try

read
issue, publish
about
pay
work together
use



4. Use meaningful modifiers

 Use only those adjectives or adverbs that add real meaning to your text.

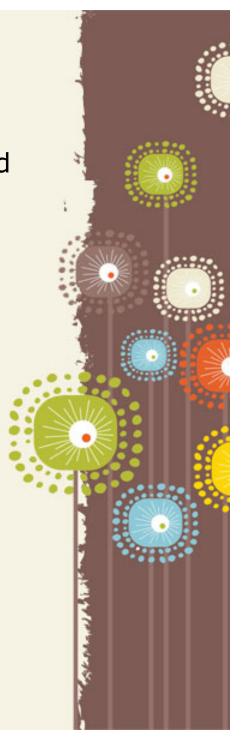
 Which word provides a better description of a puppy: brown or cute?



4. Use meaningful modifiers

Here are some modifiers that have been drained of their meaning through overuse and misuse.

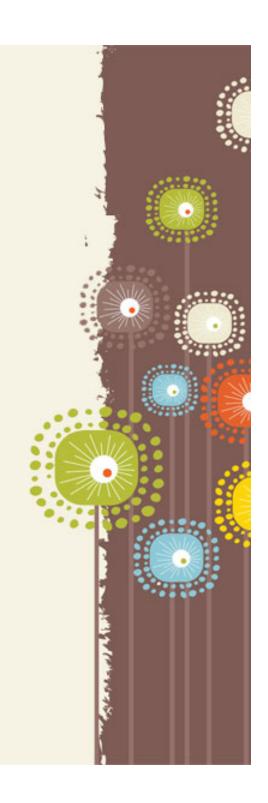
- actually
- amazing
- awesome
- complex
- effective
- efficient
- epic
- exciting
- exclusive
- ground-breaking
- historic
- iconic
- incredible
- innovative



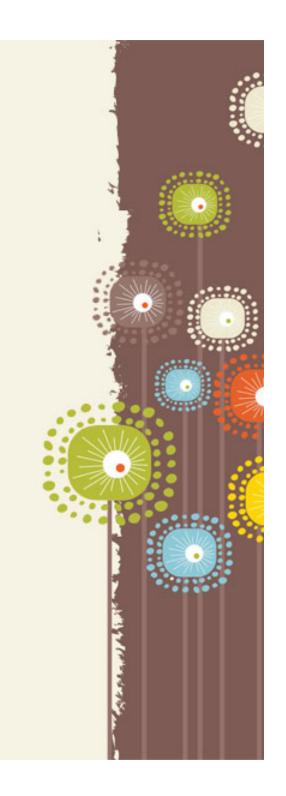
4. Use meaningful modifiers

More meaningless modifiers

- insane
- interesting
- literally
- natural
- nice
- outstanding
- proactive
- progressive
- unique
- really
- revolutionary
- ridiculous
- very



5. Avoid circumlocution



5. Avoid circumlocution

Circumlocution is the use of many words when one will do. For example, writing "at this point in time" when "now" will work.

Before

Due to the fact that sales have increased at this point in time, we are declaring a 12% dividend.

After

Because sales have now increased, we are declaring a 12% dividend.

5. Avoid circumlocution

Phrases you can replace with one word

Instead of

afford an opportunity as a means of at this point in time due to the fact that during the period has a requirement for in a timely manner in accordance with

Try

allow, let

to

now

because

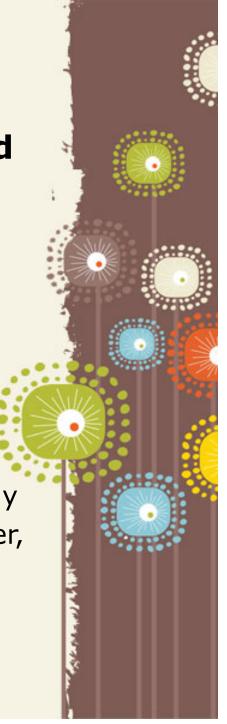
during

needs

quickly, promptly

by, following, per,

under



5. Avoid circumlocution

Instead of

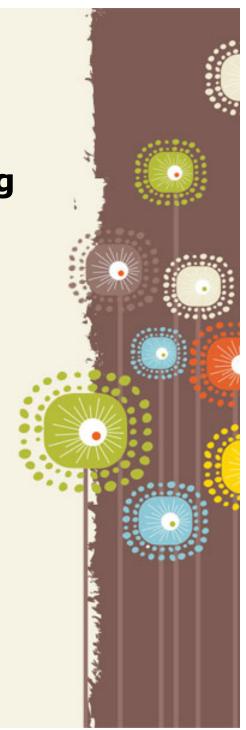
in accordance with in advance of in regard to in the amount of in the event that in the near future no later than June 1 pertaining to provides guidance for under the provisions of until such time as with reference to with the exception of

Try

by, following, per, under before about, concerning, for if shortly, soon by June 1 about

guides under until about except

6. Writing informally is not dumbing down



 It's writing so that busy people can understand what you're saying the first time that they read it.

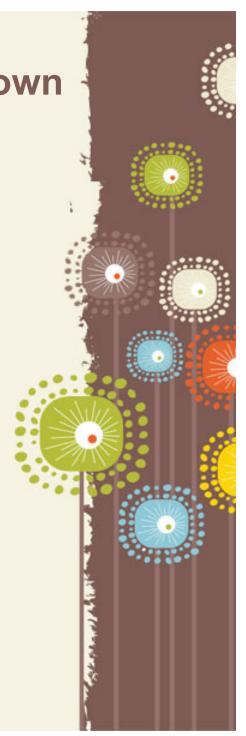
 You can be professional and informal at the same time.

- Show that you are a person and your organization includes people.
- Talk to your web site visitors. Use you.
- If you are writing for an organization, use we, us, and our.



When you use simple terms and eliminate complexities, your site accommodates:

- busy people
- impatient people
- the aging population
- people who read English as a second language
- people who have low literacy
- even the most educated people rarely complain that a website's writing style is too simplistic



Before

The student must register and the fee payment process started before the first day of classes each semester or the student will be purged from classes. A late fee is assessed if a student re-registers after the first day of class.

After

You must register and pay for your classes before the first day of class. If you don't, you will dropped from your classes. We charge a late fee if you re-register after the first day of class.



Take the lead from content marketing

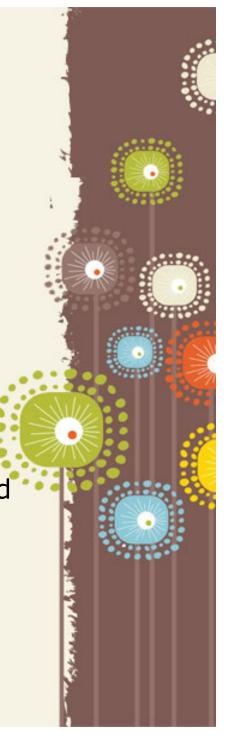
 Content marketing involves the creation and sharing of content for the purpose of acquiring customers. It is the art of communicating with customers and prospects without selling.

 And this is what you want to do with website content.

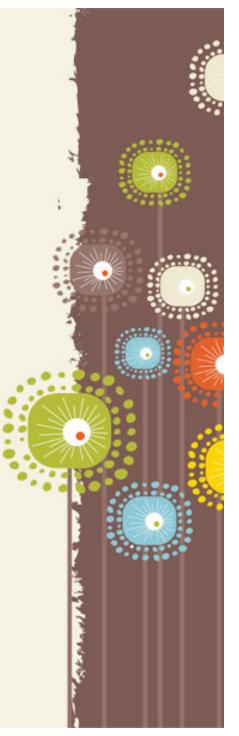
 On the web, market by giving users factual information as quickly and easily as possible. Because web users are so goal-oriented, the don't want to be distracted by irrelevant information.

 Use balanced language, not over-the-top sales pitches.

 Do not try to tease the user. Do not try to build excitement as you lead up to your point.







Man takes first steps on moon

American Neil Armstrong has become the first man to walk on the moon. The astronaut stepped onto the moon's surface, in the Sea of Tranquility, at 0256 GMT, nearly 20 minutes after first opening the hatch on the Eagle landing craft.

As Jakob Nielsen says . . .

"Give away the farm. First. The whole farm: cows, plows, chicks, the silo — everything."



And remember, if they can't find it on your website, they will go somewhere else.

Resources

Letting Go of the Words: Writing Web Content that Works by Janice Redish

Content Rules by Ann Handley and C.C. Chapman

Publications from the Nielsen Norman Group www.nngroup.com

Ragan Communications www.ragan.com

Impertinent Remarks www.impertinentremarks.com



Laura Hale Brockway, ELS

laurajane1996@gmail.com 512-425-5936

www.impertinentremarks.com www.affynity.com @lhbrockway

