



1



2



## Why Reformat Content for Mobile?

- › More efficient and engaging
- › Cleans out the clutter
- › Improves usability

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3

**"We're going to use mobile as a lens to make all our content better, regardless of platform."**

— Karen McGrane,  
Content Strategy for Mobile



4



Photo: Michael Pujals, [http://farm4.staticflickr.com/3544/3645213016\\_60614a57a5\\_o.jpg](http://farm4.staticflickr.com/3544/3645213016_60614a57a5_o.jpg)

5

UNITED | A STAR ALLIANCE MEMBER

United States - English | Change  
Sign In | My Account | Contact Us | Site Feedback

Home | Reservations | Travel Information | Deals & Offers | MileagePlus® | Products & Services | About United | Ask Alex™ for help >

**Flight** | Hotel | Car | Vacation

Round Trip | One Way | Multiple Destinations

From: (city or airport) | To: (city or airport)

Search Nearby Airports  
 Find Lower Fare +/- 3 Days

Search Specific Dates | My Dates are Flexible

Depart Date: mm/dd/yyyy | Time: Anytime  
Return Date: mm/dd/yyyy | Time: Anytime

Adults: 1 | Offer Code (optional):  
 Children

Cabin: Economy

Search By: Price | Schedule | Award Travel

Nonstop Flights Only

Advanced Search | Children, Country of Purchase... | Search

Customize your trip with Travel Options By United®

Cruise Reservations

MileagePlus

Your social network, united.  
Join our vibrant online community and be a part of the conversation.  
VISIT THE HUB →

LinkedIn | Facebook | YouTube | Instagram | Twitter

Print Boarding Pass | Check Flight Status

Confirmation or MileagePlus Number: [input] | Go

More Check-in options  
Check-in is available within 24 hours of departure

Change or View Reservations | See More

Find a Reservation by Confirmation Number

Reservation Type: Flight | Car

Confirmation: Last Name: [input] | Go

MileagePlus Sign In

MileagePlus number: [input] | PIN/Password: [input]

Remember Me |  Forgot PIN?

Sign In

Not a member? Join Now

Need help signing in? | for information about

YOU'RE IN™

Speed up your airport experience  
Try Premier Access™ the next time you fly.

Choose from California's three biggest cities  
Search flights >

Focus Your Content

6

## What are some content problems for responsive sites?



7



## Common Issues that Plague Web Content

- › Looooong pages
- › Multiple authors
- › Departmental silos
- › Formal/technical writing styles
- › Complex procedural information

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8

### Principle 1: Omit needless words

Examine your writing and consider what each word adds; you may be surprised at how many are unnecessary.

#### Ineffectual Phrases

The biggest category of needless words comes from *ineffectual phrases* (phrases that add no meaning). Robert Hartwell Fiske writes in *The Dimwit's Dictionary*:

The intent of those who use ineffectual phrases is to make it appear as though their sentences are more substantial than they actually are, but not one sentence is made more meaningful by their inclusion (p. 17).

If you start to pay attention, you may be amazed at how often you read the words "it should be noted that." Think carefully about what they mean: nothing. Here is a list of ineffectual phrases:

#### ✘ Examples:

Note that
It should be noted that
Respectively
It is important to realize
So-called

#### Wordy Phrases

Another source of needless words are multi-word phrases that mean nothing more than a simple word. For example, I routinely read "a large number of" instead of "many," or "due to the fact that" instead of "because." John Ludbrook included a list of such phrases in [an article](#) in 2007. Strunk and White's *Elements of Style* also includes [such a list](#). Here, I've compiled and adapted these lists:



## Duke University Scientific Writing Resource

[https://  
cgi.duke.edu/web/  
sciwriting/](https://cgi.duke.edu/web/sciwriting/)

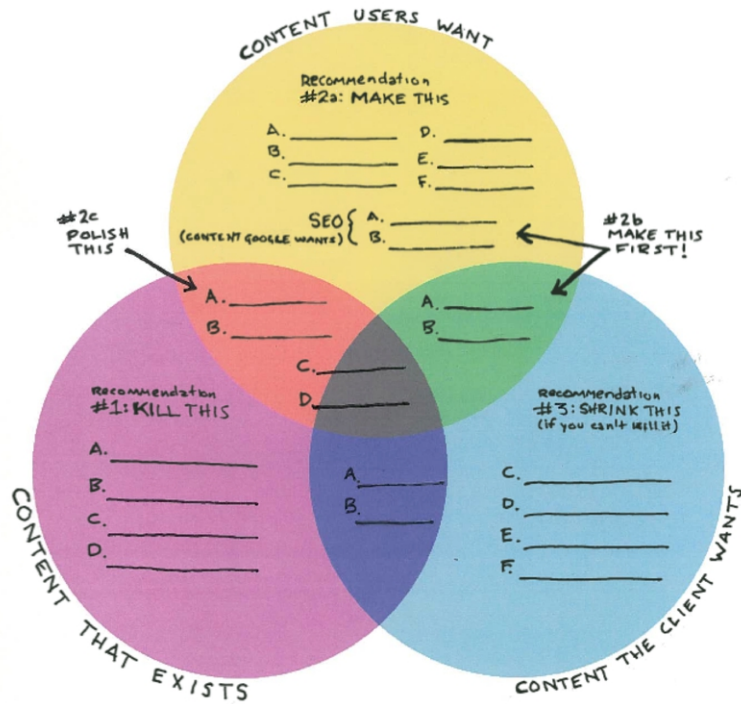
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9



10

# CONTENT AUDIT TEMPLATE



johnmccrory.com

11



## How do you know what users want?

- › Listen to them!
  - Intercept surveys
  - One-on-one interviews
  - Unmoderated usability tests ([usertesting.com](http://usertesting.com))
  - KJ Sessions
  - Social media sites, blogs, forums
  - Search logs
  - Mental Models
  - Carewords Survey

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12



**Prospective Students  
Task Map & Audit: Evaluating Courses**

**Course Info**

Selecting a course	Course Content	Course Structure	Assessment	Preparation Workforce
Course Finder / Does the Uni have the right course?	Does the course fit with what I've done at college?	Structure of the course	How will I be assessed?	What business the Uni has for
Getting personalised help choosing a course	Will I learn exactly what I want?	Course breakdown (term/year guide)	Will I have exams?	Work placement
	Topics?	Practical and lab sessions?	Percentage of exams to coursework	Volunteering opportunities
	Has anything been updated/changed	How long?		Hands-on practical experience
	Accredited?	Options?		Internships
		How many students on my course?		

**Mapping tasks to primary goals**

*This example is taken from a university in the UK. A "course" in the UK is the same as a major or degree program in the US.*

13

Academic Facilities	Opportunities beyond the classroom	Differentiating Courses	See what or how past students have done	Open Days
Computer facilities	Year abroad	How is this course different from another Uni's?	See examples of student work	Dates of open days for course
Pictures of facilities	Workshops		How many students attend & their pass rates	
Library resources				

**Mapping tasks to primary goals**

*This example is taken from a university in the UK. A "course" in the UK is the same as a major or degree program in the US.*

14

Academic Facilities	Opportunities beyond the classroom	Differentiating Courses	See what or how past students have done	Open Days	Get More Info
Computer facilities	Year abroad	How is this course different from another Uni's?	See examples of student work	Dates of open days for course	Contact someone about my subject/course?
Pictures of facilities	Workshops		How many students attend & their pass rates		Helping choosing a course?
Library resources					Other related courses?

How Does Portsmouth's Current Site Do?

<p><b>B+</b> Buried Treasure</p> <p><b>What's Good</b></p> <ul style="list-style-type: none"> <li>Each course has a section on facilities, which mostly gives user a great overview of course-specific facilities</li> <li>Some individual schools have a brief video overview of their facilities</li> </ul> <p><b>Needs Improvement</b></p> <ul style="list-style-type: none"> <li>Pictures and video hidden away in the virtual tour</li> <li>Cross-linking to more information on the facilities</li> </ul>	<p><b>C</b></p> <p><b>What's Good</b></p> <ul style="list-style-type: none"> <li>Gives a good overview of the process and requirements</li> </ul> <p><b>Needs Improvement</b></p> <ul style="list-style-type: none"> <li>Difficult to find unless mentioned as part of the course structure; tucked away in International Office &gt; Study Abroad page</li> <li>No sense of the opportunities available or why you should study abroad</li> </ul>	<p><b>A</b></p> <p><b>What's Good</b></p> <ul style="list-style-type: none"> <li>Clear, concise content with understandable entry requirements and topical breakdown make it easy to compare to another Uni</li> </ul> <p><b>Needs Improvement</b></p> <ul style="list-style-type: none"> <li>Could do more showing examples of extra opportunities, quality of lecturers, friendly atmosphere, etc.</li> </ul>	<p><b>C</b></p> <p><b>What's Good</b></p> <ul style="list-style-type: none"> <li>Some facilities, schools, &amp; depts. do a good job; engineering has a good section on student projects &amp; prizes (though not all have details on those projects)</li> </ul> <p><b>Needs Improvement</b></p> <ul style="list-style-type: none"> <li>Difficult to find; can find some examples in the arts, but usually off on other websites</li> <li>Left up to individual departments/schools</li> </ul>	<p><b>C</b></p> <p><b>What's Good</b></p> <ul style="list-style-type: none"> <li>Some schools &amp; depts. do a good job explaining what the open day is, when they are, etc.</li> </ul> <p><b>Needs Improvement</b></p> <ul style="list-style-type: none"> <li>Hit or miss; some schools/depts. have good info, others do not</li> </ul>	<p><b>A-</b></p> <p><b>What's Good</b></p> <ul style="list-style-type: none"> <li>Handy functionality showing "related courses" (though it could get missed)</li> <li>A course-specific contact is easily found</li> </ul> <p><b>Needs Improvement</b></p> <ul style="list-style-type: none"> <li>Add callout to admissions advisor (or similar) to get more personalized help</li> </ul>
---	--	---	---	---	---

## Auditing Content Based on Task Maps

Current site content is evaluated on effectiveness in addressing each of these user tasks.

15

```

graph TD
    Home[Home] --> SSM1[Scan, select & move on]
    Home --> SSM2[Scan, select & move on]
    SSM1 --> SGI1[Scan & get information]
    SSM1 --> SGI2[Scan & get information]
    SSM2 --> SGI1
    SSM2 --> SGI2
    SGI1 --> GVI[Give or verify information]
    SGI2 --> GVI
  
```

**Home**  
Am I in the right place?  
Are you credible?  
Where can I go from here?

**Scan, select & move on**  
Help me make a choice and keep moving!

**Scan & get information**  
Now I'll read! (if it's good)

**Give or verify information**  
Don't expect me to read and fill out forms.

## The Right Content in the Right Place

16





## Engineering Courses Page

- Scrollmap show users are choosing one of the Engineering course options and not reading any further down the page.
- This page is trying to function as both an intermediate navigation page and a content page, and you can't really mix the two.
- No clicks on any of the right column buttons.



17



## Questions to ask about each page

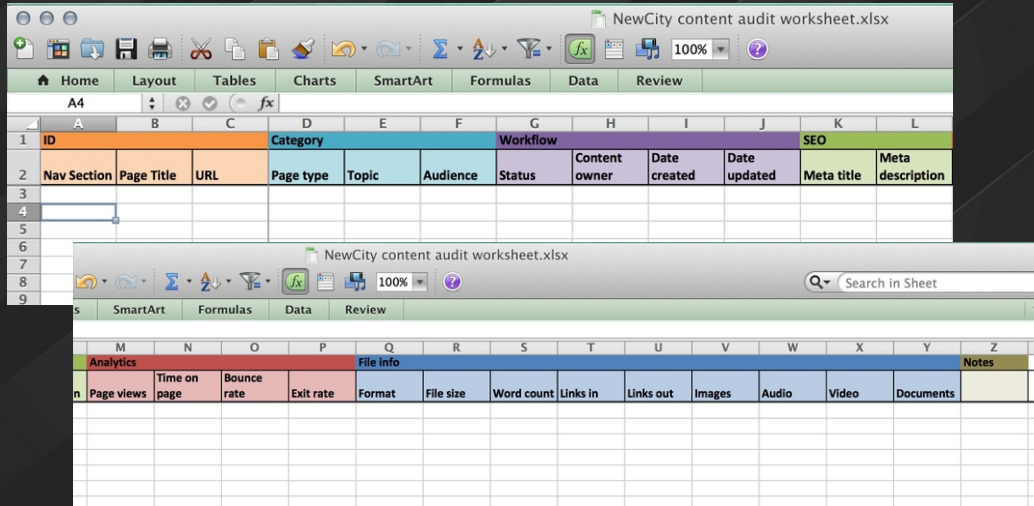
- ✓ Does it address the questions each audience would have when coming to this page?
- ✓ Is it communicated clearly and succinctly?
- ✓ Does it support key brand messages where appropriate?
- ✓ Does it back up messages with supporting facts or stories where appropriate?
- ✓ Does it follow best practices for web writing and visual formatting?
- ✓ Can it be found via major search engines?
- ✓ Is it suitable for mobile?
- ✓ Is it clear what the user can/should do next?

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18



# Your Site, in a Spreadsheet



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19

Page URL	Status Code	Links from Internal Pages	Internal links on page	Meta Title	Format	Status	Notes
/	200	161	20	OEM Home   Virginia Tech	html	review	Consider using a plain-language version of the mission duplicate url
/index.html	200	149	20	OEM Home   Virginia Tech	html	keep	Content does a great job of speaking directly to users and they'd be looking for
/ready/index.html	200	149	17	Be Hokie Ready   Virginia Tech	html	keep	There might be a clearer descriptor for the content on the page that offers advice on what a person can do on their own in an emergency? "During an Emergency?"
/help/index.html	200	149	12	Get Help   Virginia Tech	html	review	Category divisions are helpful for someone quickly scanning
/guides/index.html	200	149	31	Get Guides   Virginia Tech	html	keep	Are there any examples this could link to or outside links seminars, etc., but doesn't tell you what they are or when they'd be looking for
/programs/index.html	200	149	19	OEM Programs & Plans   Virginia Tech	html	keep	Avoid linking to same page in in-text links, as in "report a problem" link to /ready/storm-ready.html? If so, combine content (check for inbound links first)
/ready/storm-ready.html	200	2	9	Storm Ready VT   OEM Home   Virginia Tech	html	review	Is this the same content as /help/index.html? If so, combine content (check for inbound links first)
/help/reporting-emergency.html	200	11	15	Reporting an Emergency   OEM Home   Virginia Tech	html	delete?	Is this the old version of a page that's still published? Or does it deviate a bit from other pages, and information seems to be inconsistent?
/ready/ready.html	200	2	18	Be Hokie Ready   OEM Home   Virginia Tech	html	delete?	"Go to login page" links don't appear in standard link style. Consider if button or style consistent with other links with just "Log in" button
<a href="http://www.portal.emergency.vt.edu">http://www.portal.emergency.vt.edu</a>	200	6	8	COOP EAP Portal   Virginia Tech	html	edit	News and events icon needs relinking to http://www.emergency.vt.edu. All events listed on the training calendar? If so, consider if this icon should be directed.
/imageLink	404	2	2	404 Not Found   Virginia Tech	html	review	
/programs/calendar/BEC-continuing-education.html	200	11	10	Building Emergency Coordinator Continuing Education Series   OEM Home   Virginia Tech	html	keep	Be sure to check course pages regularly for class schedule
/programs/calendar/ICS200.html	200	3	9	Incident Command System 200   OEM Home   Virginia Tech	html	keep	
/programs/calendar/ICS100.html	200	5	9	Incident Command System 100 HE   OEM Home   Virginia Tech	html	keep	
/programs/calendar/basic-shelter.html	200	3	9	Basic Shelter Training   OEM Home   Virginia Tech	html	keep	
/programs/calendar/advanced-				Advanced Shelter Training   OEM Home   Virginia Tech			

## Example: Google Spreadsheet

Web crawler and manual input

20

Job Detail    Filters: File by Type    Status    Actions: Export | View Job Parameters | Re-run | Clone | Delete | Edit View | Show All | Custom Columns

URL	Type	Size	Level	Title	WordCount
http://www.jsc.edu/	text/html	18068	0	Home - Johnson State College, Vermont	483
.../scripts/jquery.js	application/x-javascript	19020	1		
.../scripts/randomImage.js	application/x-javascript				
.../scripts/image_captions.js	application/x-javascript				
.../WhoWeAre/default.aspx	text/html				358
.../Academics/default.aspx	text/html				436
.../AdmissionsAndAid/default.aspx	text/html				418
.../StudentLife/default.aspx	text/html				284
.../ChangeYourWorld/default.aspx	text/html				288
.../Parents/default.aspx	text/html	12127	1	Johnson State College, Vermont   Parents	486
.../Alumni/default.aspx	text/html	12167	1	Johnson State College, Vermont   Alumni	392

**Page Detail**

Resource Details

URL: http://david.cofcsa.edu/MissionCode.php  
 Type: text/html  
 Size: 35067  
 Status: completed  
 Server Status: 200  
 Code: 1  
 Level: 1  
 Title: The University of Texas Health Science Center at San Antonio, School of Health Professions and Graduate Mission and Goals, The University of Texas Health Science Center at San Antonio, School of Health Professions, Central School, University of Texas Health Science Center  
 Keywords: Mission Code  
 HT Tag Text: Last Updated: 9/29  
 Word Count: 35067  
 Analytics: Page Views: 100    Bounce rate: 25.60%    Exit percentage: 3

Images: http://david.cofcsa.edu/Images/PlatinumLogo  
 http://david.cofcsa.edu/Images/PlatinumLogo  
 http://david.cofcsa.edu/Images/PlatinumLogo

Video: No video seen  
 Audio: No audio seen

Documents: http://david.cofcsa.edu/admissions/SCA/Platinum.pdf

# Example: Automated Software

Content Insight's CAT tool (paid)

21



## Auditing tips

- › Keep it live
- › Share responsibility
- › Define your terms

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22

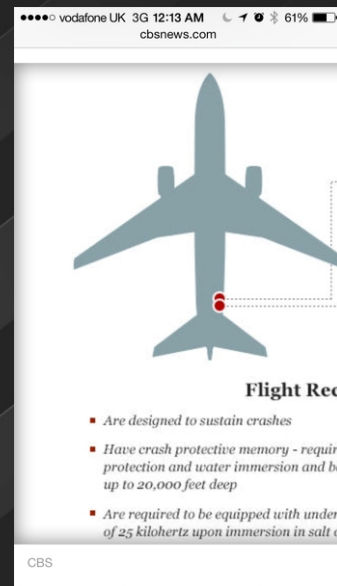
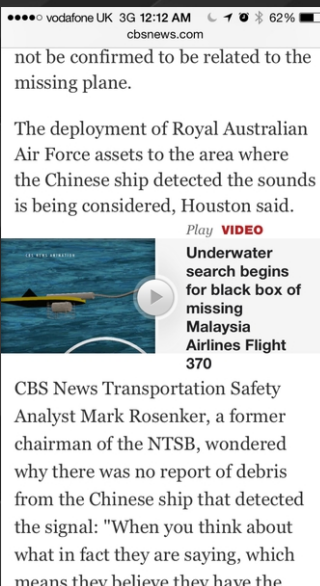
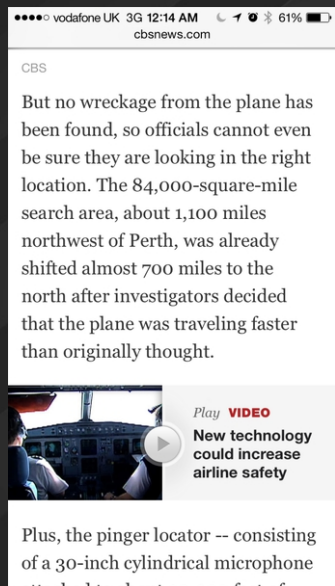


## Categories to include for mobile

- › Word/character counts
- › Problem images
- › File format (html, .pdf, .doc, .ppt)
- › Content delivered in Flash

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23

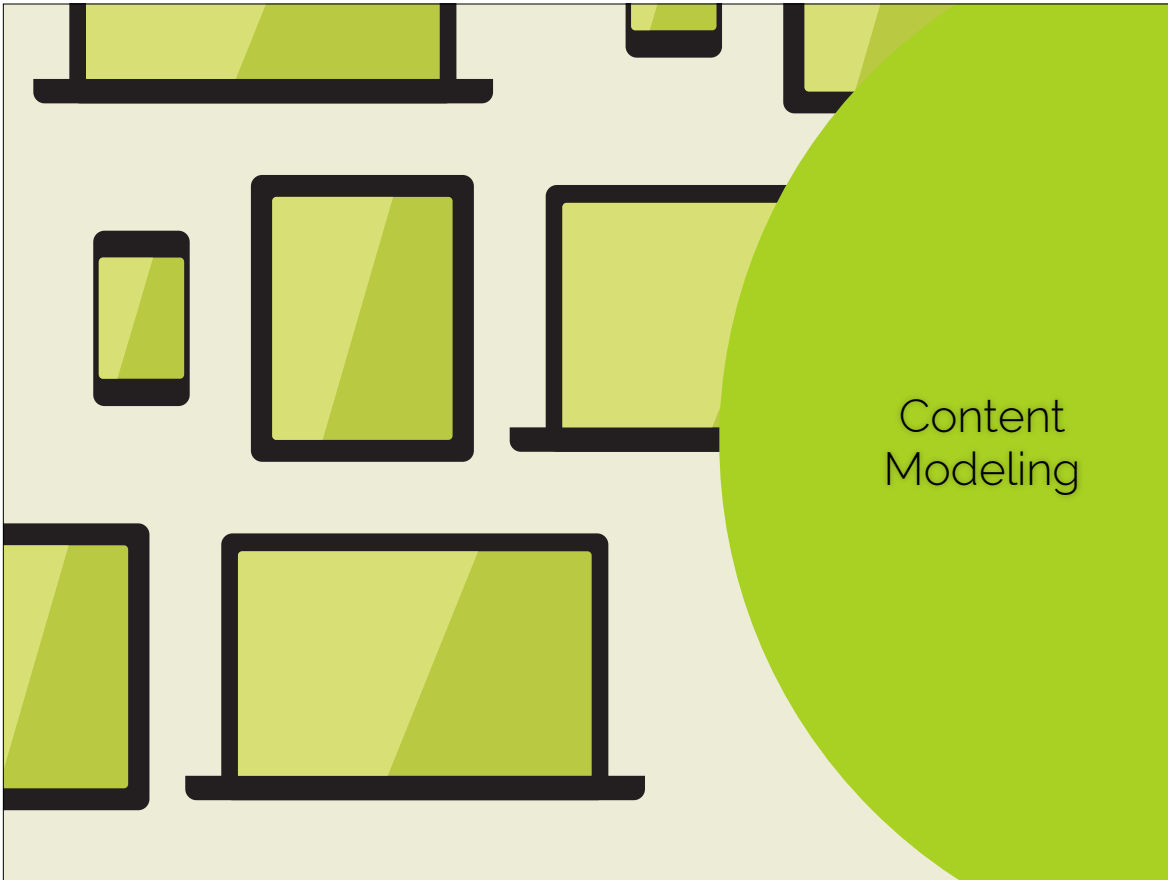


too much text for caption

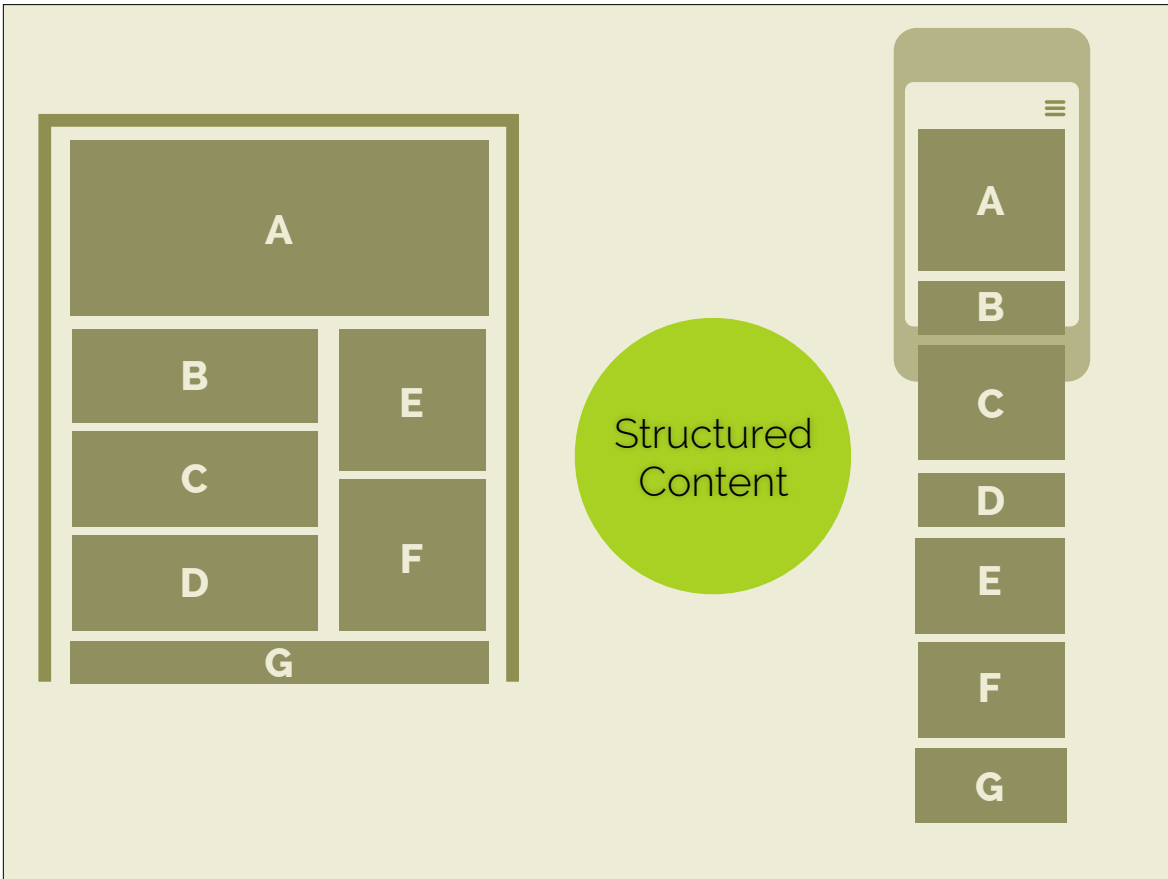
graphic doesn't scale down

## Word counts & problem images

24



25



26

Starbucks Coffee Menu Coffeehouse Responsibility Card Shop

## The Clover® Brewing System

Twitter 47 Like 980



**Sidebar Content**

**Find the Ultimate Cup of Coffee**  
Does a Starbucks near you have the Clover® brewing system? Find out.

**Got a Great Idea?**  
We want it! Share your ideas and see what other people are suggesting at My Starbucks Idea.

**my STARBUCKS IDEA**

**Main Body**

Only once in a while does a true innovation like this come along.

For decades, the technology of coffee brewing had been well established. But in 2007, a new technology made its debut that totally changed the game.

That development was the Clover® brewing system: an innovative design that lets you discover new layers and dimensions within a coffee's familiar aroma, flavor, body and acidity. The result is a deeper experience – one that's carefully prepared and made to order, one cup at a time. You can find Clover® brewing machines in select Starbucks stores.

**The Machine**

The Clover® brewing system uses innovative Vacuum-Press™ technology to create your cup right in front of you. You watch as a stainless steel filter lowers into the brew chamber. Hot water is added at a precise temperature to brew your coffee for an ideal length of time.

The Clover® brewing system controls brew time and temperature digitally, as even small changes here can dramatically affect the outcome you taste in the cup. A thermal blanket surrounds the brew chamber to keep water within 1 degree Fahrenheit of the ideal temperature.

After the coffee brews, it is pulled through a 70-micron filter. The resulting grounds are pushed out of the top of the machine. The coffee itself flows into your cup – hot, aromatic and amazingly flavorful. We're pretty sure it will be the best cup of coffee you've ever tasted.

**The Beans**

Of course, the machine is only half the story. The other half of a great cup of coffee from the Clover® brewing system is provided by the beans themselves.




# Desktop View

› Starbucks.com page with content-related conversion in the sidebar

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27



**Sidebar Content**

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**The Beans**

Of course, the machine is only half the story. The other half of a great cup of coffee from the Clover® brewing system is provided by the beans themselves.

All of our coffees are selected for their quality and carefully roasted to bring out their individual flavors. So you can be sure they really shine when brewed using the Clover® brewing system.

But as we travel the world, we discover some truly remarkable coffees – some available only in very limited quantities. When there's not enough of them for all of our stores, we offer them exclusively through the Clover® brewing system. That way, we can share them with people who love exquisite coffee, in a way that brings out the best of what these beans have to offer.

Given the rarity of these coffees, they may come and go through our stores in a short time. Happily, there's always a new discover waiting to be shared. So be sure to visit often to see what's new on the menu.



# Desktop View

› Starbucks.com page with content-related conversion in the sidebar

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Sign In Find a Store

Starbucks

## The Clover® Brewing System

Tweet Like 980

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29

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my STARBUCKS IDEA

Coffee · The Clover® Brewing System

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30

# Some content problems can stem from the CMS:



31

Publish Form    Date    Categories    Options    Pings    Revisions    Live Look    Show All

• Title  
Why People Give Crummy Quotes

URL Title  
why-people-give-crummy-quotes

⊕ About This Post

⊕ Summary

⊖ • Content

Format    B    I    abc    [List]    [Link]    [Image]    [Quote]    [Table]    [Code]    [Source]

It's tough getting compelling, quality testimonials that really tell the story of your school. You want stories that people will remember. That'll stick in their heads and leave a lasting impression on them as they read it.

Most of all, you want stories that you couldn't just swap out the name to make them sound like they came from any school in the country.

Good quotes don't describe why your university is a great place. They don't just talk about engaging classes or friendly professors or a vibrant student life. They show you something that implicitly illustrates those things for the reader.

A sophomore's walk to register for classes that ended in a spontaneous change of major and a completely unexpected career she fell in love with. A non-traditional student who started a hardware store to your school, which led to discovering a passion for early childhood education.

Almost everybody has a story like this in them somewhere. But how do you get them to share it with you?

For Pete's sake, don't say "could you write us a quote about diversity to use on our website?" Not everyone thinks like a writer, and they probably won't have your audience in mind. They'll give you forgettable experiences and would recommend this college to absolutely anybody." Tell them exactly what you want and frame your questions in a way that encourages a specific answer.

Here are some things to try:

### Getting the Good Stuff

- Start with guidelines for your interviewees. Tell them the sort of things you're looking for (bullet points only, casual tone, specific story about themselves, etc.).
- Describe a problem and how it was solved. Ask for details that cover the before, during, and after.
- Be specific. *How* did a program help them succeed? What *exactly* did they learn? *Why* did they make that choice? Ask follow-up questions until you get a specific story that illustrates it for you without directly saying it. Phone calls are better than email for follow-up.
- If your questions and instructions are friendly and informal, their answers will be, too.
- No more than six or seven questions, or you'll lose them.

### Fixing It Up

32



Publish Form    Date    Categories    Options    Pings    Revisions    Live Look    Show All

**Title**  
Why People Give Crummy Quotes

**URL Title**  
why-people-give-crummy-quotes

About This Post

Summary

Content

Format    B    I    abc    [Icons]    Source

It's tough getting compelling, quality testimonials that really tell the story of your school. You want stories that people will remember. That'll stick in their heads and leave a last impression when they read it.

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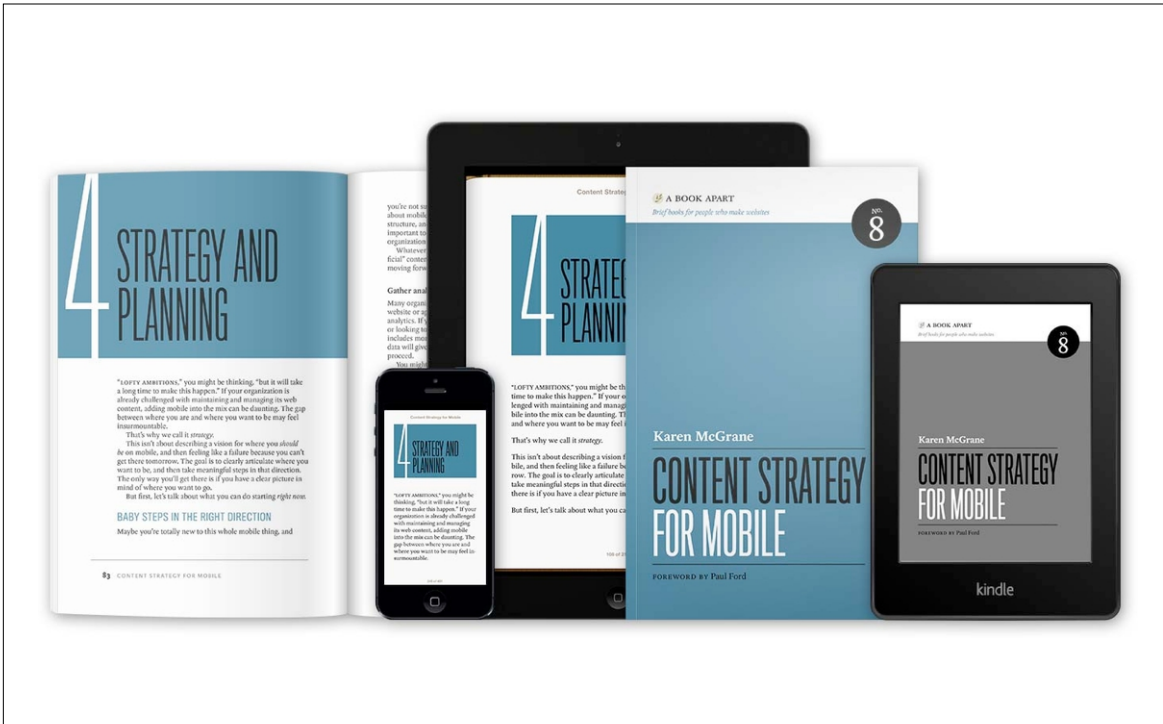
**Fixing It Up**

*Annotations:*  
 - Header: Title and URL Title fields.  
 - Lead: The first paragraph of the main text.  
 - Pull Quote: The section titled "Getting the Good Stuff".  
 - Detail Copy: The bulleted list under "Getting the Good Stuff".

UT Health Science Center San Antonio  
Website Redesign: Planning: Our Stories

Page Table: Our Stories Feature

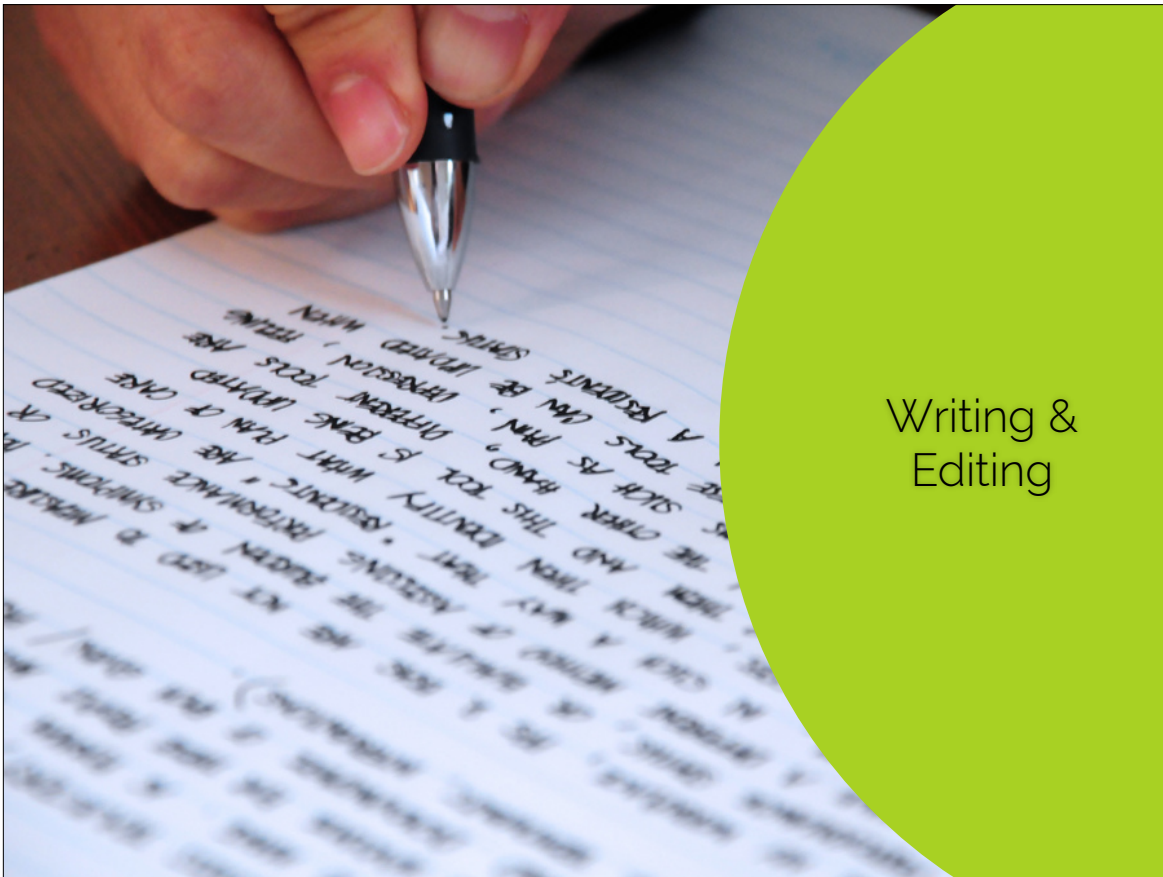
<b>Link title</b> 2-3 words, sentence case	For linking from homepage blocks and Our Stories landing page. Formatted like [person's name]'s story when possible.  E.g., <i>Dr. Plastino's Story</i> .
<b>Intro paragraph</b> 30-50 words, complete sentences	Displays when the story is selected on the Our Stories landing page. Should mention the person(s) featured and provide a hook that intrigues users, so they'll want to read more.
<b>Title/H1</b> 1-5 words, title case	For the story detail page. Should grab the reader and draw attention to the most compelling part of the story.  E.g., <i>Reinventing the Rib</i> .
<b>Title image</b>	Should be large, well-composed and well-lit, and able to be cropped with subjects in the upper right portion, for use on the homepage, Our Stories landing page, and at full size on the story detail page.
<b>Subtitle/H2</b> 10-25 words, complete sentence(s)	For the story detail page. Summarizing, encompasses the story in a nutshell. Should be short and catchy enough to function as display text, and not so essential to the story that a reader would miss key information if skipped.  E.g., <i>One boy's need to breathe inspires some creative surgical engineering and a new standard in treatment</i> .
<b>Mission message</b> 4-6 words, sentence case	Display text for the story detail page. This is a translation of the "We make lives better" mission statement to fit the story below it. Uses the format "We make [noun] [adjective]" when possible.  E.g., <i>We make bones stronger</i> .
<b>Body</b> 500-800 words	Begins with a compelling lead and follows a person's story from beginning to end, with supporting stories and information brought in peripherally as needed. Program information, doctor profiles, facility info, etc. should be relegated to sidebar content where possible—focus the body on a personal narrative. Health Science Center should be the context, not the center of the story.  Uses subheads (H3) every few paragraphs to aid scanning.
<b>Sidebar content</b>	Standalone packages of supporting content.  E.g., staff profiles, statistics, location details, research highlights.
<b>Video (optional)</b>	High-res, high-production value showpiece with a still preview image that runs across the entire frame of the page. Should ideally be produced for



## Content Strategy for Mobile by Karen McGrane


<http://www.abookapart.com/products/content-strategy-for-mobile>

35



Writing &  
Editing

36



HOME ABOUT US ADMISSION ACADEMICS ATHLETICS RIDING CAMPUS LIFE NEWS & EVENTS ALUMNAE GIVING RESOURCES

Search Chatham Hall

## Affording a Chatham Hall Education

### Financial Aid

Financing an independent education is a major investment in your daughter's future. The cost of educating a student at Chatham Hall is substantial. Chatham Hall's small size, personalized attention, opportunities for exploration, and superior faculty mean that the actual cost per student far exceeds the true cost. We are committed to making a CH education affordable to all admitted students.

Many families feel that they may not be eligible for financial aid for private school. However, for the 2010-2011 school year approximately 43% of our Chatham Hall families received need-based financial aid. Because of the generous gifts from donors, supportive alumnae, parents, and friends of the school, Chatham Hall is able to provide additional funding for tuition assistance for families at various income levels.

#### Financial Aid Process

Financial Aid decisions are made completely separately from the admission decisions. Admission decisions are made prior to financial aid or scholarship consideration. **Demonstrated need has no bearing on the admission process.**

The Financial Aid Committee determines the amount of aid considering the following:

- The recommendation of (SSS) School and Student Service for Financial Aid based on the information you provided from the (PFS) Parents' Financial Statement.
- The total amount of the financial budget available.
- The number of applicants applying for financial aid for private school.
- Adherence to designated deadlines.

The Financial Aid Committee also takes into account the number and ages of the children in the family, educational expenses, additional dependents, parents' ages, all sources of income and assets, medical expenses, legal fees, club memberships, travel, family's priority of spending, and debt and expenses.

Financial Aid awards are granted each year and renewals are based on a continued demonstrated need. A financial aid for private school award is renewed after considering a student's citizenship and academic standing.

#### Applying for Financial Aid

- talent that she will contribute to School life (for example, in leadership, the arts, and athletics), and
- excellent recommendations.

#### Named Scholarships

Chatham Hall's financial aid program is financed through the School's operating budget and by "named scholarships" that have been funded by alumnae, parents, foundations, or friends of the School. Chatham Hall reserves these "named scholarships" for students receiving financial aid who have high academic standing, leadership qualities, and involvement within the Chatham Hall community. "Named scholarships" cannot be applied for.

Alumnae Legacy Scholarship Fund

Caroline S. Biedenharn '03 Endowed Scholarship Fund

Edith Sunday Clarke '23 Scholarship Fund

Class of 1941 50th Reunion Scholarship Fund

Class of 1955 Memorial Scholarship Fund

Class of 1958 Memorial Scholarship Fund

Class of 1959 Memorial Scholarship Fund

Katy Close '79 Scholarship Fund

George D. Dayton II Scholarship Fund

Karen von Maltitz DeWolfe '60 Memorial Scholarship Fund

Connie Gibson Memorial Scholarship Fund

Margaret Hall Foundation, Inc. Scholarship Fund

Phyllis Banks Hunt Scholarship Fund

Anne Winship Kelleher '52 and Sandy Ryburn Taylor '52 Scholarship Fund

Barclay Ball McCall '55 Memorial Scholarship Fund

Sidney A. Mitchell Scholarship Fund

Anne Shirley Molloy Scholarship Fund

Joan C. Pittman '55 Scholarship Fund

Reader's Digest Endowed Scholarship Fund

Alison '50 and Ross Siragusa Scholarship Fund

Jerry Van Voorhis Leadership Scholarship Fund

Sally Brittingham Wallace '44 Legacy Scholarship

Wiley Patterson Reis '27 Scholarship Fund

Zachar - Holt Scholarship Fund

Please do not hesitate to call the Director of Financial Aid, Vicki Wright, at (434) 432-2941 should you have questions.



## Affording a Chatham Hall Education Financial Aid

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of educating a students at Chatham Hall is subst  
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41



42



## Avoiding Presenter's Paradox

- › Focus on 1-2 main ideas per page
- › Preferably based on single SEO keyword or phrase
- › Typical phone screen will hold 100 words, so limit paragraphs to 50 words or less.
- › For informational detail pages, search engines favor 200-550 words.

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43




## Get to the Point

- › Put most important info right up front
- › Skip the pleasantries
- › Prioritize your call to action

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44



DENTAL SCHOOL  
UT HEALTH SCIENCE CENTER®  
SAN ANTONIO

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WE MAKE LIVES BETTER®

Site 
  University

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[Admissions](#)

[Educational Programs](#)

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[Patient Care](#)

[Alumni](#)

[Continuing Education](#)

[Development](#)

[Administration](#)


[Health Science Center Links](#)

[Dental Education Links](#)


[Other Resources](#)

[Faculty and Staff](#)

[Departments](#)



### The Dental School




Welcome to the Dental School at the UT Health Science Center San Antonio. We have celebrated over 40 years of graduating top oral healthcare professionals, doing pioneering research, and successfully treating tens of thousands of patients in San Antonio and across South Texas.

Change is in the air at the Dental School, and this being Texas, our changes tend to be big.

Our faculty, students, and staff are excited about the Dental School's plan to build a flagship clinical facility, the [Center for Oral Health Care and Research](#). This new 4-story, 198,000 square foot state-of-the-art clinic will provide for all aspects of our students', residents', faculty, and patients' clinical experiences and create an environment that supports the finest in multi-specialty patient care. Located on Floyd Curl Drive, just down the road from our current building, our new facility is scheduled to


#### News

- 02/20/2014, [New oral health building on track for mid-2015 completion](#)
- 01/06/2014, [Methodist Healthcare Ministries awards nearly \\$2 million in multiple grants to HSC](#)
- 10/16/2013, [New electronic data system helps track children's oral health](#)
- 08/26/2013, [Dental students prepare for profession at Morgan's Wonderland](#)
- 08/21/2013, [Amarillo man continues as president of TDA](#)
- [More...](#)



10th Annual  
Dental School

45

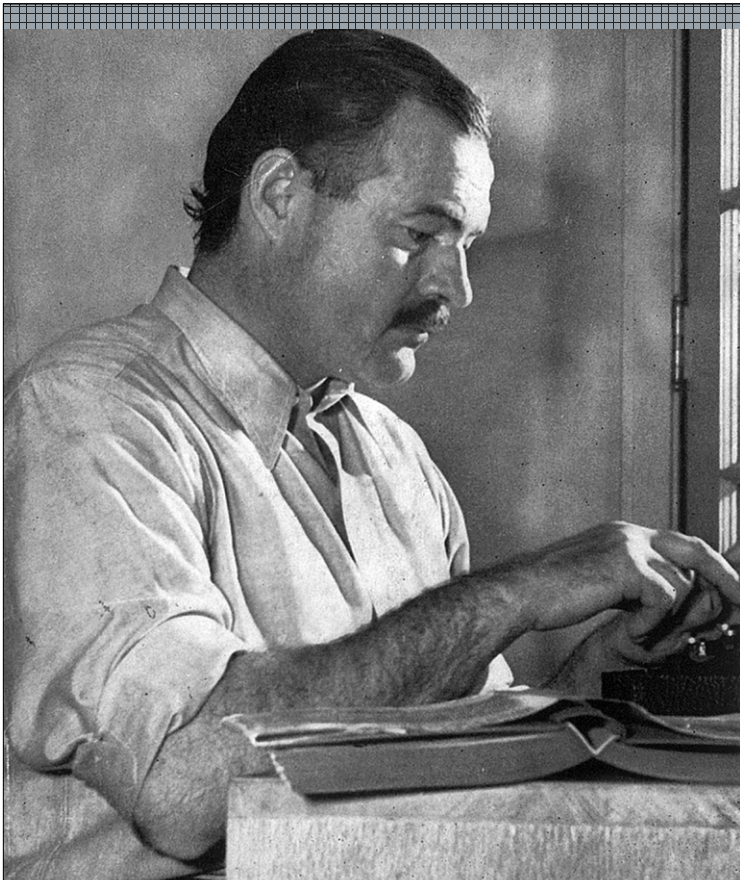


## Good (Mobile) Style

- › Cut the fluff
- › Speak to users, not about them
- › Less Joyce, more Hemingway...

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46



**“Write hard  
and clear  
about what  
hurts.”**

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47

**Meridium APM software has performance-driven, goal-oriented applications which provide a platform for continuous improvement. Meridium accomplishes this by:**

- **Identifying critical manufacturing assets by assessing risk to environmental, safety and production targets**
- **Measuring performance of assets through advanced analytical and simulation techniques utilizing your existing asset performance data from your EAM (Enterprise Asset Management) system and condition monitoring and process systems**
- **Defining and implementing optimal maintenance plans and operational strategies for assets that mitigate the risk of failure**
- **Providing the framework and capabilities to apply best practices across the enterprise**
- **Ensuring continuous improvement and sustainment of best practices**



48



APM Framework integrates with your existing software, offering

- Real-time performance monitoring
- Simulations for predicting equipment failures
- Complex analysis tools, and
- Maintenance and operations strategies that help you capture the maximum potential of production assets.

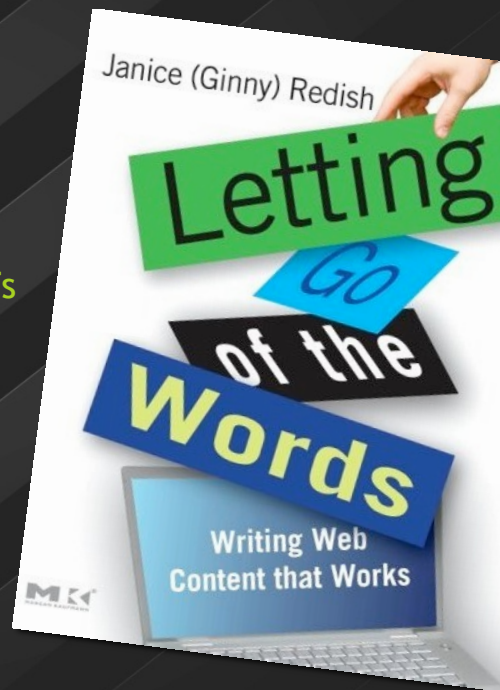


49



## Formatting

- › Make it scannable/scrollable
- › Befriend bulleted lists
- › Simplify formatting
- › Don't hide relevant content in PDFs



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50



# Less is more?

- ▶ New York Times A/B test of an online restaurant guide
- ▶ What differences do you see?

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## original

**Will Wait for Food**  
Judging by the long, snaking lines you encounter outside burger shacks and burrito huts these days, an alien visitor to our city might think that there was a pre-perestroika, Soviet-style food rationing program going on. How long are you willing to wait for a bunk of cheese, a spicy tuna roll, or an adorable cupcake? Find out below, and whether it's worth it.

### Tomoe Sushi

177 Thompson St. | otherwise known as the place with the line. Fair, unassuming, and neighborhood-friendly.  
The Time: Saturday, 9:40 p.m.  
The Wait: An order, including 1 hour, 25 minutes, and 34 seconds of the 50-minute wait, you also experience joint pain and hallucinations, and consider rethinking the Chinese food and taco-hut shop across the street.



**100% KOREAN!** 130 St. Houston St. | on fire, someone to ask to take for you.  
The Time: As an endurance-training exercise, Tomoe can't be beat—wait subsequent food lines are a breeze. But burrito, not even those would be worth a wait this long.

### Sarabeth's

427 Amsterdam Ave. | the legendary quest house of pancakes on the French-hippy Upper West Side.  
The Time: Sunday, 12:20 p.m.  
The Wait: A mister who 55 minutes and 13 seconds spent shuffling around the sidewalk with a couple of friends who took perfect traffic and weather. Not to worry, who took like the surprise the hostess of being broken alternatives.

**Bacon Greasy** 124 Amsterdam Ave. | The wait is not shorter the burger and eggs, chopped liver, and much more are superb, and the night night water fare orders by shouting "Oh, go, go, go!" through it.

For fajitas with unique breads and sliced potatoes? Or those not.

### Shake Shack

127 Madison Square Park | Danny Meyer's fast-food phenomenon.  
The Time: Friday, 1:30 p.m.  
The Wait: A 15-minute 37 minutes and 8 seconds, including separate lines to order meat, chicken, and pick up that special "hole." There's a second order for chicken and drinks only, and 45 minutes everything at once, you can cut the line later to return breakfast with an 80-minute turn at each alternative.



**New York Burger Co.** burger 303 Park Ave. 3, and a McDonald's 167 Park Ave. 2, and 171.  
The Time: No emphasis on the fast-food burger in town, with creamy custard, and half-bites of ketchup, drizzle sauce.

### Burger Joint

121 La Framer Boulevard, 113 St. 10th St. | sandwich option off the table.  
The Time: Monday, 1:20 p.m.  
The Wait: A clamorous 26 minutes and 42 seconds, with food classic rock and an overbooked, underutilized by station, contributing to the chaos and our thoughts including our future alternatives.



## revised

### Will Wait for Food

For the article

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51



# Less is more?

- ▶ Heat map shows eye fixation length
- ▶ Which do you think worked better?
  - Readers spent half the time
  - Remembered 34% more

READ MORE //

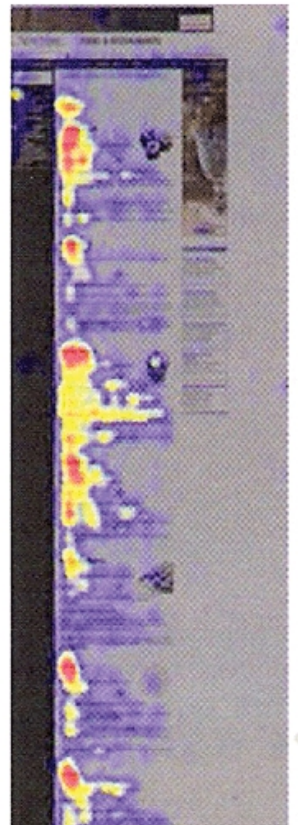
Eyetracking points the way to effective news article design  
<http://www.ojr.org/ojr/stories/070312rue/>

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## original



## revised



52



## How to Change Your Address

If you are receiving Social Security benefits or Supplemental Security Income (SSI), or have applied to receive them, you may report a change of address by:

- Calling our toll-free number, 1-800-772-1213. Our representatives will be glad to take the information and make any necessary changes in our records.
- [Change your address or phone number online](#). However, you must have a [password](#).
- A change of address may also be reported to your local field office. Addresses and directions to our field offices may be obtained from the Social Security Office Locator which is available on the Internet at: <http://www.ssa.gov/locator/>.

If you are not receiving Social Security benefits or SSI, we **do not** maintain your address in our records. However, if we need your address, we obtain it from the Internal Revenue Service's (IRS) taxpayer files. The address we use is the latest address IRS has at the time we request it.

If your address has changed in the meantime, IRS will update its record when you file your next return. If you want to change the address before then, you can contact IRS representatives by calling their toll-free number, 1-800-829-3676, and request Form 8822 – Change Of Address. They will be glad to help you.

If you prefer, you may also access a change-of-address form that is available at IRS' web site at: <http://www.ssa.gov/mystatement/irscoa.htm>.

**Current page on ssa.gov**

53

## I've moved. Do I need to let you know?

In this case	The answer is	Do this
You now receive either ___ Social Security benefits or ___ Supplemental Security Income (SSI)	<b>Yes</b>	<ul style="list-style-type: none"> <li>• Call 1-800-772-1213 A representative will take the information and change our records.</li> <li>• <a href="#">Change your address or phone number online</a>.</li> <li>• Go to your local Social Security field office. <a href="#">Find your local field office</a>.</li> </ul>
You do NOT receive any benefits or income from us.	<b>No</b>	<p>Nothing. We do not keep your address on file.</p> <p>If we need your address in the future, we will use the one that the Internal Revenue Service (IRS) has on file for you. If you have moved, the IRS will update its records next time you file a tax return.</p>

– Ginny Redish's proposed redesign  
[www.redish.net](http://www.redish.net)

54



55



## The Content Process

PLAN	CREATE	TEND
<p><b>VISION</b> What content should we have?</p> <p><b>INVENTORY</b> What content do we have?</p> <p><b>AUDIT</b> What shape is it in? Fit for responsive?</p> <p><b>WORK PLAN</b> How do we get from here to there? Who will do what by when?</p>	<p><b>DRAFT</b></p> <p><b>EDIT</b></p> <p><b>PLACE &amp; FORMAT</b></p>	<p><b>MEASURE</b></p> <p><b>REVIEW</b></p> <p><b>REMOVE</b></p> <p><b>IMPROVE</b></p>

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56



## Making It Happen

1. If your product is content, invest in people who specialize in it.
2. Plan manageable chunks
3. Enlist help

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57



## Thank You!

- › @davidpoteet
- › Our latest content strategy rants:
  - [nwcty.com/contentstrategy](http://nwcty.com/contentstrategy)

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58