

30 CONTENT TIPS (IN 40 MINUTES)

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UNIVERSITY *of*
DENVER

Start From a Blank Slate



You know nothing, Jon Snow.



KNOW YOUR GOAL

Always Be (User) Centric



Consider what your user
needs and wants
instead of what your school
needs or wants.



TEST.
TEST AGAIN.
REPEAT.



QUALITATIVE



QUANTITATIVE

REUSE
REDUCE
RECYCLE



CONTENT

DEFINE YOUR VOICE AND TONE

MailChimp's Voice Is...

- Fun but not silly
- Confident but not cocky
- Smart but not stodgy
- Informal but not sloppy
- Expert but not bossy
- Weird but not inappropriate



MailChimp

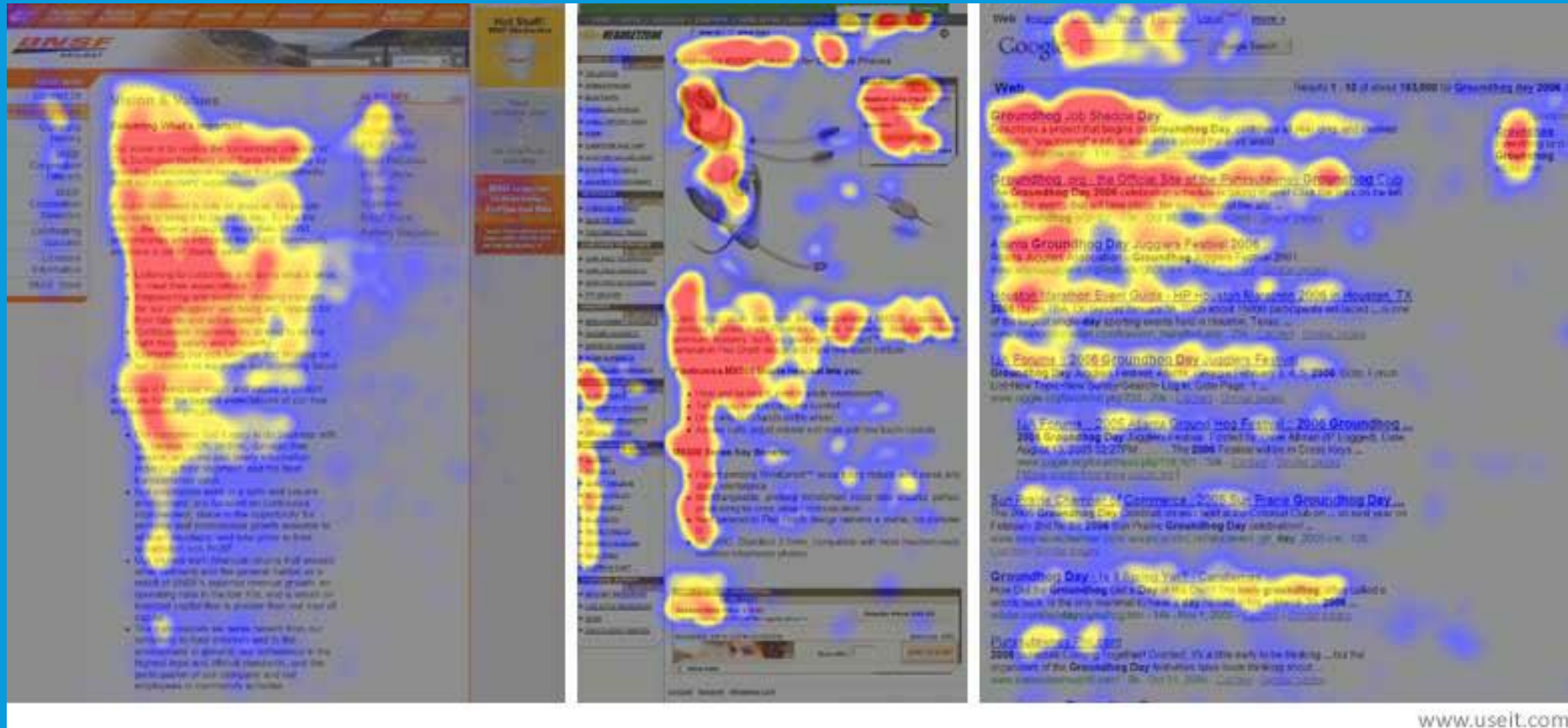
Our Voice

We can't wait to have you join us!

Not Our Voice

Slide on down, homeslice.

F it





How Chunking Helps Content Processing

by [KATE MEYER](#) on March 20, 2016

Topics: [Human Computer Interaction](#) [Writing for the Web](#)

Summary: Chunking is a concept that originates from the field of cognitive psychology. UX professionals can break their text and multimedia content into smaller chunks to help users process, understand, and remember it better.

Chunks and Chunking

Definition: In general usage, a 'chunk' means a piece or part of something larger. In the field of cognitive psychology, a chunk is an organizational unit in memory.

Chunks can have varying levels of activation — meaning they can be easier or more difficult to recall. When information enters memory, it can be recoded so that related concepts are grouped together into one such chunk. This process is called **chunking**, and is often used as a memorization technique. For example, a chunked phone number (+1-919-555-2743) is easier to remember (and scan) than a long string of unchunked digits (19195552743).

UX-Definition: In the field of user-experience design, 'chunking' usually refers to breaking up content into small, distinct units of information (or 'chunks'), as opposed to presenting an undifferentiated mess of atomic information items.

Presenting content in chunks makes scanning easier for users and can improve their ability to comprehend and remember it. In practice, chunking is about creating meaningful, visually distinct content units that make sense in the context of the larger whole.



CHUNK IT

INVERTED PYRAMID

Highly Important

Eh, Kinda Important

Ok, Now It's Getting Boring

Now No One Is Reading This

RULE OF 1

One Minor Idea
Per Sentence

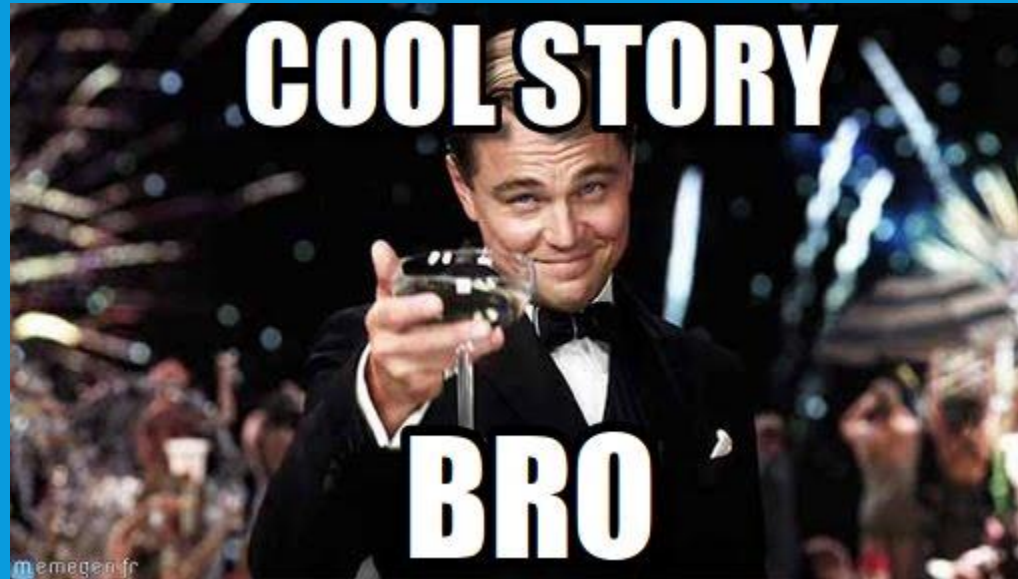
One Major Idea
Per Paragraph

- BULLET POINTS
- MAKE IT
- BETTER

In addition to making display type aesthetically pleasing and attention getting, you can use it to make your main body of text inviting to read by:

- **Understanding the reader's self-interest**—use display type to make the value of your main body of text clear to the reader.
- **Giving the type design a purpose**—give display type distinct treatment that adds to or reveals the meaning of your main body of text.
- **Keeping small display type short and brief**—don't make captions, decks, etc. several paragraphs long. It's difficult to read smaller sized text and that text will be skipped unless it's relatively brief.

Show Don't Tell



Examples:



Get Started When You're Ready: Four Start Dates Per Year

Finish Quickly: Complete Your Degree in 18 Months

A Project-Based Curriculum: Content You Can Use Immediately at Work

AVOID (UNSUPPORTED) ADJECTIVES

(ADJECTIVE)

-  We are a unique university with world-class, cutting-edge facilities that enable the world's most innovative programs.
-  We are the first university to 3D print hamsters in a 2,000 square foot lab designed by Kanye West.

Instead Of	Try
We're dedicated to community service.	75% of staff take part in community service every year.
We use innovative, cutting-edge technology	Using our smart classrooms, last year we had live lectures from China and Chile.

TL;DR

**READ OUT LOUD.
SERIOUSLY.**



USE FIRST PERSON/SECOND PERSON

**I MATTER.
YOU MATTER.
WE MATTER.**



We have options for undergraduates, graduate students, faculty, staff, alumni, community members, and more.

Before the end of fall quarter, students often begin researching their summer quarter options and they decide whether to work or attend summer classes.

Semicolons are a great option in print; they are best suited for print reading, not online.



Descriptive Anchor Text

[Download this white paper for
10 tips on SEO.](#)

[illegible]



KEEP CALM AND BREAK THE RULES

That's something up with
which I will not put!

- Use contractions!
- Sentence fragments are OK.
Used sparingly.
- And starting sentences with a conjunction.
Occasionally.
- Their as a singular pronoun.
 - Everyone needs to bring their book to
their classroom.



How many people search in the form of a question?



Google Search

I'm Feeling Lucky

Your content should answer questions – consider including the questions.



MEET THE AUDIENCE WHERE THEY
ARE (CONTEXT MARKETING!)

**EXPECT PEOPLE TO
LAND ANYWHERE**





**IDENTIFY YOUR AUDIENCE
AT THE START**



GET QUOTES VERBALLY (NOT VIA EMAIL)



It provided me with a robust academic foundation, extensive professional contacts, and the collaborative skills necessary to be successful in a field that I am passionate about.



My study at Made Up University contributed both to my personal growth and professional development.

INVENTORY

[illegible]

TRACK MAINTENANCE NEEDS

[illegible]

AUDIT ANNUALLY

	A	B	C	D	E	F	G
1	Section	Page	URL	Description	Keep/Edit/Delete	Notes	Writer
2	About Us						
3		Vision	about-us/vision	Company vision statement, drawn from main brochure (now outdated).	Edit, add info from Mission page, add annual reports.		Beth
4		Mission	about-us/mission	Company value statements. Seems to replicate Vision page. Includes links to annual reports (PDFs)	Delete		
5		The team	about-us/team	Lists bios of key staff members. Missing some staff, other bios 3-5 years out of date, some bios very brief, some very long.	Edit: update bios, edit to make more consistent. Add email addresses.	Second most-visited page in section.	Beth
6		Contact details	about-us/contact	Contact details: physical, phone, email. Includes operational hour info.	Update with Google map. Operational hours needs more prominence.	Most visited page in section.	Beth
7		News	about-us/news	News items, currently divided into press releases; news; announcements; 'from the boss'. 32 items over 3 years.	Keep, but suggest deleting most old articles & removing categories.		Beth
8		Events	about-us/event	Mixture of business and external events. No events loaded this year. 13 events over past 3 years.	Delete. Suggest publishing event info as news items & promoting on homepage.		
9		Sustainability		Our sustainable practices & carbon-zero rating	New page	Need to get carbonzero logo	Aaron
10		Vacancies		The kinds of applicants we're looking for & any jobs	New page		Aaron

CONTENT IS NEVER
NEUTRAL



victoriaomalley.com/eduweb

PHOTO CREDITS

Magnifying Glass: <http://www.clipartbest.com/cliparts/dT6/L4K/dT6L4KpT9.png>

Action: <http://www.clipartpanda.com/categories/action-2oclipart>

Landing on Moon: http://www.telegraph.co.uk/content/dam/science/2016/03/12/apollo_1116679a-large_trans++DPfUJJJzp2bObtoYsJdDTizkqDdFBRKCxKBXgNJHEVo.jpg

The Big Green: <https://www.disneymoviesanywhere.com/movie/big-green>

Audience: <https://sellorlse.ogilvy.com/2015/04/06/build-audience-build-customer-engagement/>

Recycle: <https://www.thinglink.com/scene/723209053311860736>

Bill Nye: http://backtothefuture.wikia.com/wiki/File:Bill_Nye_in_Clara's_Folks.jpg

Jon Snow: <http://giphy.com/search/you-know-nothing-jon-snow>

ABC: <https://lionshome.wordpress.com/2015/07/20/abc/comment-page-1/>

Anchor: <http://www.clipartpanda.com/categories/anchor-2oclipart>

Cool Story: <http://ronngreer.tumblr.com/post/120103958602/cool-story-bro-in-21-memes>

Chunk from Goonies: <http://www.bonappetit.com/entertaining-style/pop-culture/article/goonies-chunk>

Comma: www.CopywritingTips.com

I Matter: Pueblo Academy of Arts

Read Out Loud: San Francisco Education Fund

Bullet Points: Vanseo Design

Chunk It Info: Nielsen Norman Group

F Map: Nielson Norman Group

REMEMBER...

No click here.