Get to the point.

And other rules of web writing.

By Dan Petrovic

TL;DR

- Start with a conclusion, then elaborate
- Minimise Interruptions
- Enable “scanability”
- Be appealing
- Offer value
- Build trust
- Engage

DEJAN
MARKETING

What is the purpose of content?

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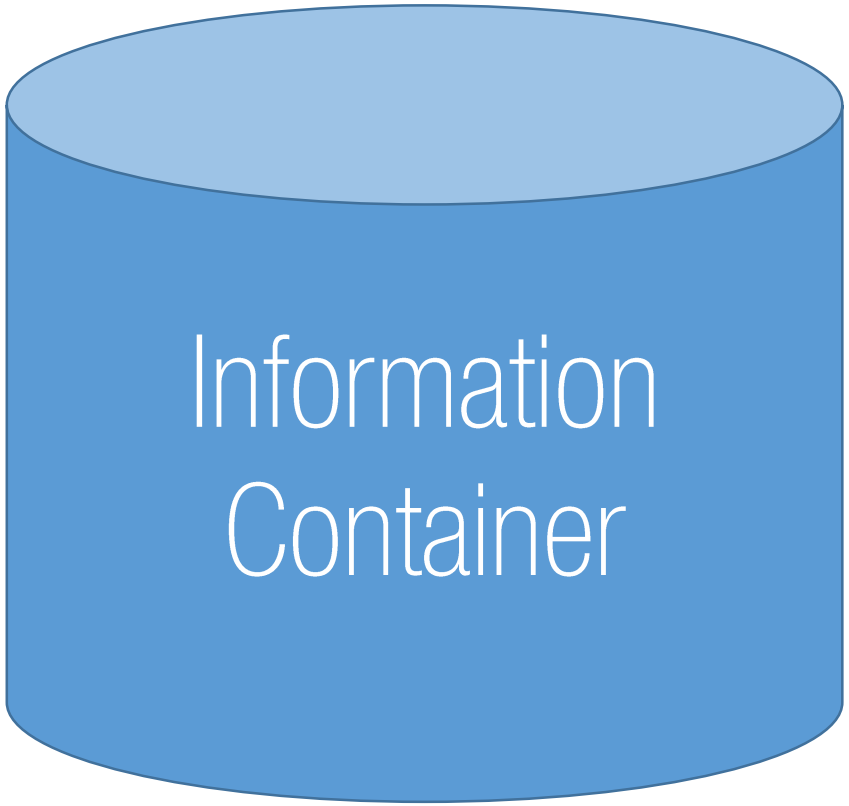

User

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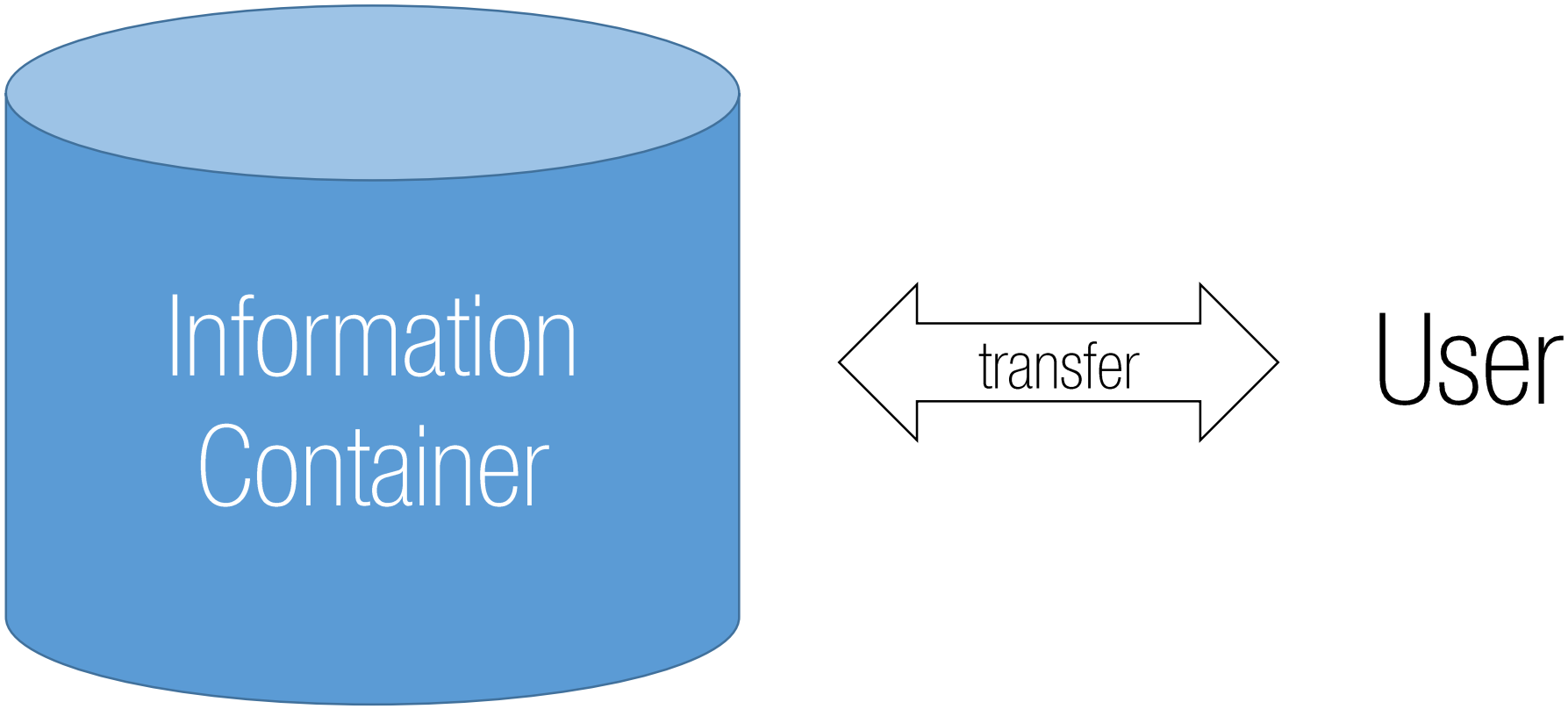

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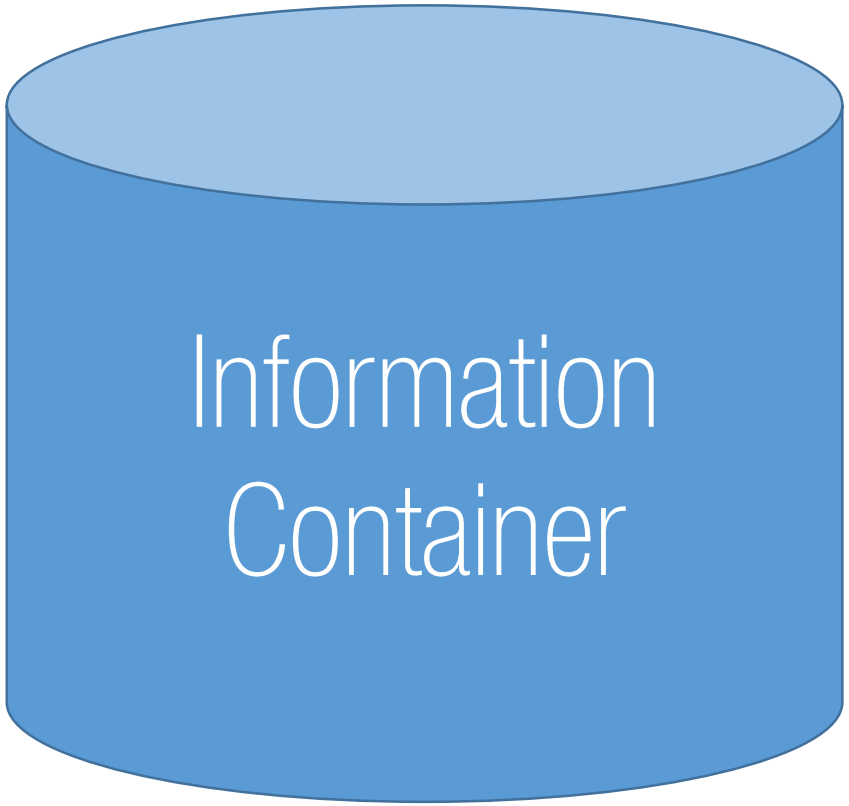

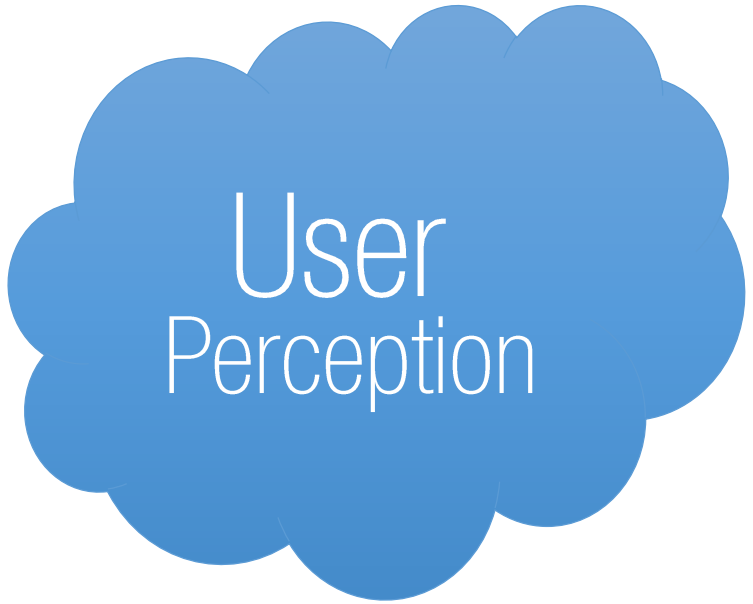

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Outcome

Informed

Entertained

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Outcome

Opinion

Action

Effect

Informed

Entertained

User Perception

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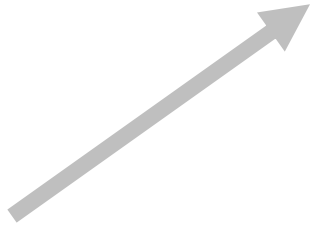
product

brand

content



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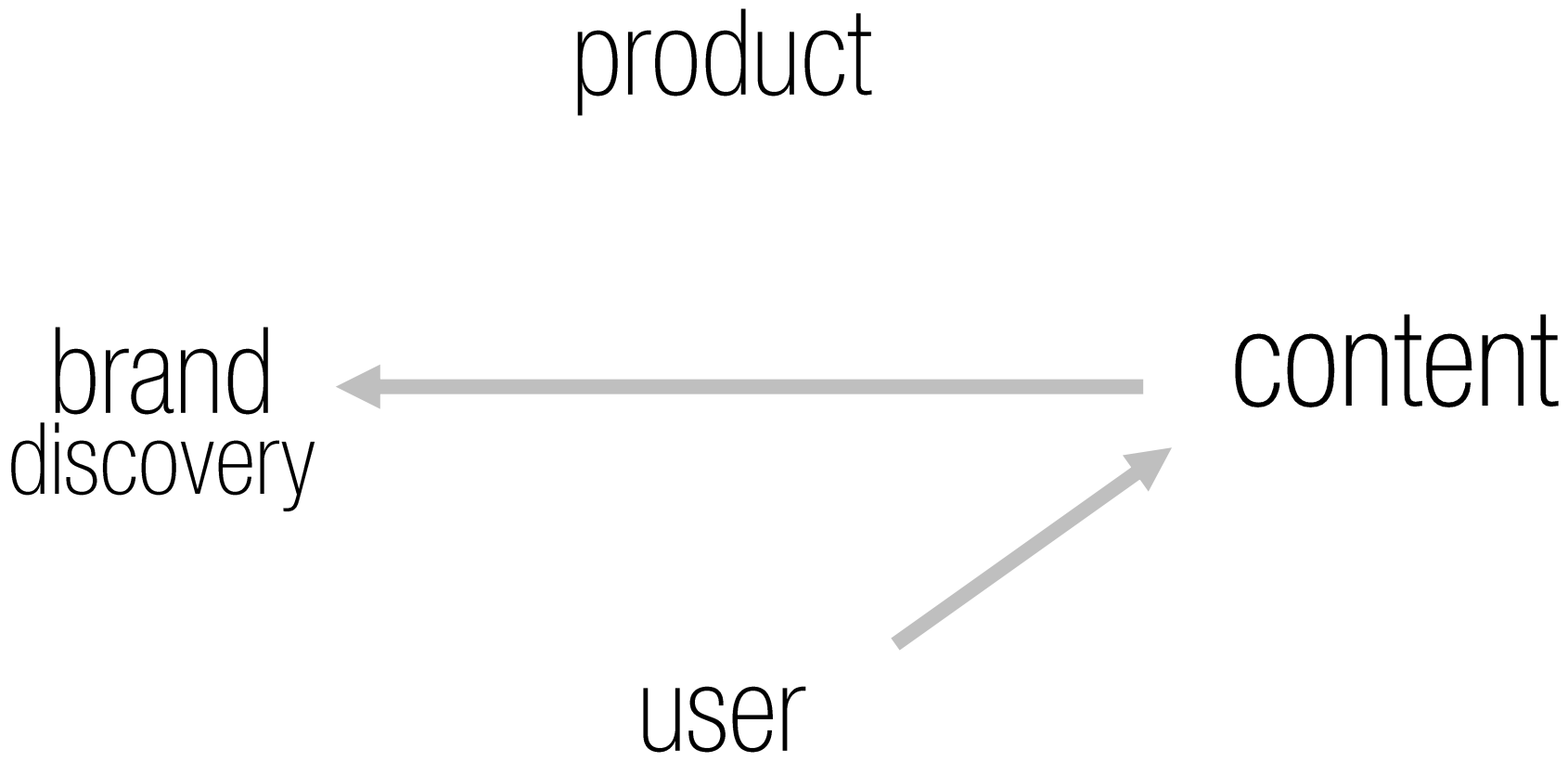

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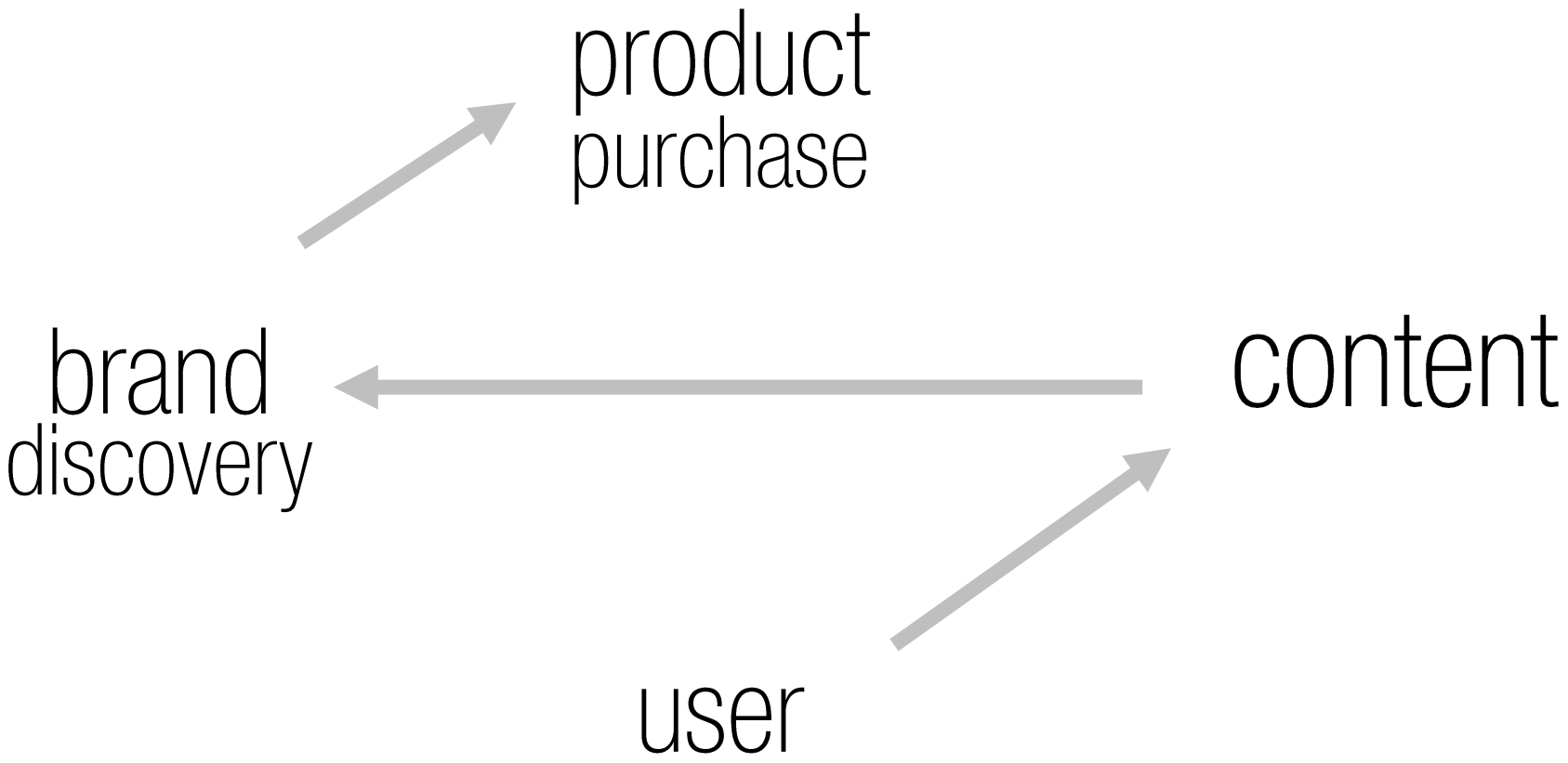

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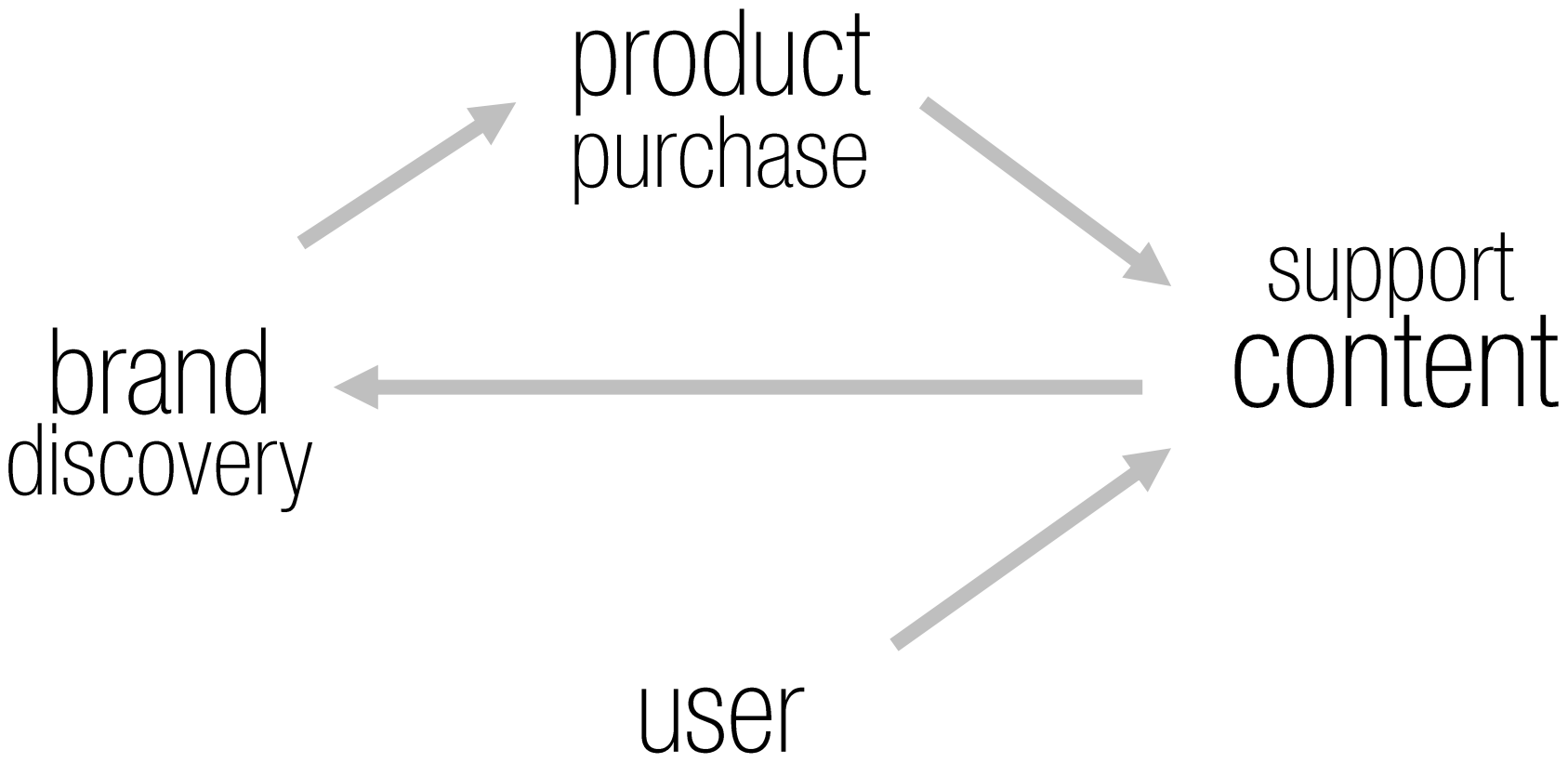

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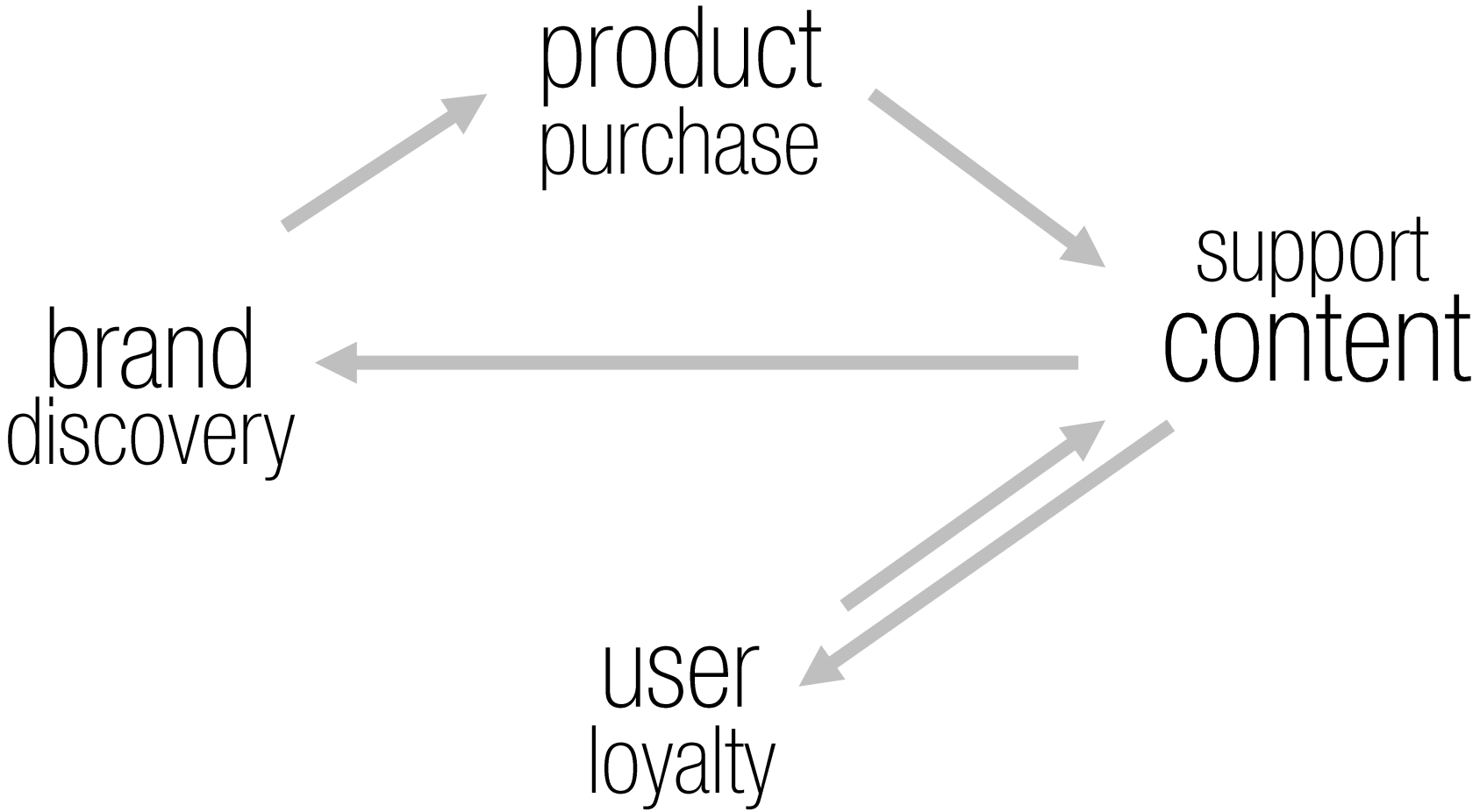

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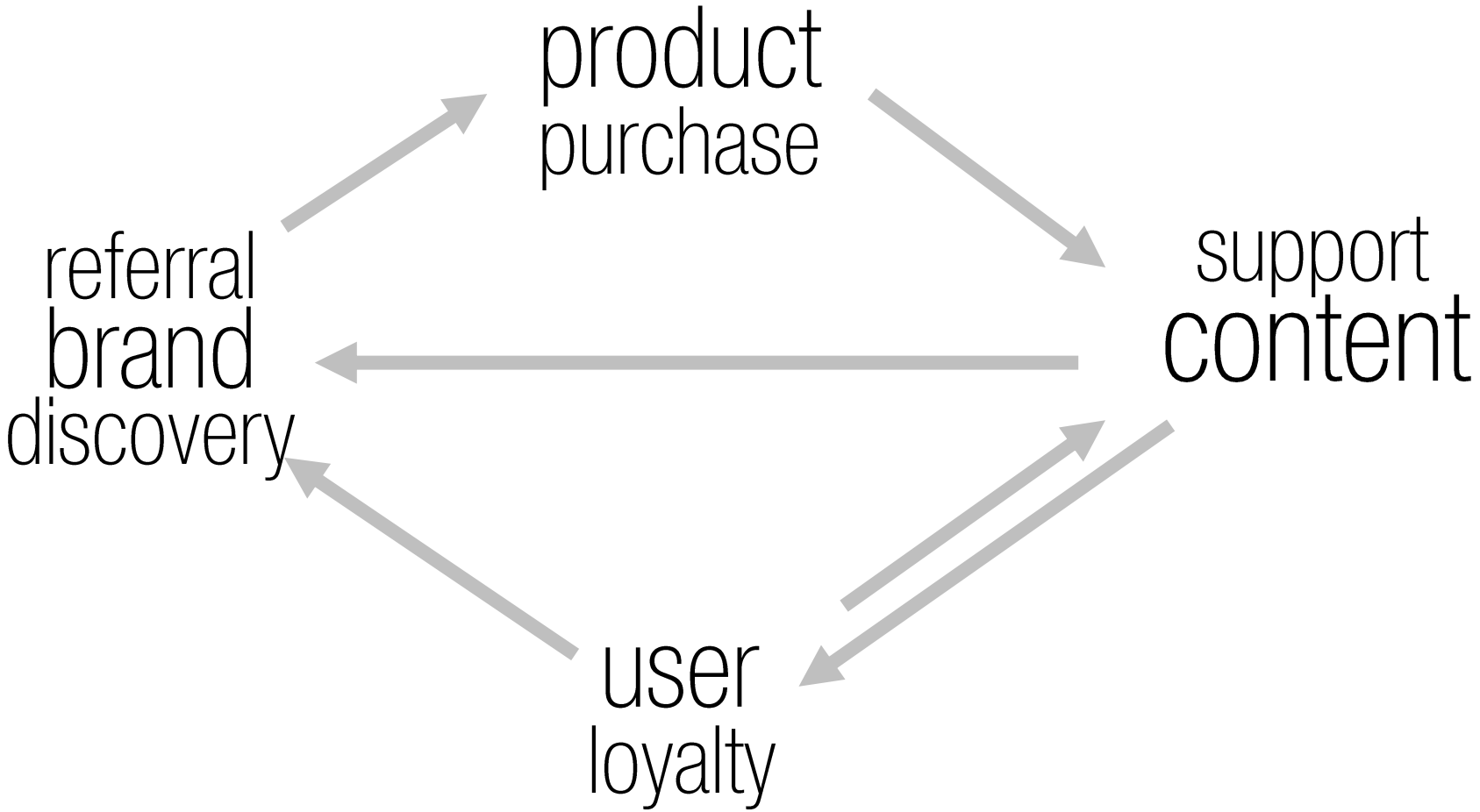

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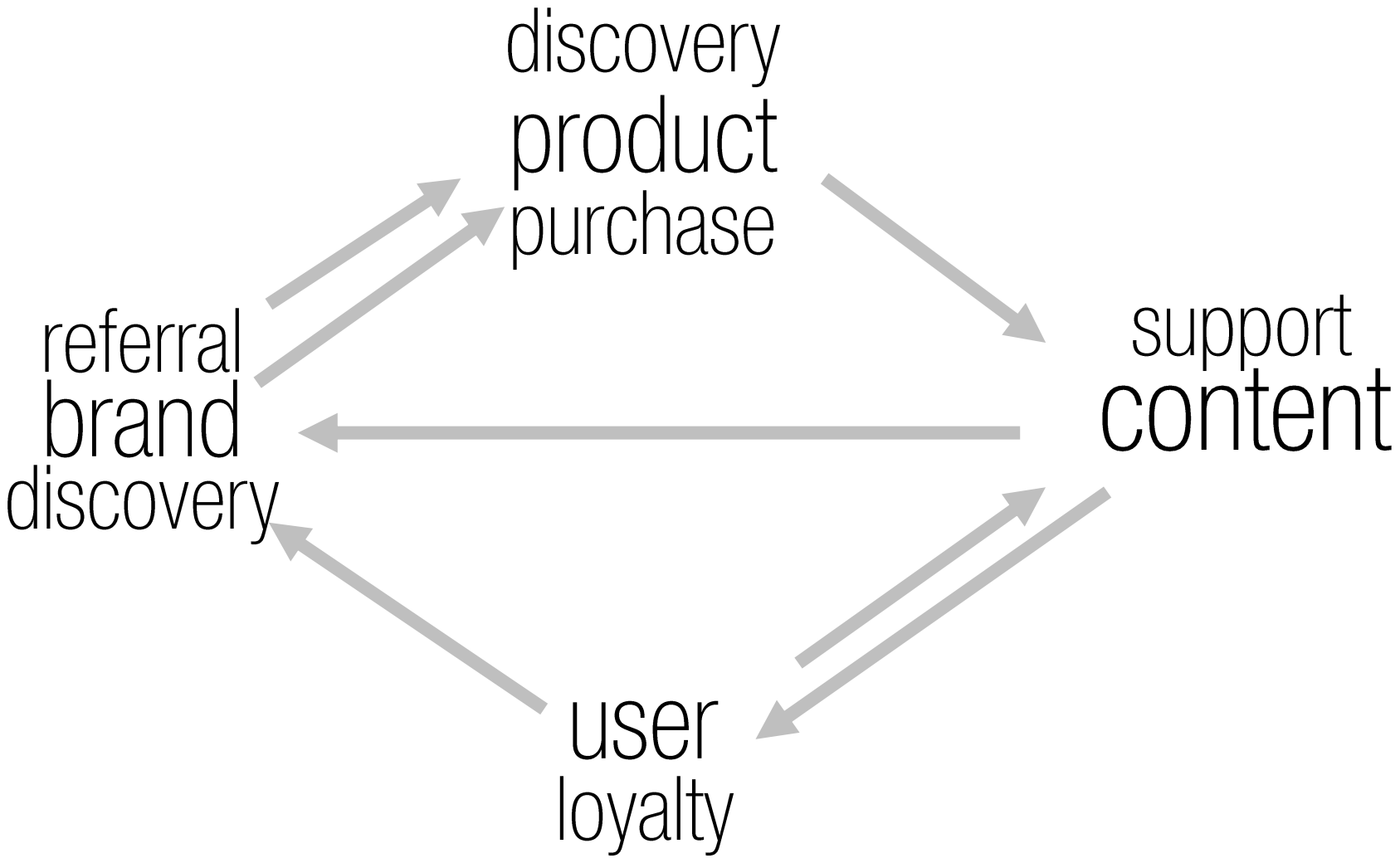

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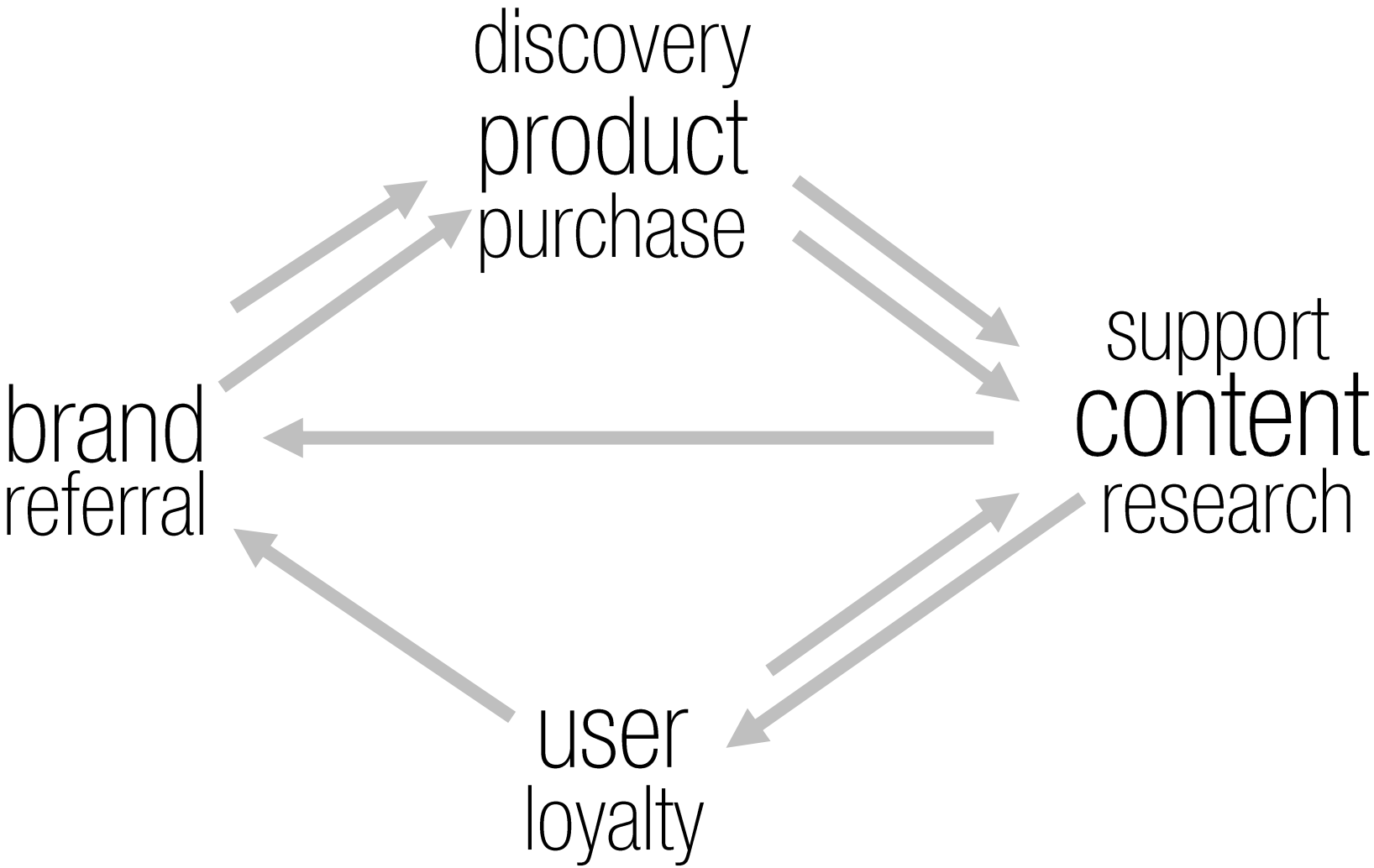

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discovery
product
purchase

support
content
research

brand
referral

user
loyalty

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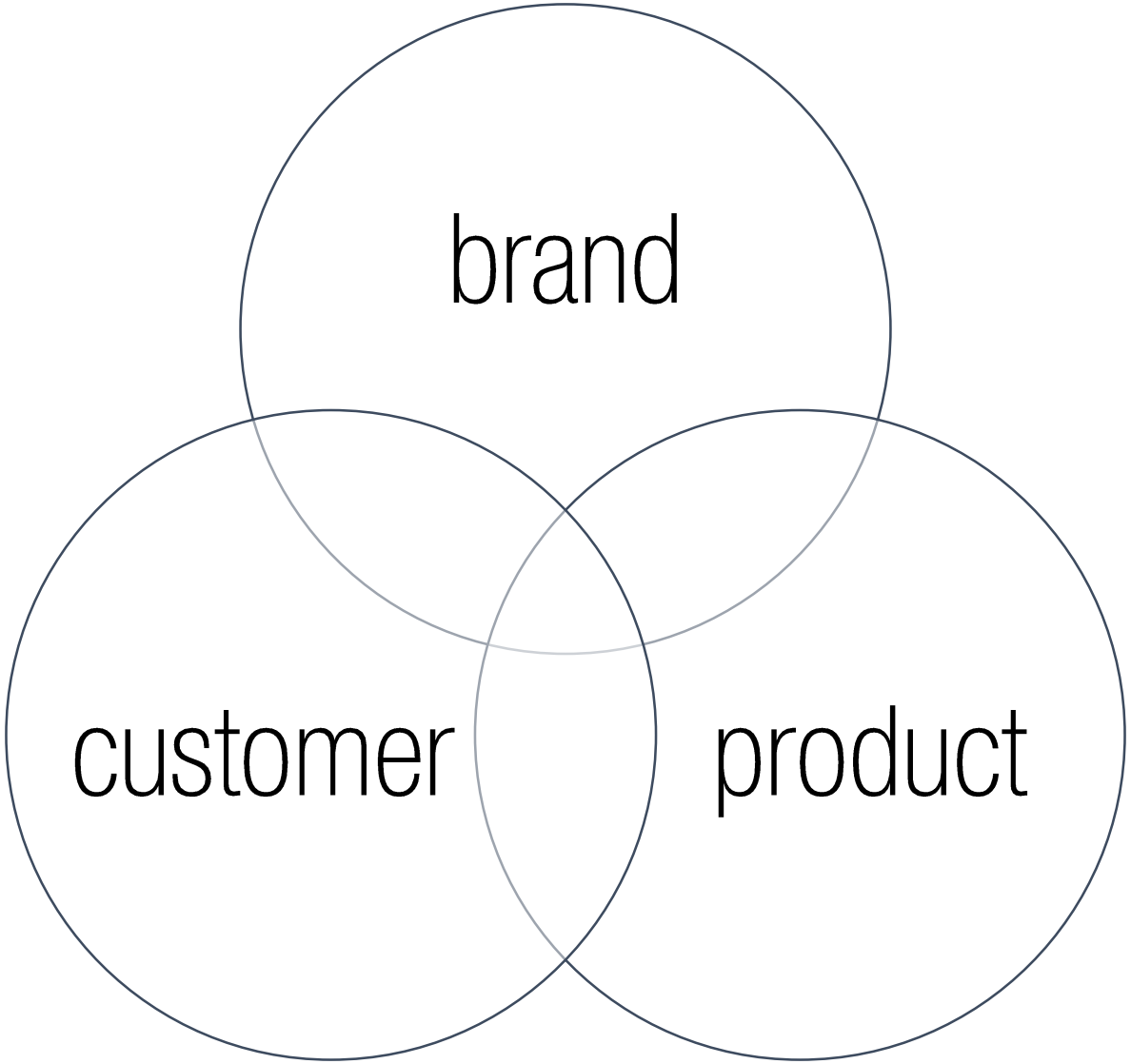

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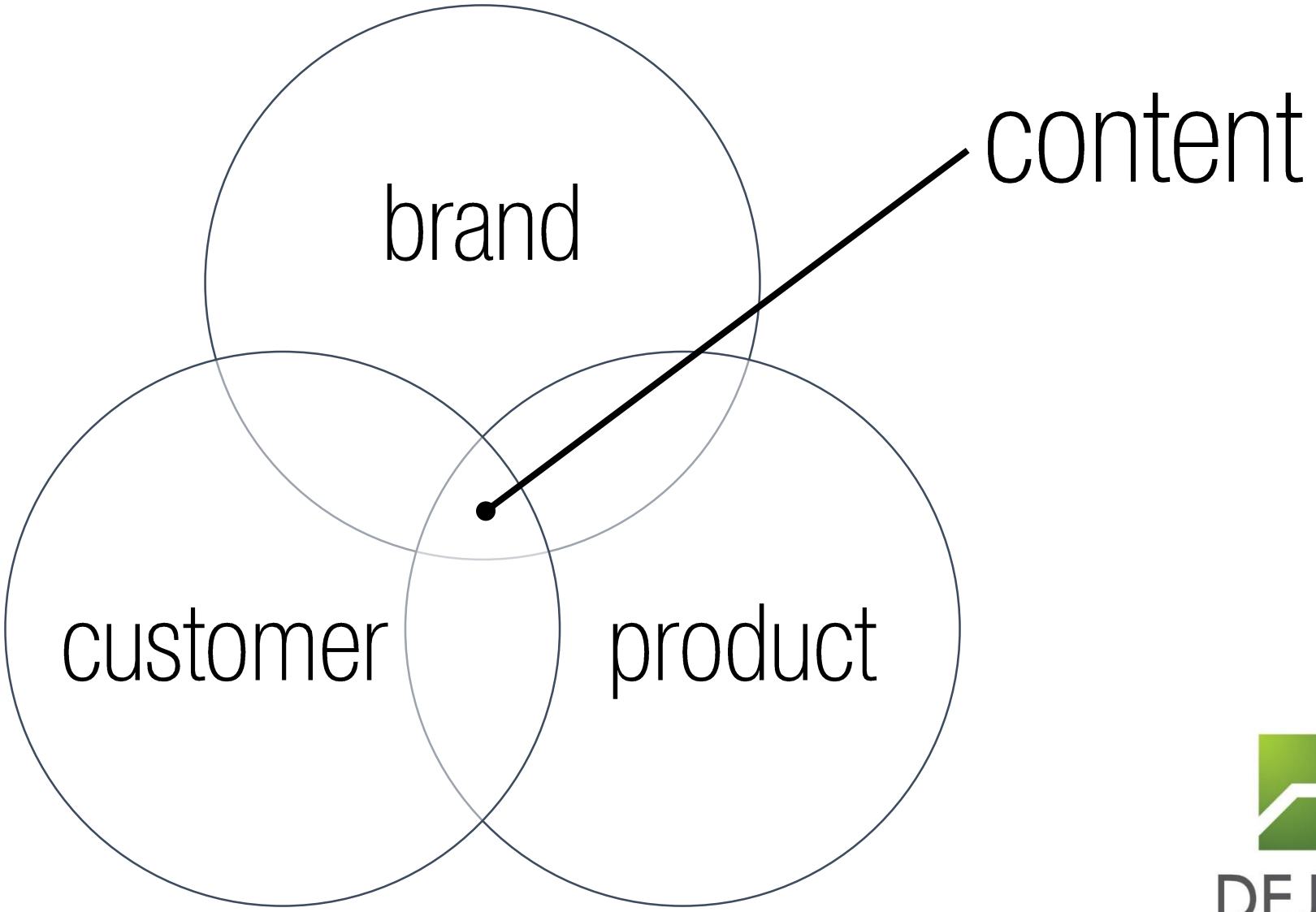

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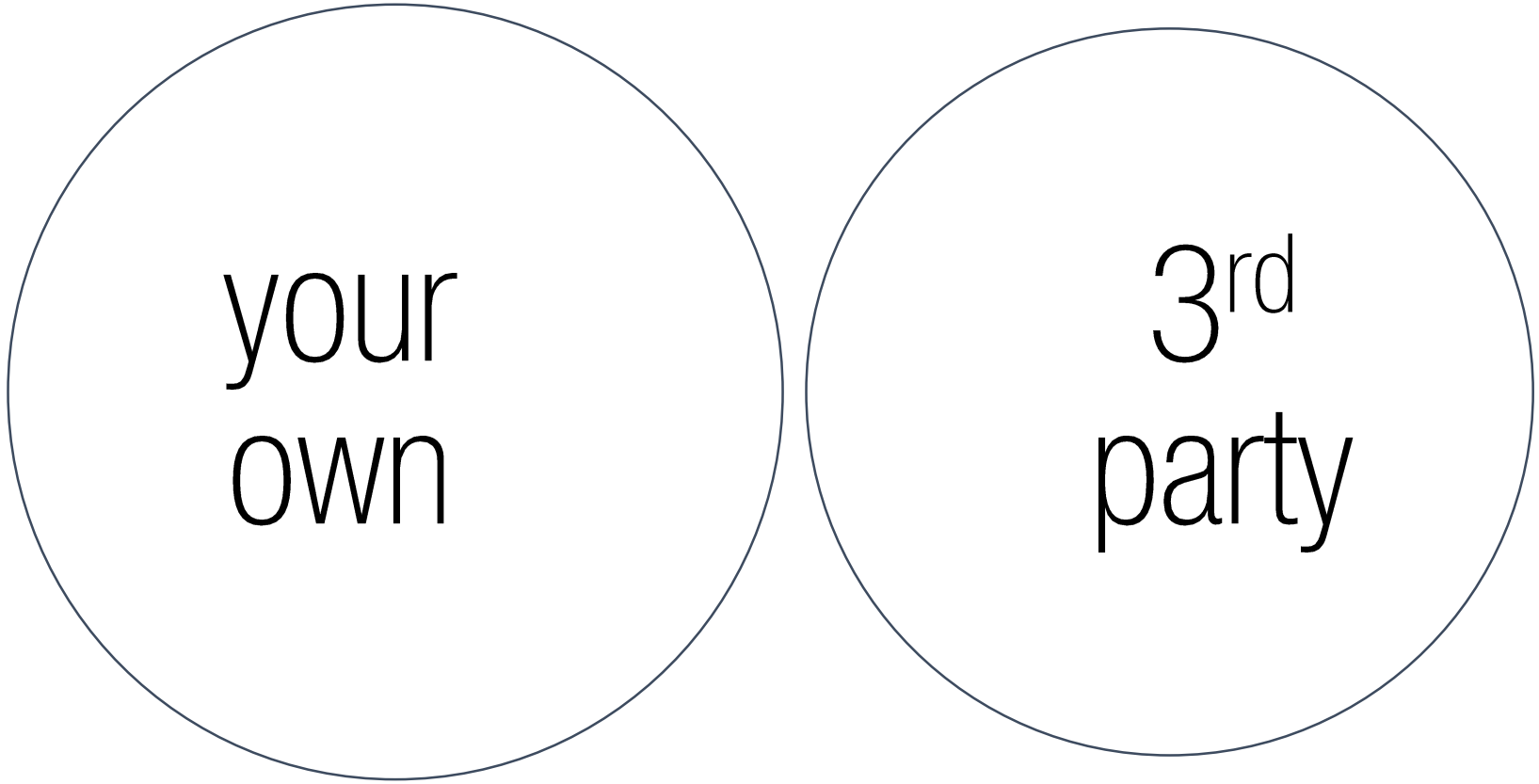

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Modes of Persuasion

Over 2,000 years old.

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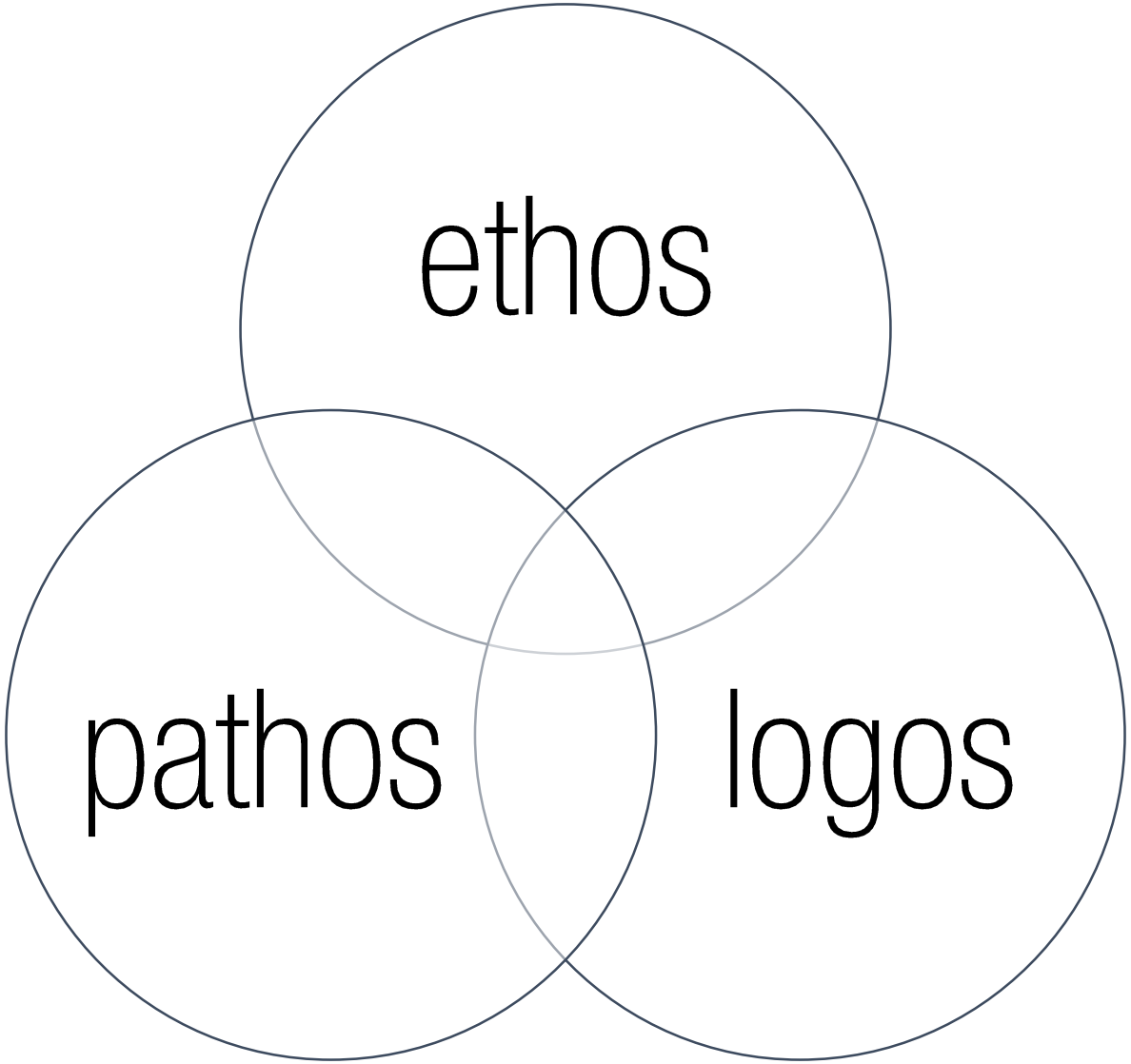

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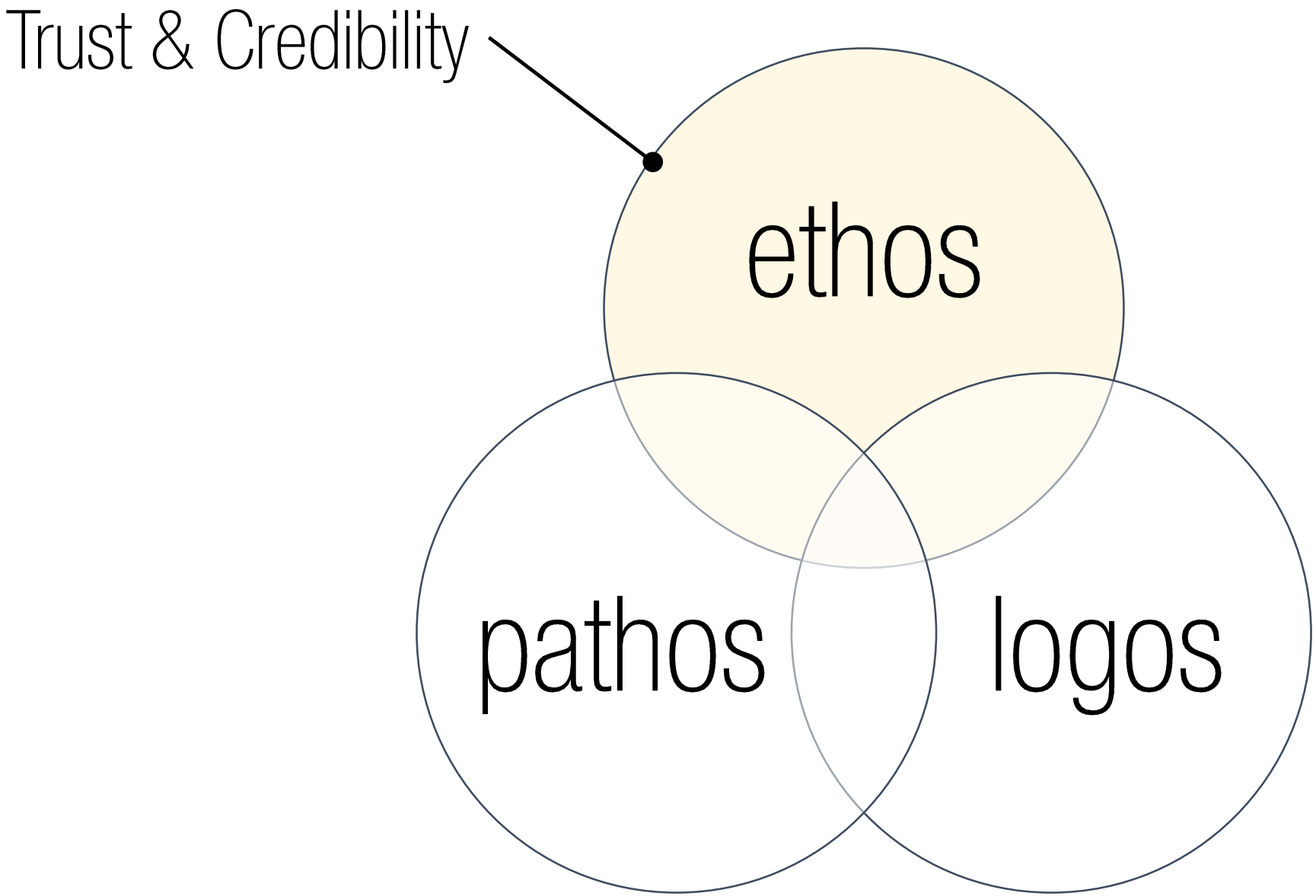

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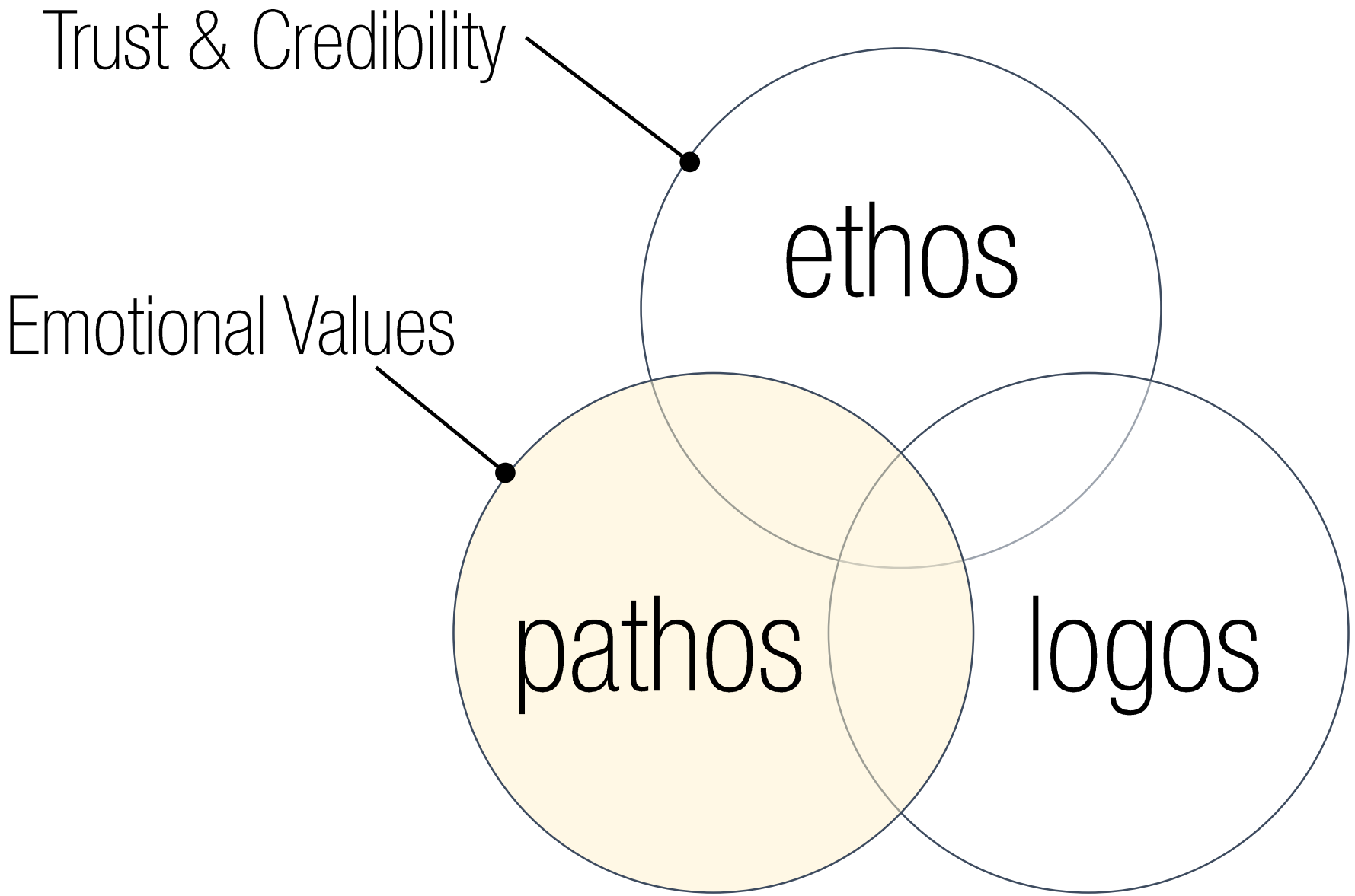

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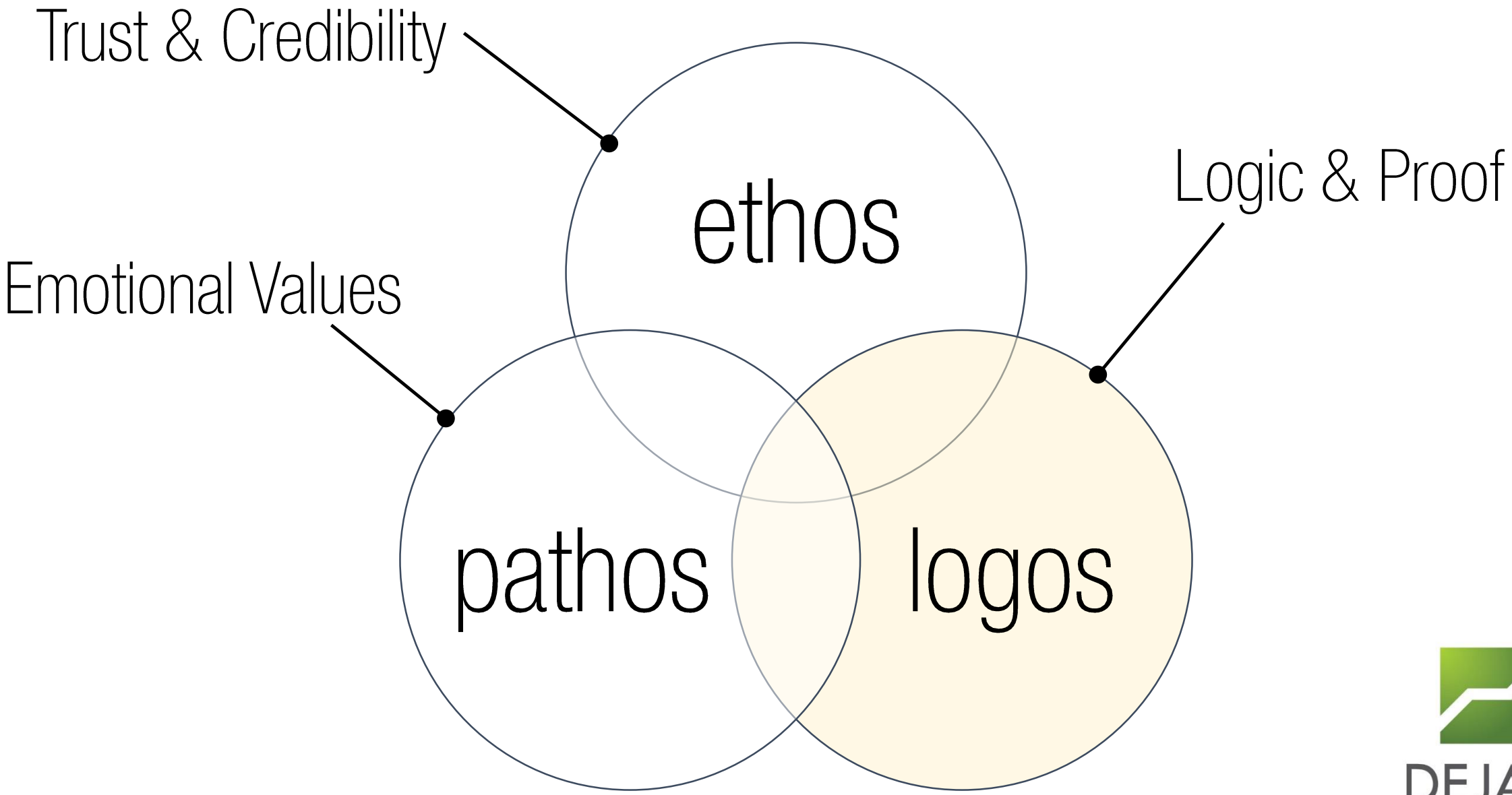

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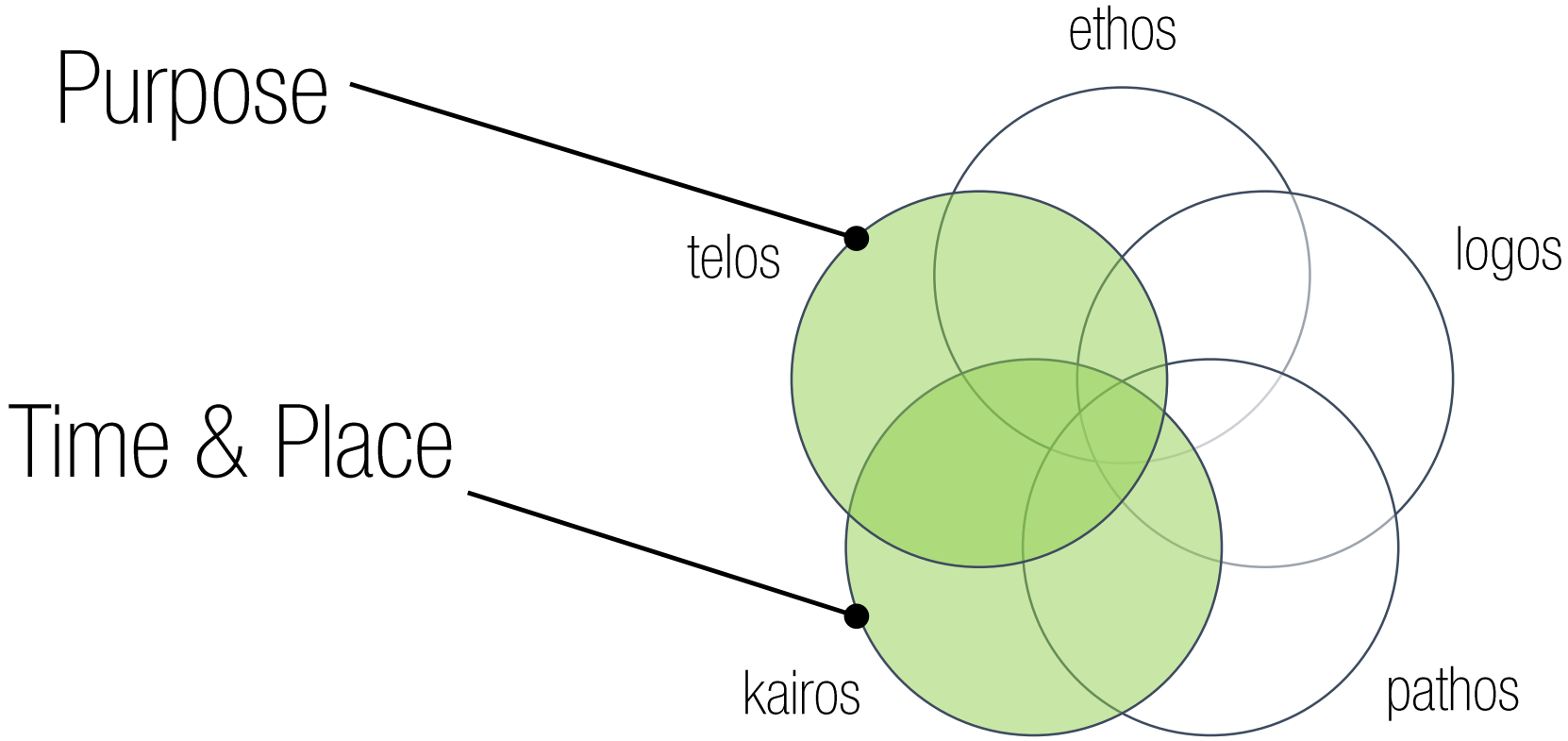

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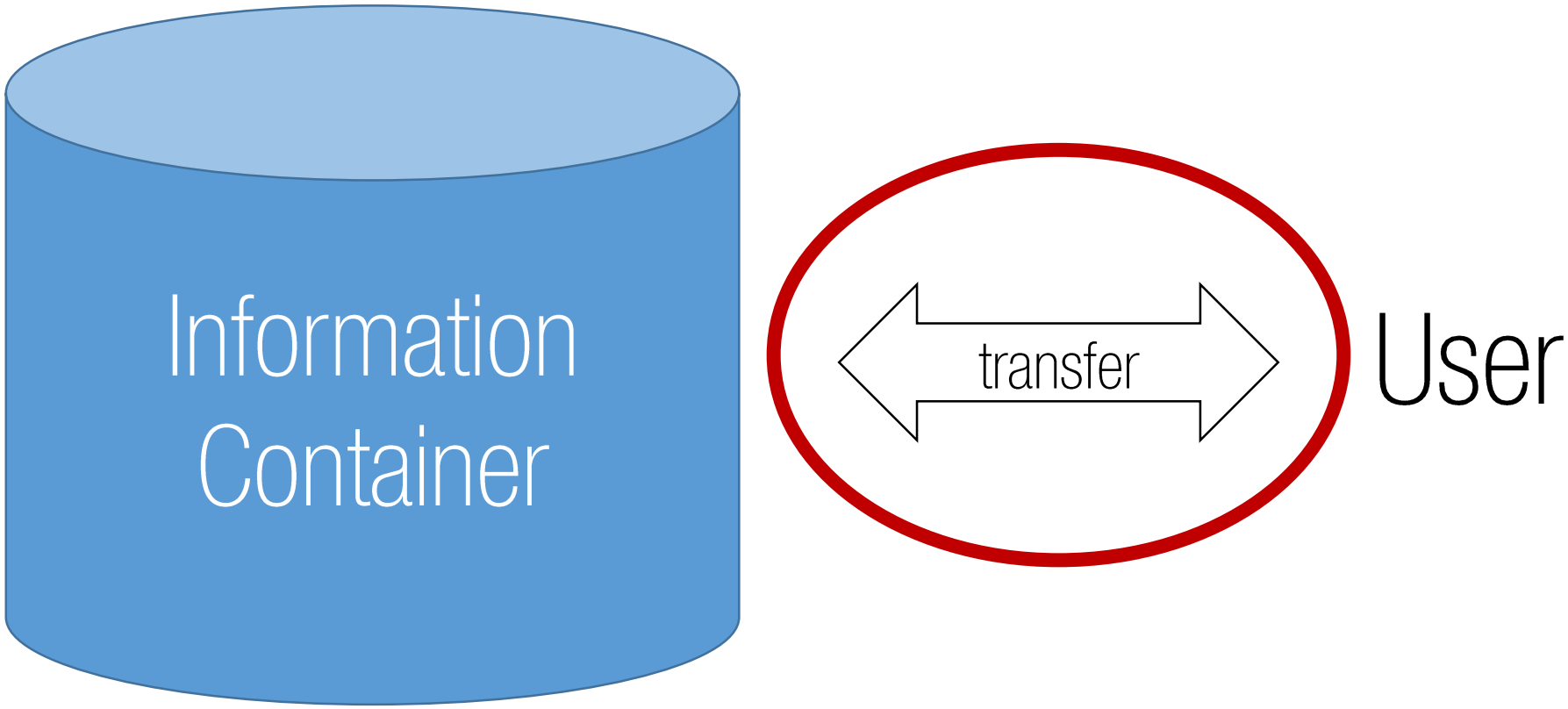

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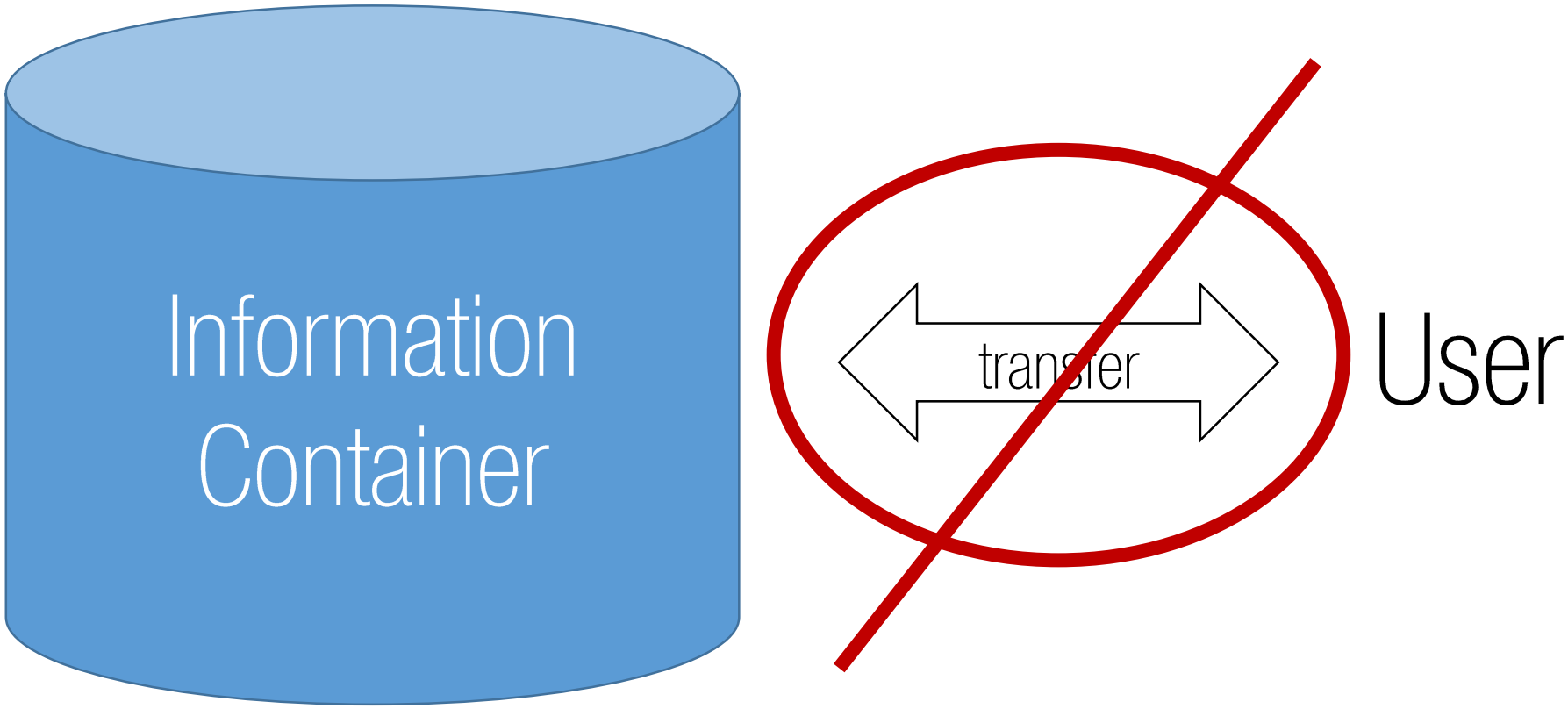

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Only one in five people read web content word for word.
Others scan, skip and only read key items of interest.

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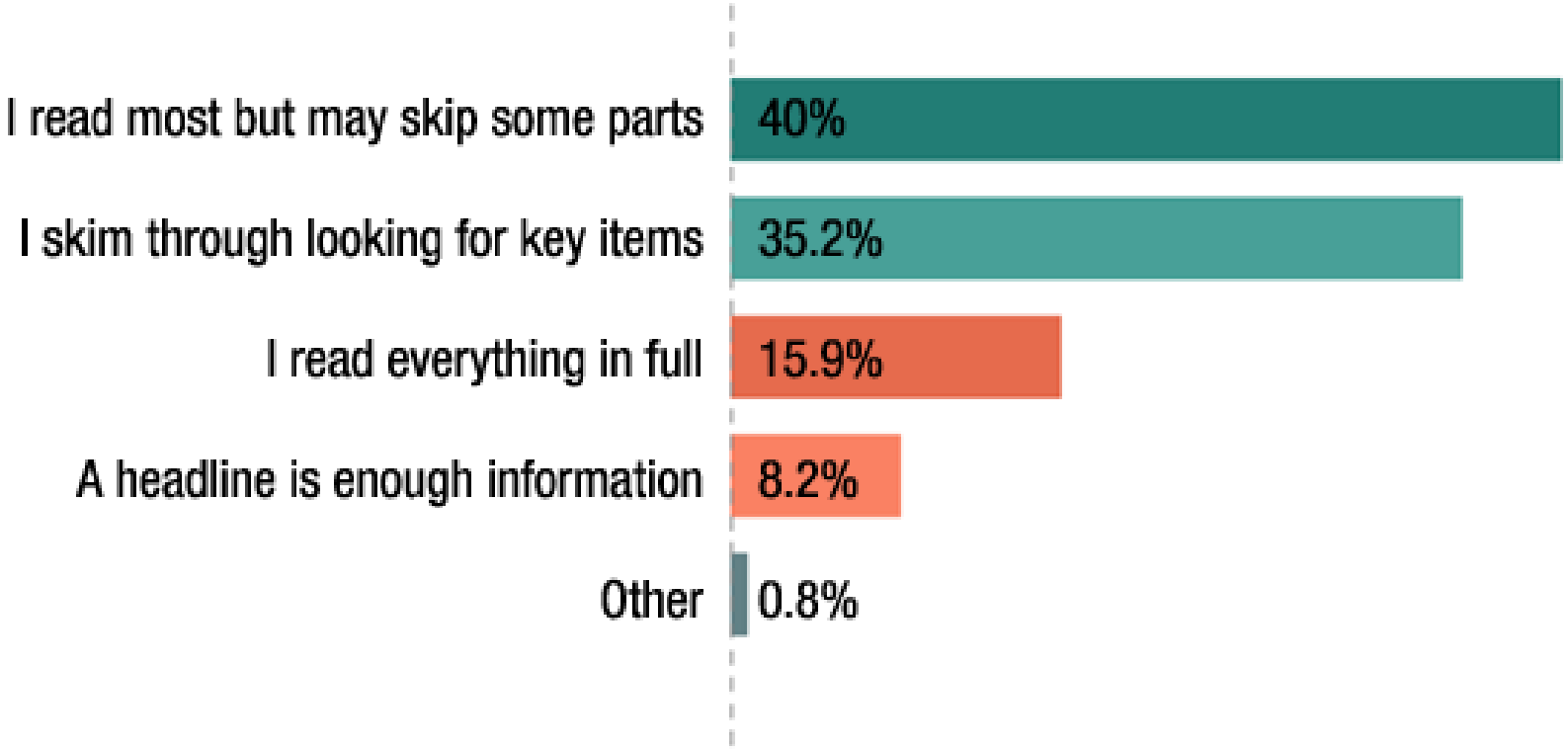
Source: https://dejanseo.com.au/web-content/



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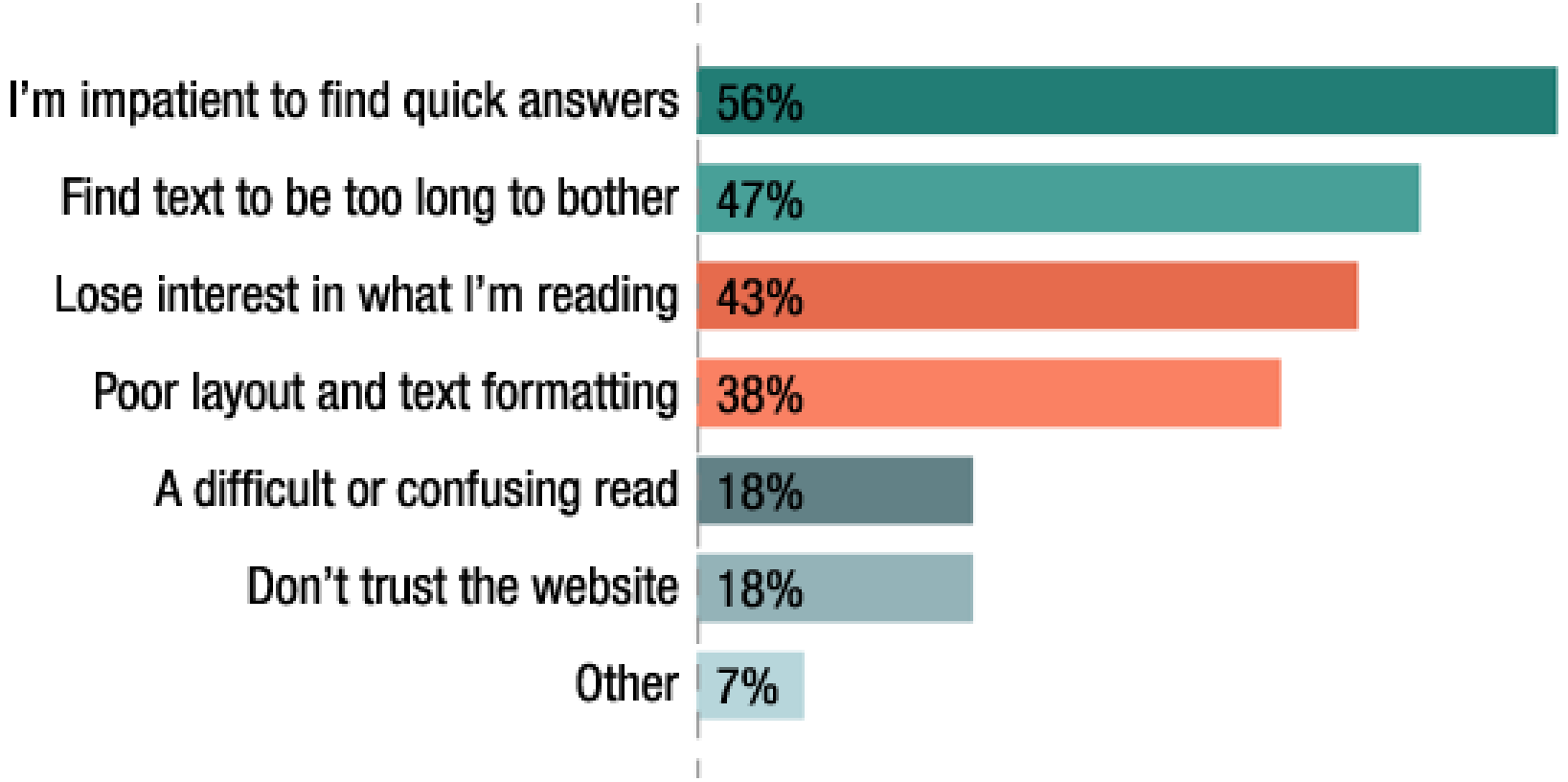

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Source: https://dejanseo.com.au/web-content/

Our results were identical to those published by Jacob Nielsen in 1997:

In research on how people read websites we found that 79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word.

Source: http://www.nngroup.com/articles/how-users-read-on-the-web/

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USER QUERY:

How to close all running apps on an iPhone?

iOS: Close Running Apps All at Once

Looking for a way to close all of the running apps on your iPhone all at once? Apple insists you shouldn't ever have to force close an iOS app because memory and processor management is good enough such measures shouldn't be necessary. In reality, though, there are definitely times when you might benefit from forcibly closing your apps, such as when your device is low on memory. The problem is how tedious it can be closing them one at a time. Here's a way you can close running apps all at one time.

How to Close Running Apps All at Once on iOS

This process is going to suspend all of your apps, freeing up memory and processor time. The first thing you need to do is press the Sleep/Wake button until you see the slider to shut down your iPhone.

Next, press and hold the Home Button for approximately five seconds, or until you are returned to either your Lock or Home Screen. That's it, your apps have all been suspended. If you double-press the Home Button, you'll still see each of them listed. However, you will probably notice these apps refresh or relaunch when you tap on them. That's because they've actually been shut down.

Proof of the Method In Action

Since your apps will still show up if you double-press the Home Button, let's show that this process actually works. The first screenshot below shows the memory usage on my iPhone 7 Plus just before I close running apps all at once.

A Helpful Shortcut to Close All Your Apps

If you have a large number of apps running, this method can be much faster than swiping each one up individually to close it. You free up memory and processor time, helping to speed up your iPhone.

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https://www.macobserver.com/tips/ios-close-running-apps/

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Google

How to Close Running Apps All at Once in IOS?

All Videos Images News Shopping More Settings Tools

About 19,500,000 results (0.76 seconds)

Double click the Home button (or 3D Touch press the left side of the screen on iPhone 6s or later) to bring up the fast app switcher. Navigate to the **apps** you want to force **quit**—up to three at a time. Using three fingers, swipe up on the app cards you wish to **shut** down by flicking them up and off the screen. Jan 19, 2017

How to kill or force quit apps on your iPhone or iPad | iMore
https://www.imore.com/how-force-quit-apps-on-iphone-ipad

About this result Feedback

People also ask

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How do I close all open apps on my iPad?

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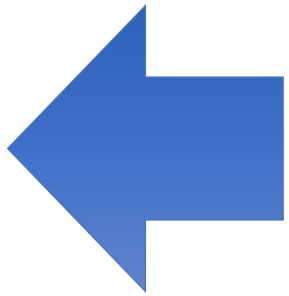
Mar 30, 2017 - The first thing you need to do is press the Sleep/Wake button until you see the slider to **shut** down your iPhone. Next, press and hold the Home Button for approximately five seconds, or until you are returned to either your Lock or Home Screen.

How do I close all background apps at once in IOS 10? - iPhone ...
https://forums.imore.com/ios.../366907-how-do-i-close-all-background-apps-once-ios...
May 14, 2017 - 25 posts - 14 authors
But why would you want to **close all apps** in the background? ... I have found that if you leave too many **apps running** and web pages open, my ...



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Inverted Pyramid

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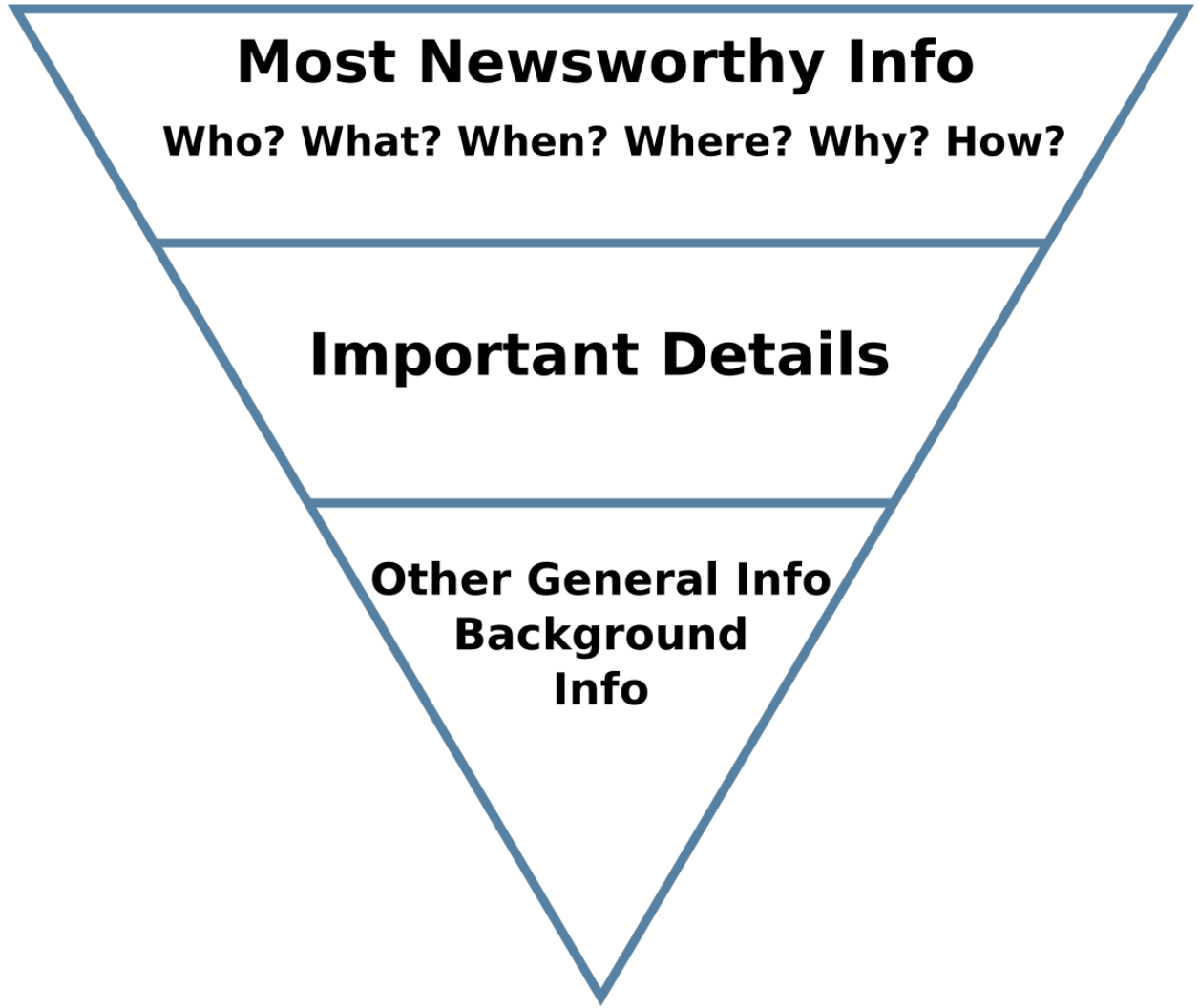

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Good Example

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Trump is pulling U.S. out of Paris climate deal

President Trump has made his decision to withdraw from the Paris climate accord, according to two sources with direct knowledge of the decision. Details on how the withdrawal will be executed are being worked out by a small team including EPA Administrator Scott Pruitt. They're deciding on whether to initiate a full, formal withdrawal — which could take 3 years — or exit the underlying United Nations climate change treaty, which would be faster but more extreme.

Why this matters: Pulling out of Paris is the biggest thing Trump could do to unravel Obama's climate legacy. It sends a combative signal to the rest of the world that America doesn't prioritize climate change and threatens to unravel the ambition of the entire deal.

The other outliers: The only other two countries that aren't supporting the deal are Nicaragua and Syria.

How it happened: A letter from 22 Republican Senators (including Mitch McConnell) that called for a clean exit had reinforced Trump's instincts to withdraw, and the president had been telling confidants over the past week that he was going to pull out.

Trump's last comment on the issue, sent this morning on Twitter: "I will be announcing my decision on the Paris Accord over the next few days. MAKE AMERICA GREAT AGAIN!“

Read next: *Why Trump is pulling out of the Paris deal.*

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https://www.axios.com/scoop-trump-is-pulling-u-s-out-of-paris-climate-deal-2427773025.html

What's the ideal post length?

MEGAPOST

2000+ words

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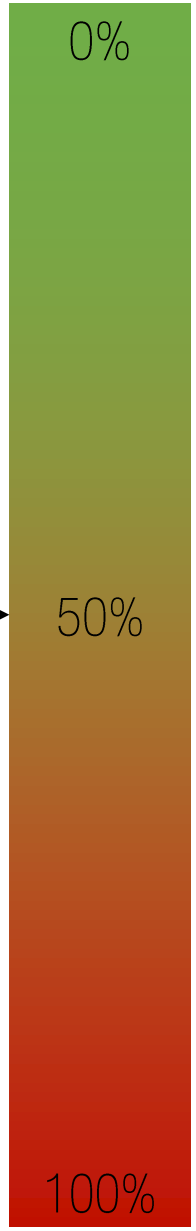
MARKETING

TL;DR ATTRITION →



MEGAPOST

2000+ words

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POST
500 words

POST
1000 words

POST
500 words

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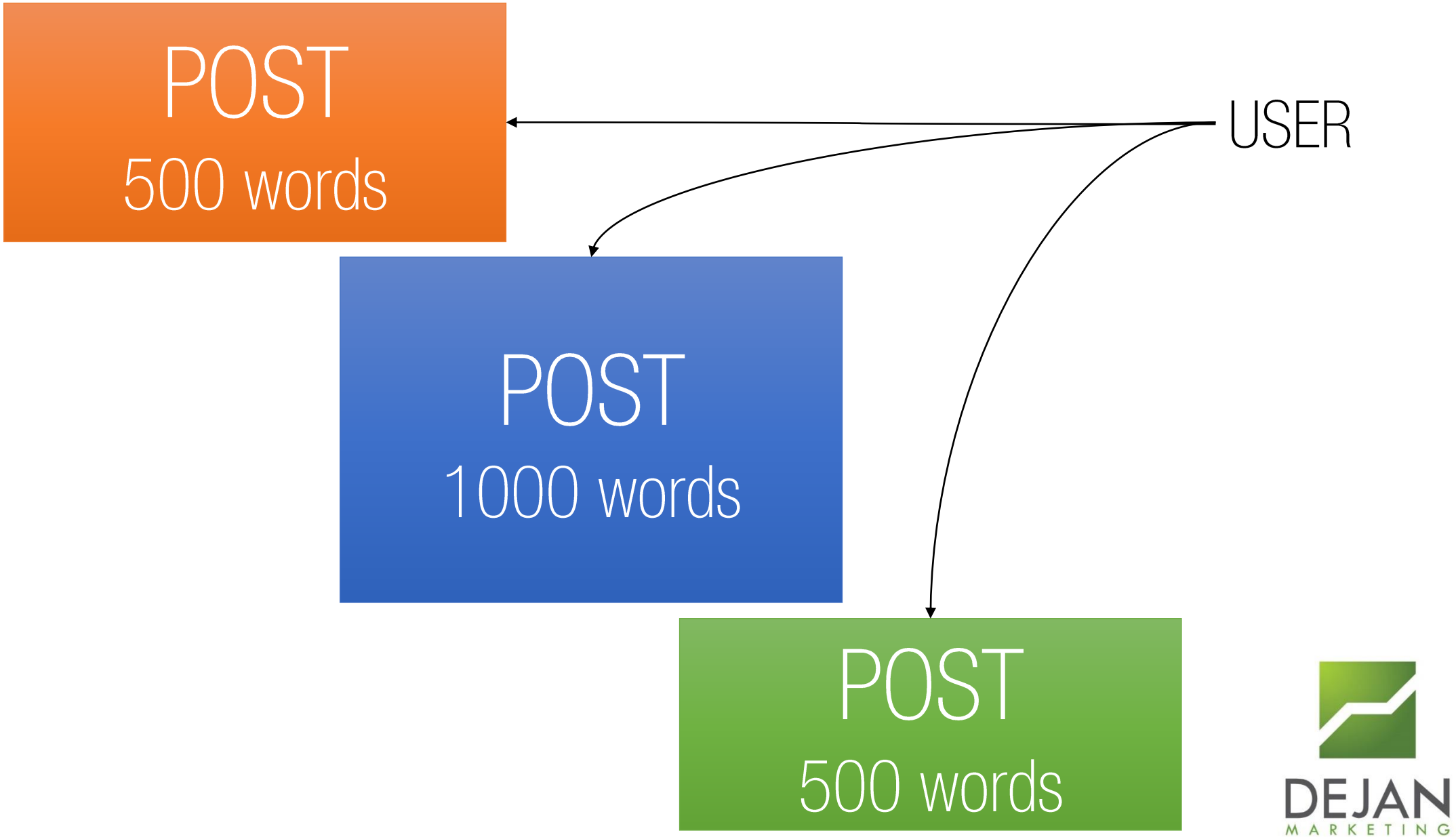

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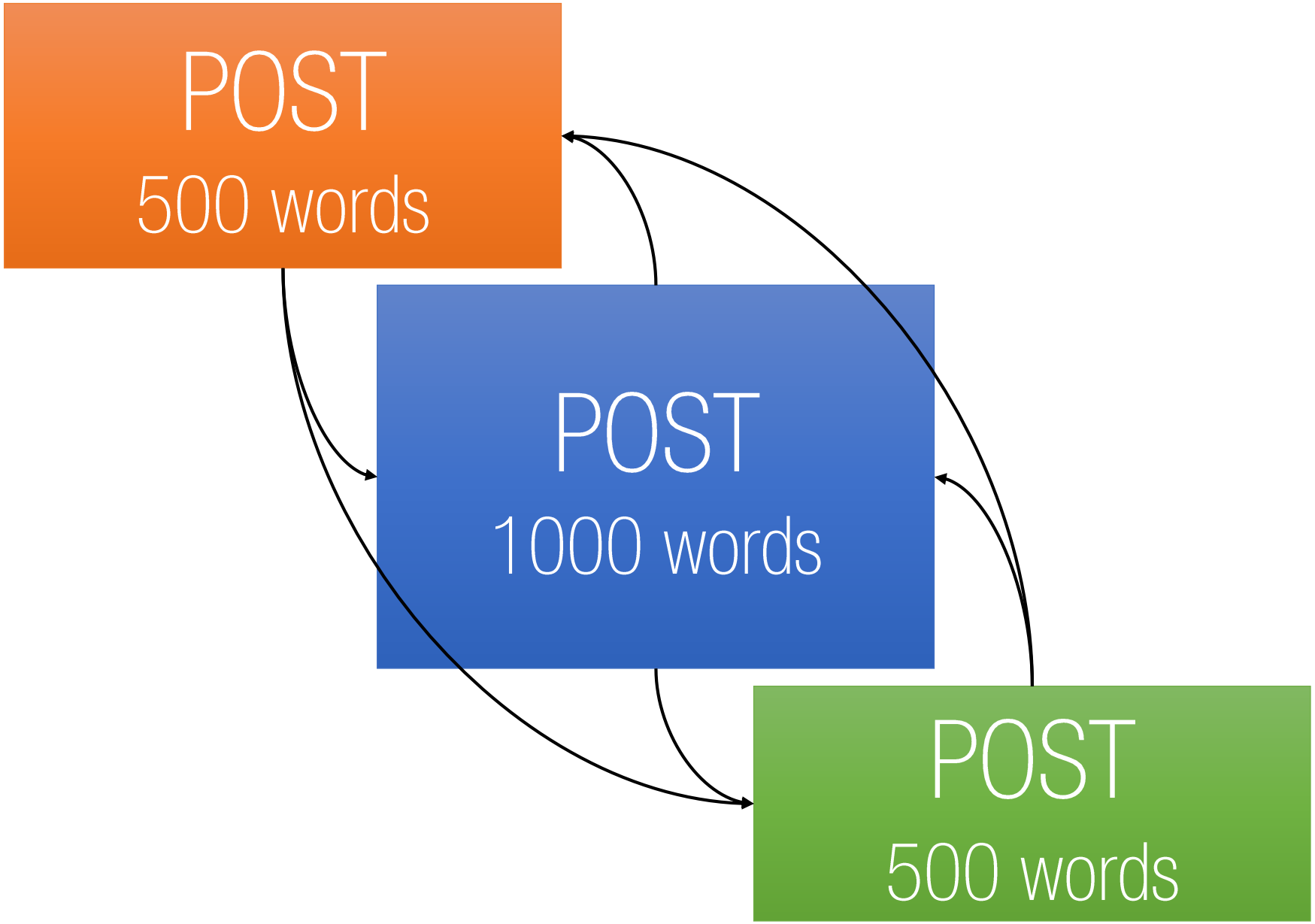

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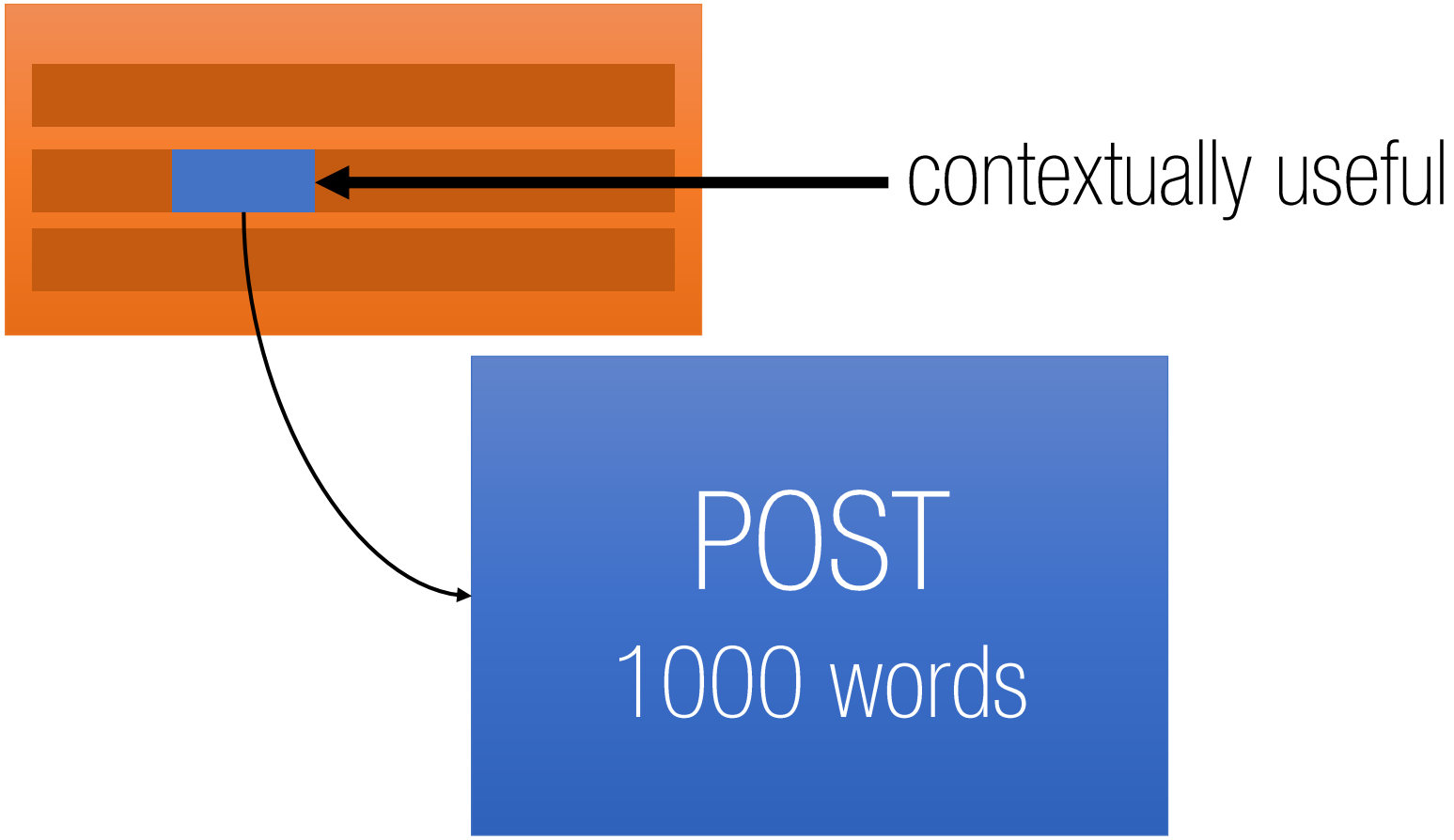

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Example

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MARKETING

WORDS: 5300

SHARES: 4500

LINKS: 186

TIME REQUIRED TO READ: 25m

ACTUAL TIME ON PAGE: ?

DEJAN MARKETING

WORDS: 5300

SHARES: 4500

LINKS: 186

TIME REQUIRED TO READ: 25m

ACTUAL TIME ON PAGE: 6m

DEJAN
MARKETING

WORDS: 5300

SHARES: 4500

LINKS: 186

TIME REQUIRED TO READ: 25m

ACTUAL TIME ON PAGE: 6m

CONTENT CONSUMED: 25%

DEJAN MARKETING

WORDS: 5300

SHARES: 4500

LINKS: 186

TIME REQUIRED TO READ: 25m

ACTUAL TIME ON PAGE: 6m

CONTENT CONSUMED: 25%

BOUNCE RATE: 90%

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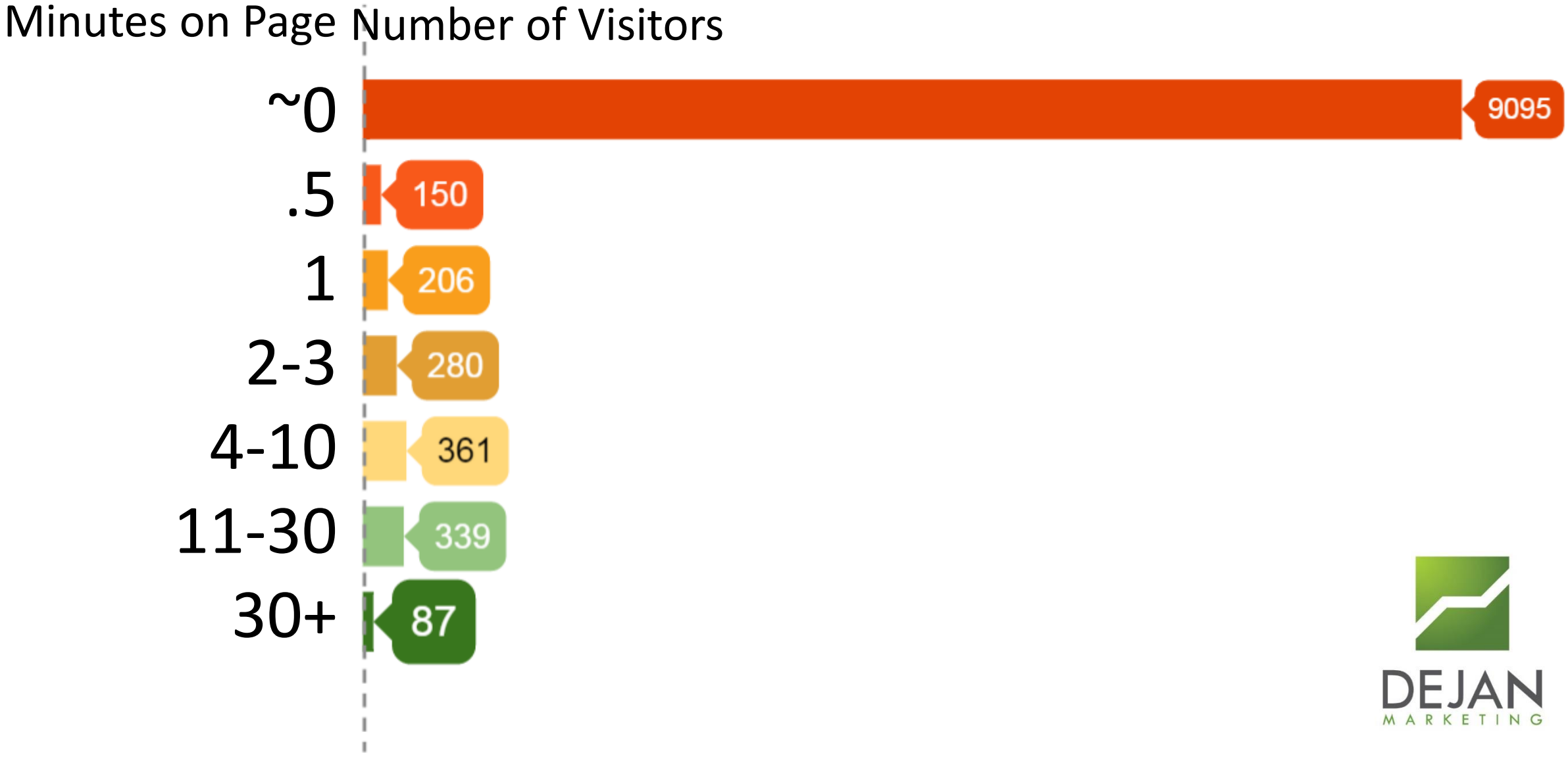

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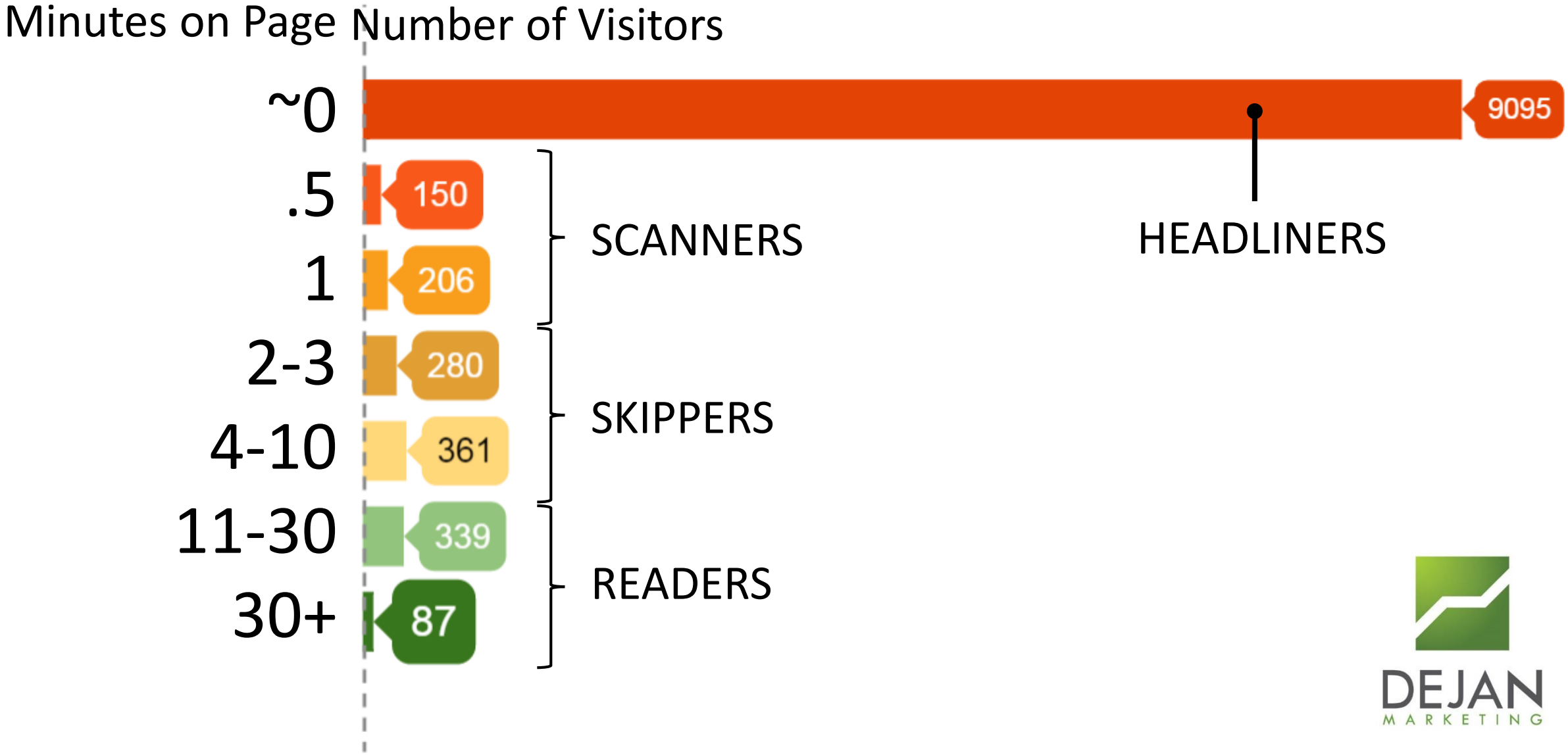

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Here are the top reasons why people don't finish reading things online:

1. Unable to find quick answers.
2. Intimidated by word count.
3. Losing interest while reading.
4. Poor layout and formatting.
5. Difficult to scan.
6. Lack of trust.

Here are the top reasons why people don't finish reading things online:

1. Unable to find quick answers.
2. Intimidated by word count.
3. Losing interest while reading.

> "This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety. Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes, when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals–sounds that say listen to this, it is important."
>
> — Gary Provost

4. Poor layout and formatting.
5. Difficult to scan.
6. Lack of trust.

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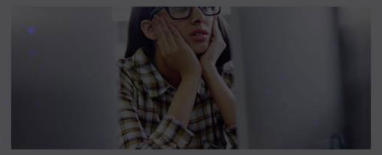


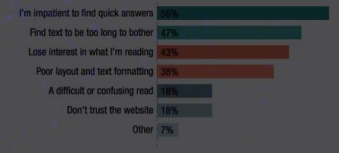
Here's Why Nobody Reads Your Content

Thursday June 11, 2015

518 SHARES Google+ LinkedIn Twitter Facebook E-mail

Our research shows that only one in five people read web content word for word. Majority scan, skip and only read key items of interest.

We asked the group that doesn't read full content for their reasons and this is what they said:



There's your quick answer. Some of my readers will leave at this point and that's fine because the rest of the content it is for those willing to dive deeper.

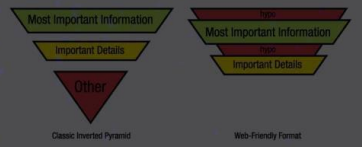
The Iceberg Model

So here's a weird thing. This is a 400 word article that can also be 4000 words long. Being presented with everything at once can discourage reading so I only show the most important parts and let my readers carve a personalised path through available content by clicking on hypotext [+] **-- click to expand for more information**

Innovation

Journalists on average tend to write in a more web-friendly way than most other online publishers. There are many great examples [+] out there but their format still appears limited by static medium principles (press).

In response I created a modified version of inverted pyramid [+] in hope to align user experience with user expectations by looking at the web for what it is - a dynamic medium.



On the left we see a classic inverted pyramid. On the right is a modified model with background information folded in hypotext. This meta data is retrievable on-demand in a non-linear mode. Supplementary information does not have to appear at the bottom of the content. Its placement can and should be contextual.

It's not them it's us

What's amazing about our findings is that they're identical to those published by Nielsen [+] back in 1997. Basically, how we write isn't compatible with how we read on the web and we haven't done anything about it in nearly two decades. I don't know about you but I see a great opportunity here.

How we write isn't compatible with how we read on the web.

Web content is being produced at an unprecedented rate. Article marketing, guest blogging, advertorials, opinion pieces, interviews, lists, clickbait! We're saturating digital space with content pieces aggressively competing for user attention, causing content fatigue [+].

TL;DR Culture

Question: What is the right dose of exercise for a longer life?
Answer: 450 minutes per week

Would you believe it took Gretchen Reynolds of The New York Times 300 words [+] to say this?

Software engineers now write bots, using rudimentary AI to summarise articles. When facing a long article many skip its content altogether and look at the comments in hope to get quick answers there. Here's one I prepared earlier [+].

Thought Leadership

Prior to publishing this article I reached out to a number of authoritative figures in our industry seeking peer review on use of hypotext and the web-friendly inverted pyramid model. The feedback has been outstanding but it will cost you nine minutes to read. It's your call [+].

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Here's Why Nobody Reads Your Content

Thursday June 11, 2015

966 SHARES

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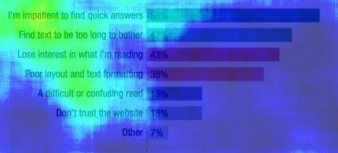

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743 Views
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727 Views
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686 Views
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676 Views
86% saw this

659 Views
84% saw this

641 Views
82% saw this

624 Views
79% saw this

604 Views
77% saw this

583 Views
74% saw this

551 Views
70% saw this

510 Views
65% saw this

449 Views
57% saw this

Most people viewed up to this line. (1992px)

360 Views
46% saw this

281 Views
36% saw this

214 Views
27% saw this

159 Views
20% saw this

117 Views
15% saw this

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Home / Web & Technology / Here's Why Nobody Reads Your Content

Here's Why Nobody Reads Your Content

Thursday June 11, 2015

518 SHARES Google+ LinkedIn Twitter Facebook E-mail

Our research shows that only one in five people read web content word for word. Majority scan, skip and only read key items of interest.

We asked the group that doesn't read full content for their reasons and this is what they said:

I'm impatient to find quick answers 56%
Find text to be too long to bother 47%
Lose interest in what I'm reading 43%
Poor layout and text formatting 38%
A difficult or confusing read 18%
Don't trust the website 18%
Other 7%

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Most Important Information
Important Details
Other
Classic Inverted Pyramid
hypo
Most Important Information
hypo
Important Details
Web-Friendly Format

On the left we see a classic inverted pyramid. On the right is a modified model with background information folded in hypotext. This meta data is retrievable on-demand in a non-linear mode. Supplementary information does not have to appear at the bottom of the content. Its placement can and should be contextual.

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	OLD	NEW
WORDS:	5300	5800
ACTUAL TIME ON PAGE:	6m	12m
BOUNCE RATE:	90%	60%

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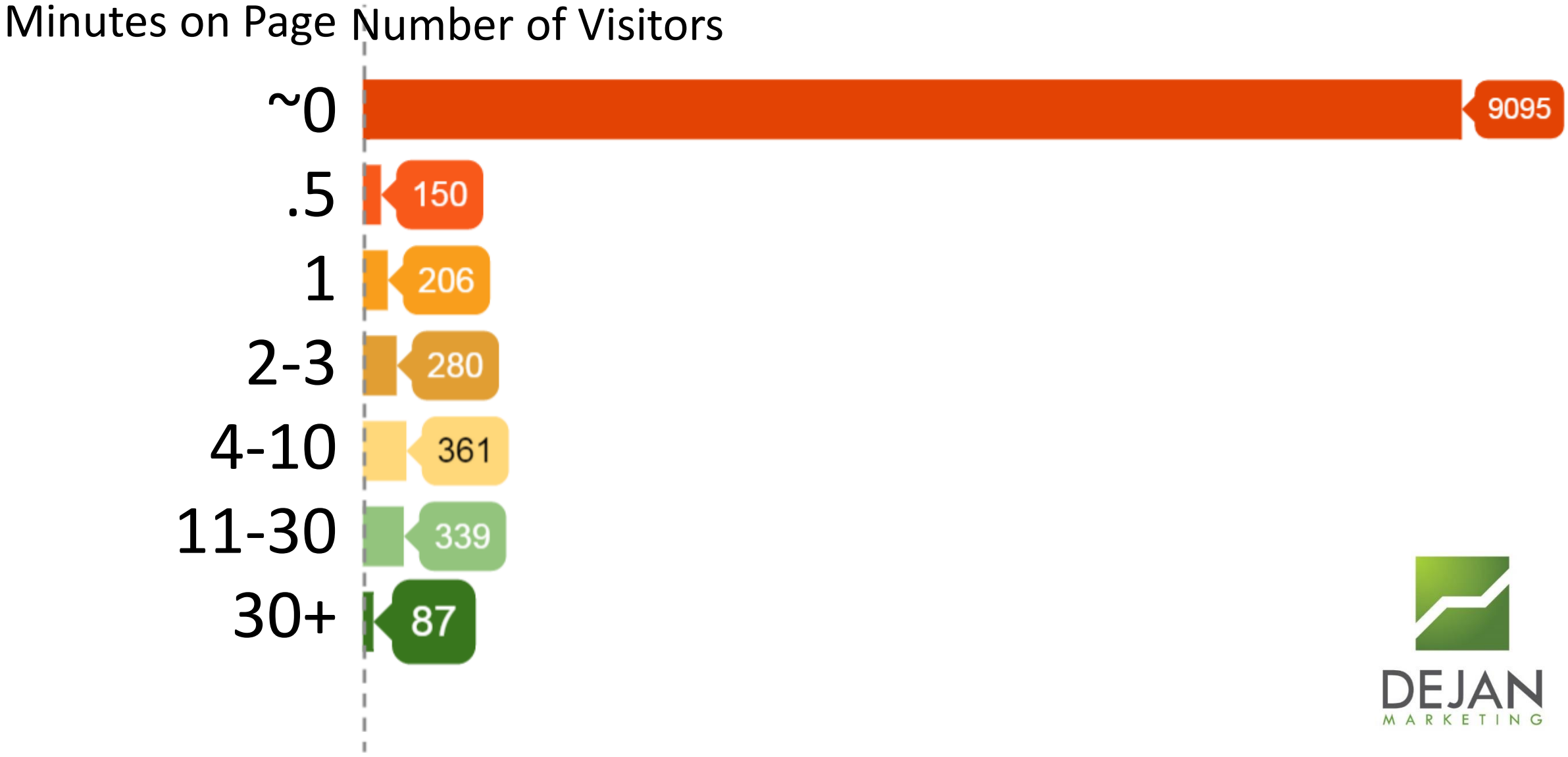

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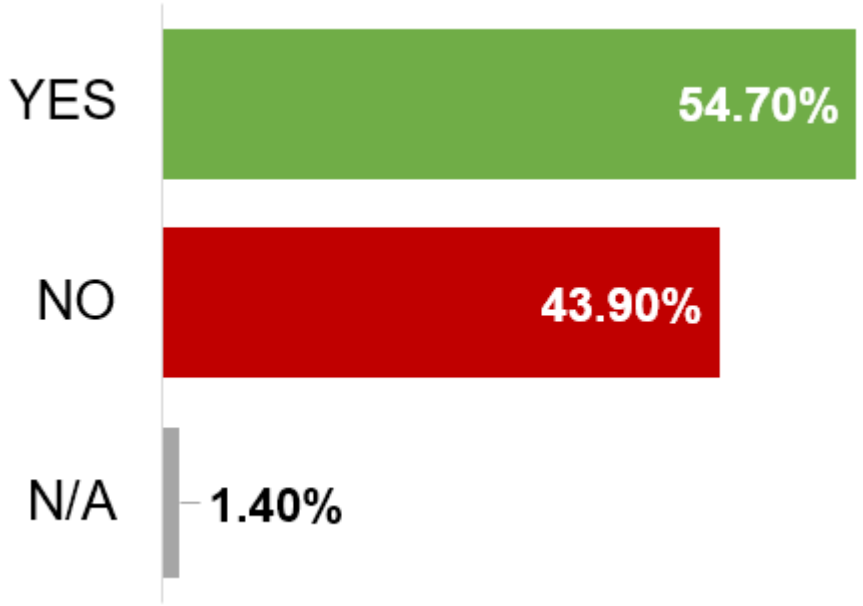
Mobile users are even more impatient.

Have you ever bought something online using your phone?



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Source: https://dejanseo.com.au/m-commerce/

One paragraph. One Idea.

- A
- B

- C

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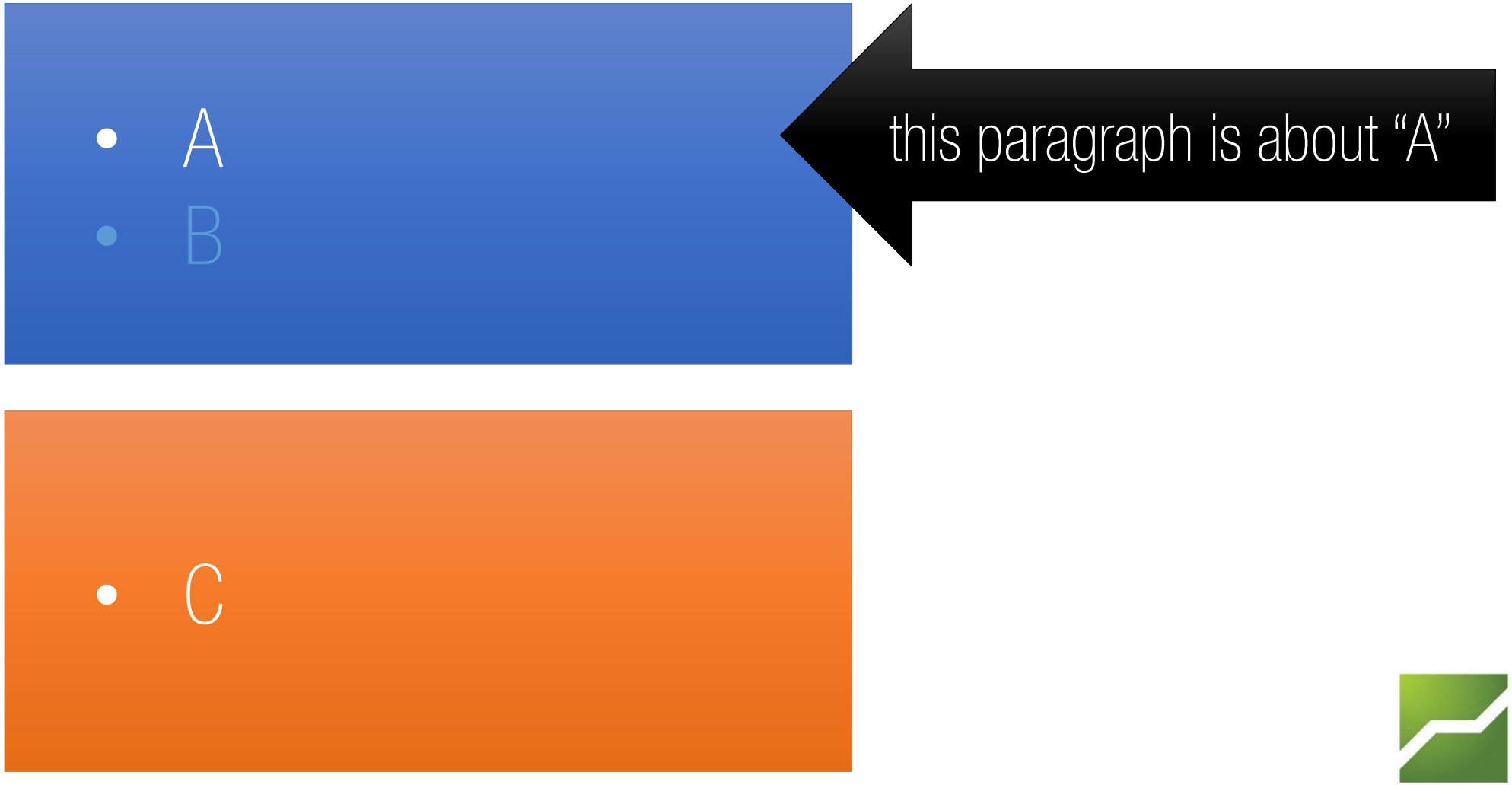
A
B
C
this paragraph is about “A”
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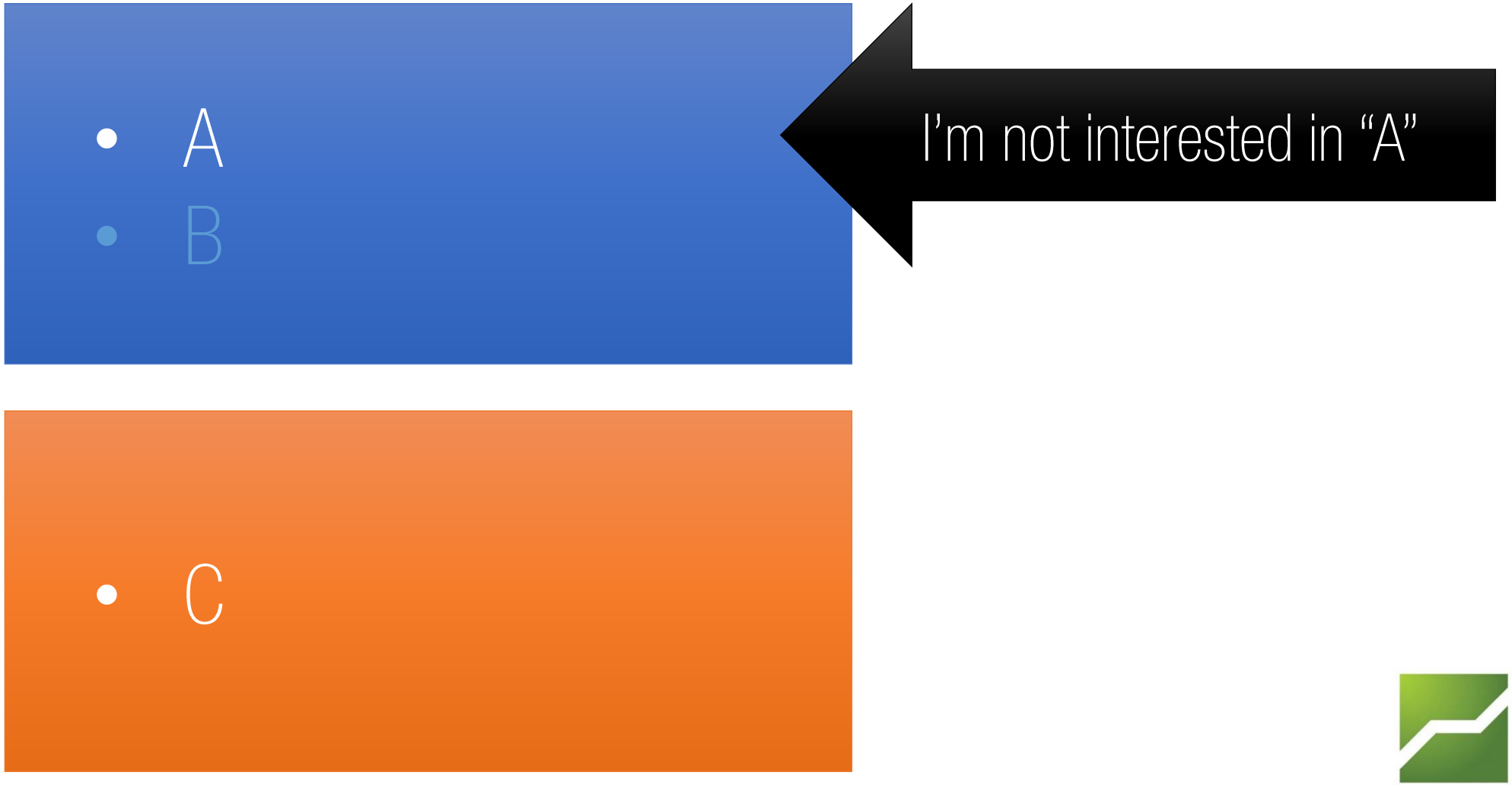

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- A
- B ← skipped

- C

skip to the next paragraph

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- A
- B
- C

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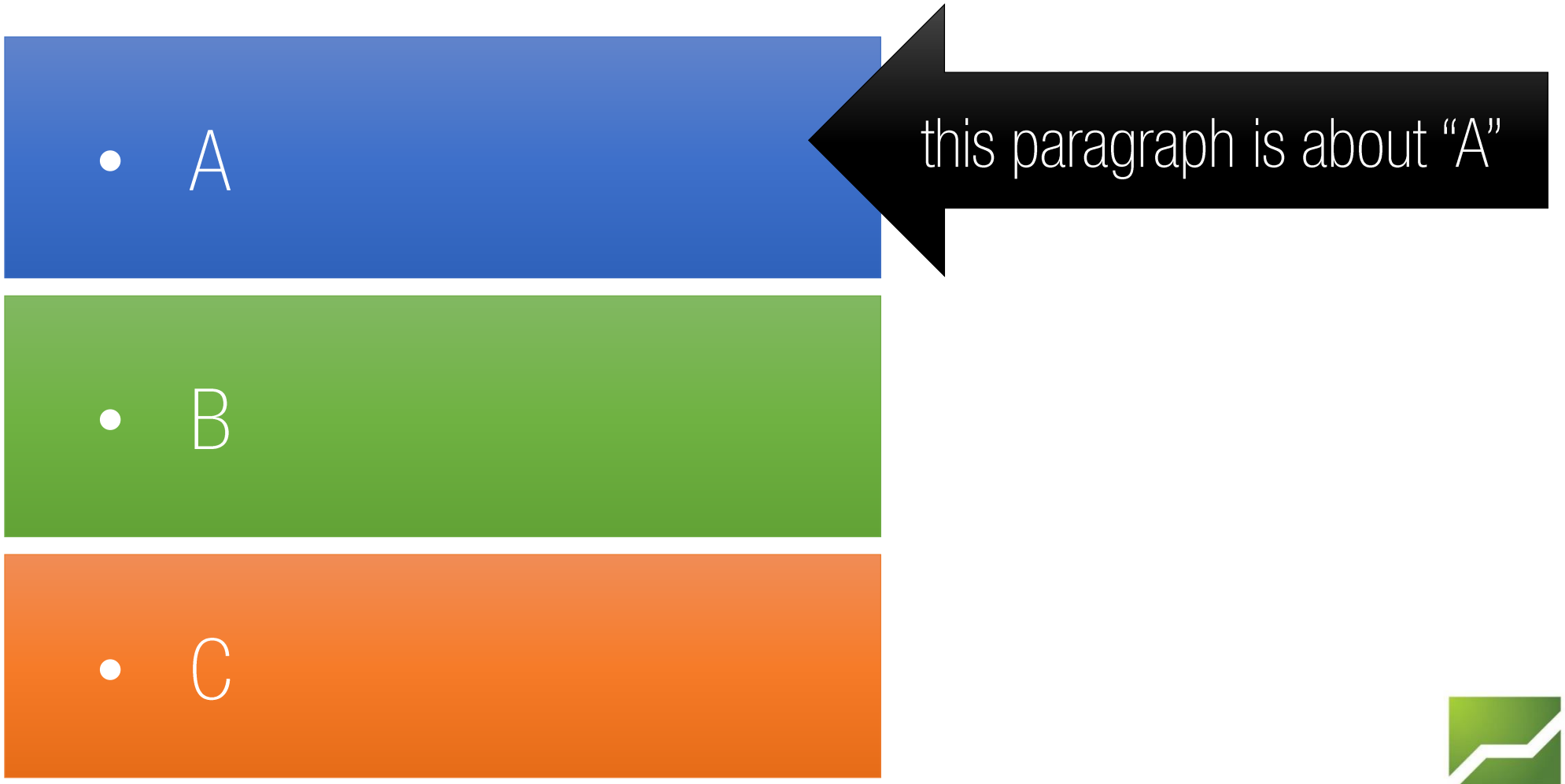

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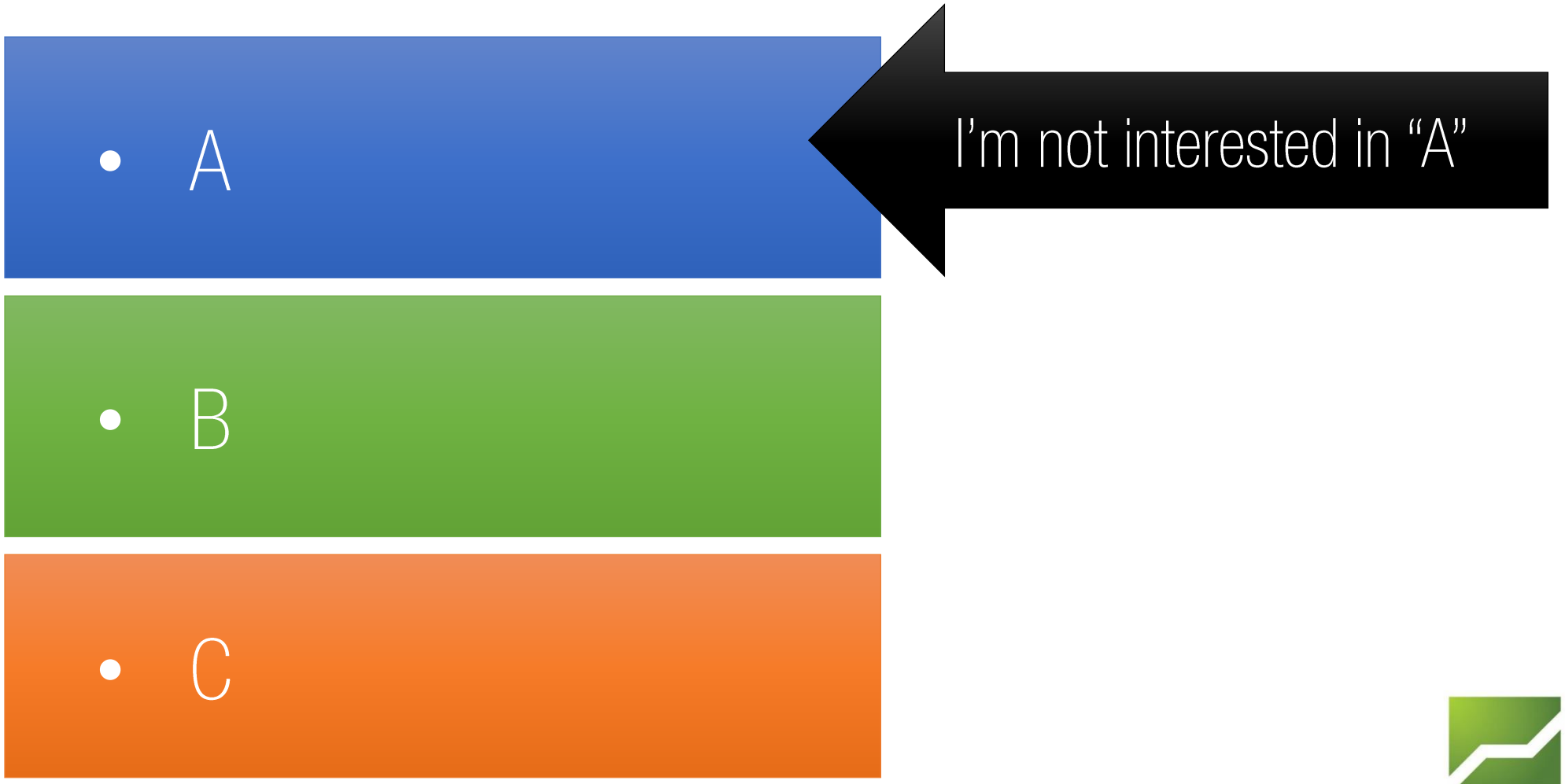

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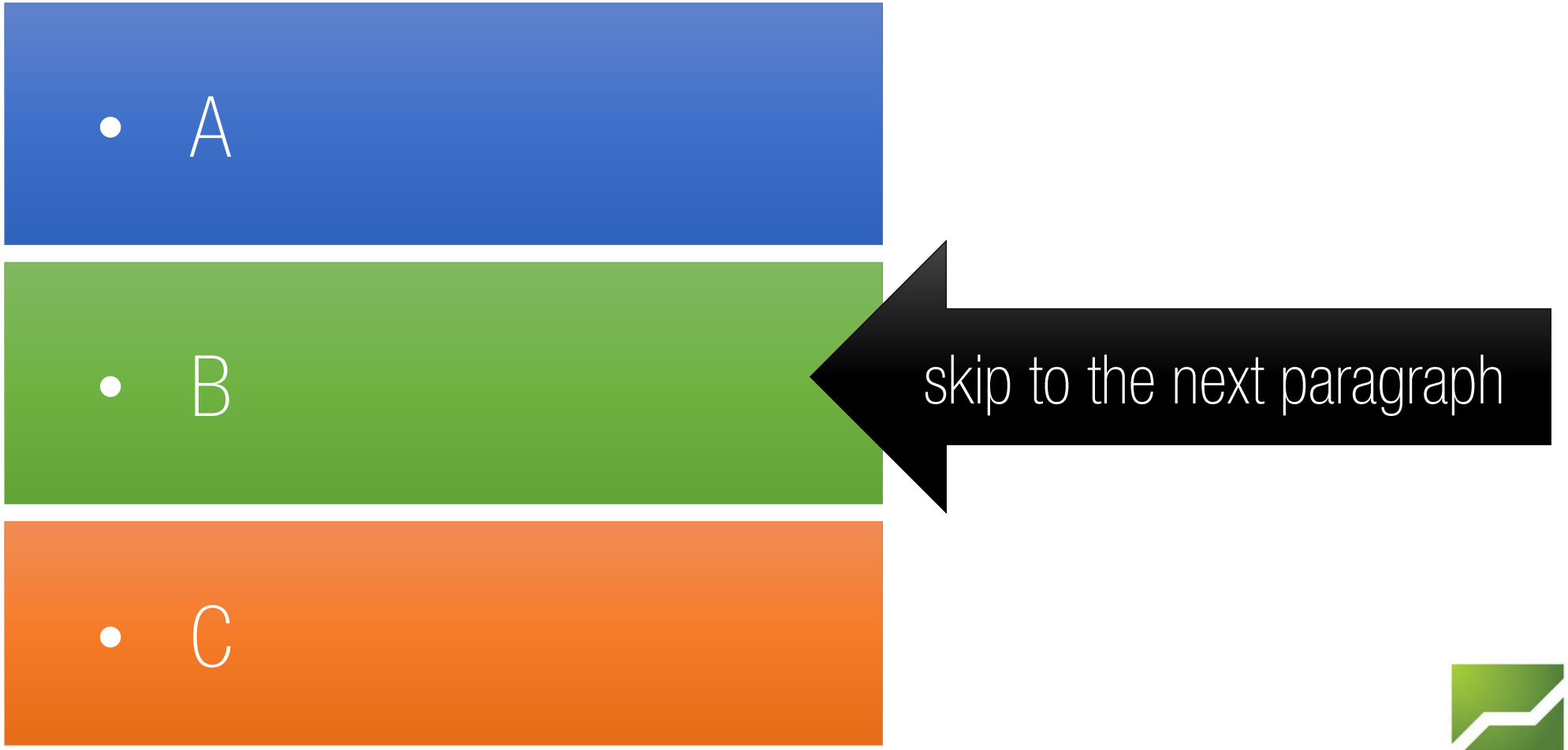

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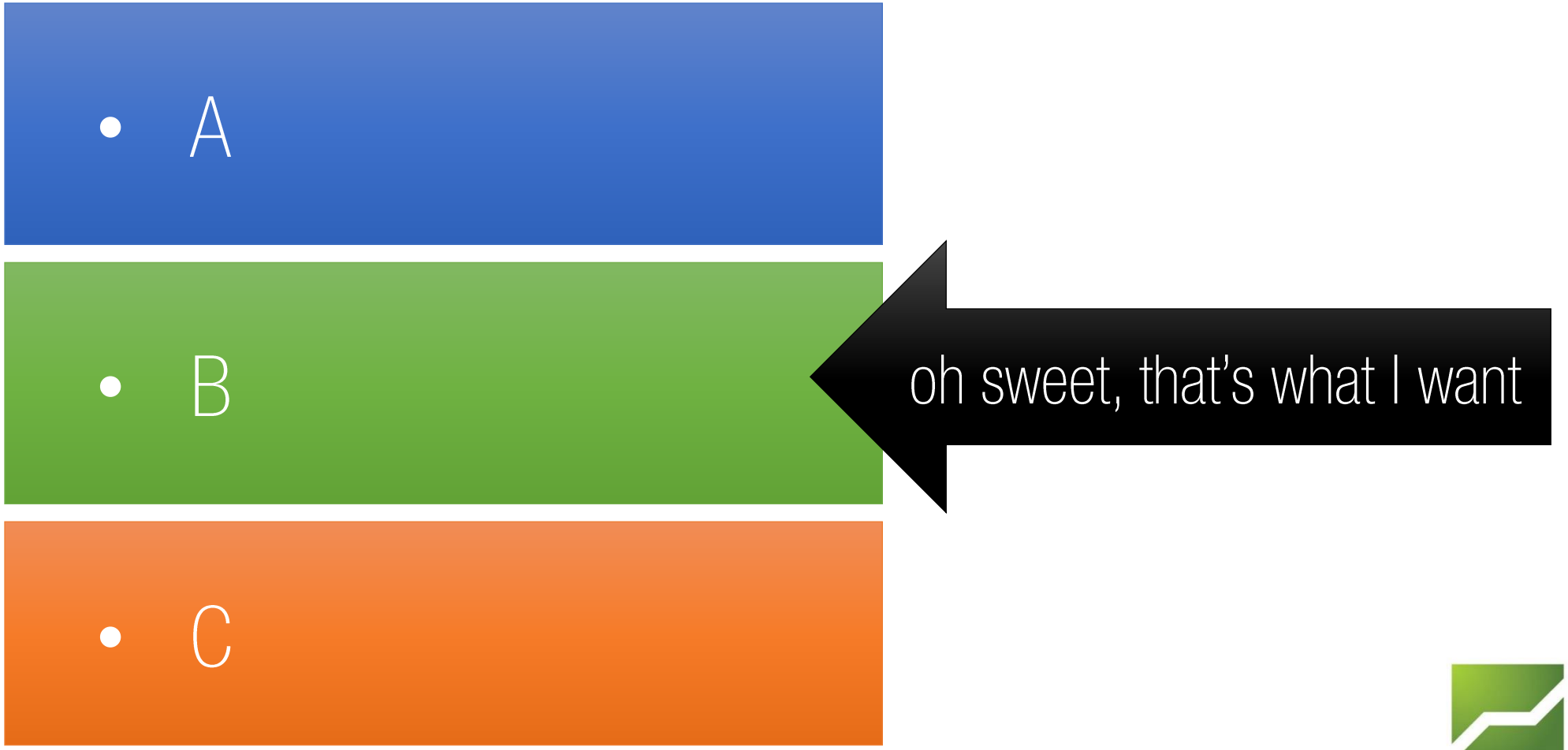

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Dealing with scepticism and building trust.

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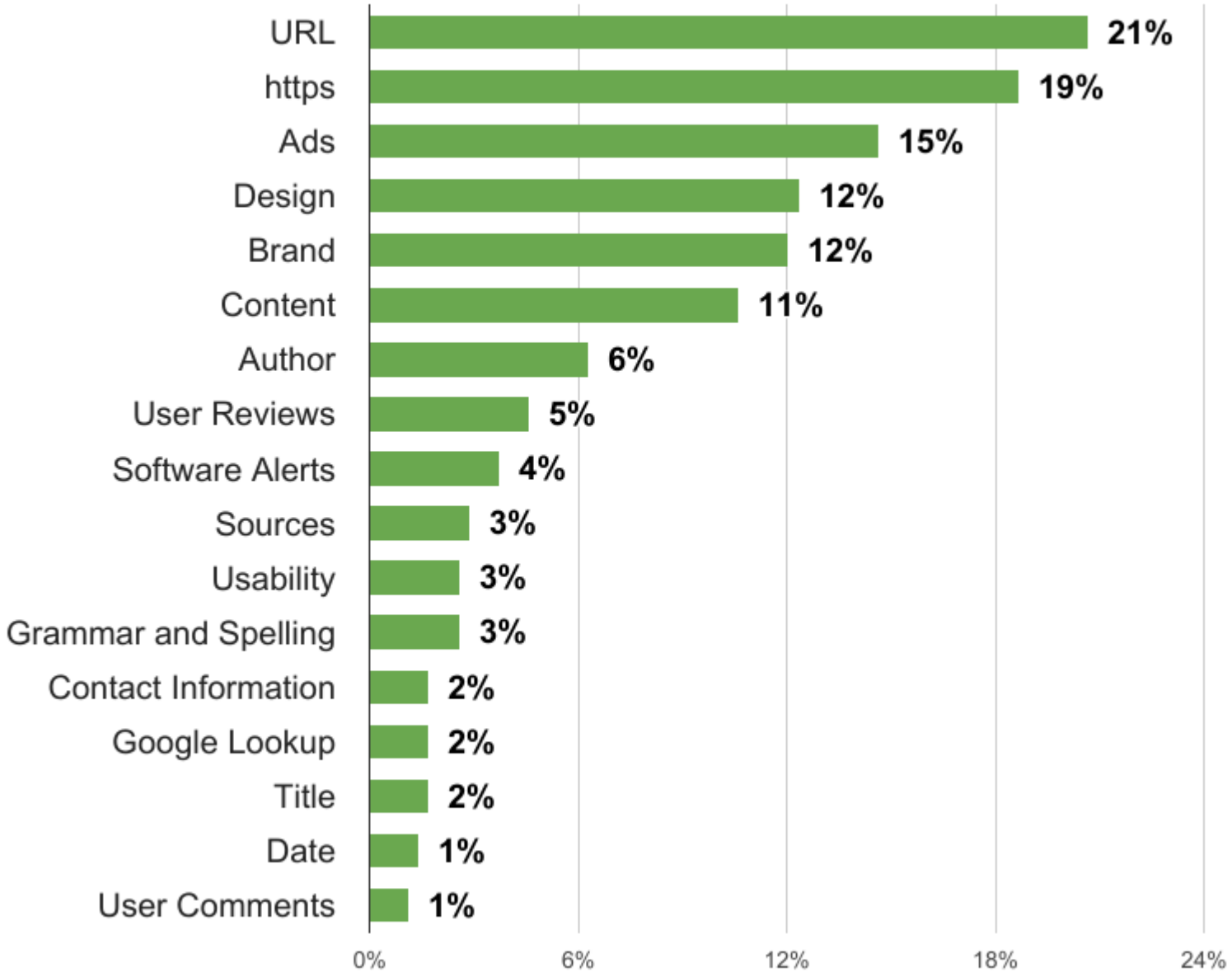
Trust signals online.



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Source: https://dejanseo.com.au/trust/

Here's how web users decide if online content is trustworthy.

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- Content Properties
- Proof
- Publisher Reputation
- Author Reputation
- Social Proof
- Cross-Checking
- Advertising
- Intuition
- Security
- Bias
- Date
- Visual
- Pictures

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Source: https://dejanseo.com.au/content-trust/

- Content Properties. Title, spelling, grammar, style, language and presence of quick answers.
- Proof. Quotes, links, references and citations.
- Publisher Reputation. Brand, website or publisher reputation.
- Author Reputation. Familiarity with the author and their previous work.
- Social Proof. Peer review, communities, comments and social media.
- Cross-Checking. Facts are often seen as true if found on other web properties.
- Advertising. Presence, quantity and quality of ads.
- Intuition. Some web users use their “gut feeling” when judging trust online.
- Security. Encryption, information safety, authenticity and virus-free environment.
- Bias. Evidence of objective, bias-free information.
- Date. Presence of publishing date. Content age.
- Visual. Aesthetics, design, function, formatting and structure.
- Pictures. Presence of visual media including photos and graphics.

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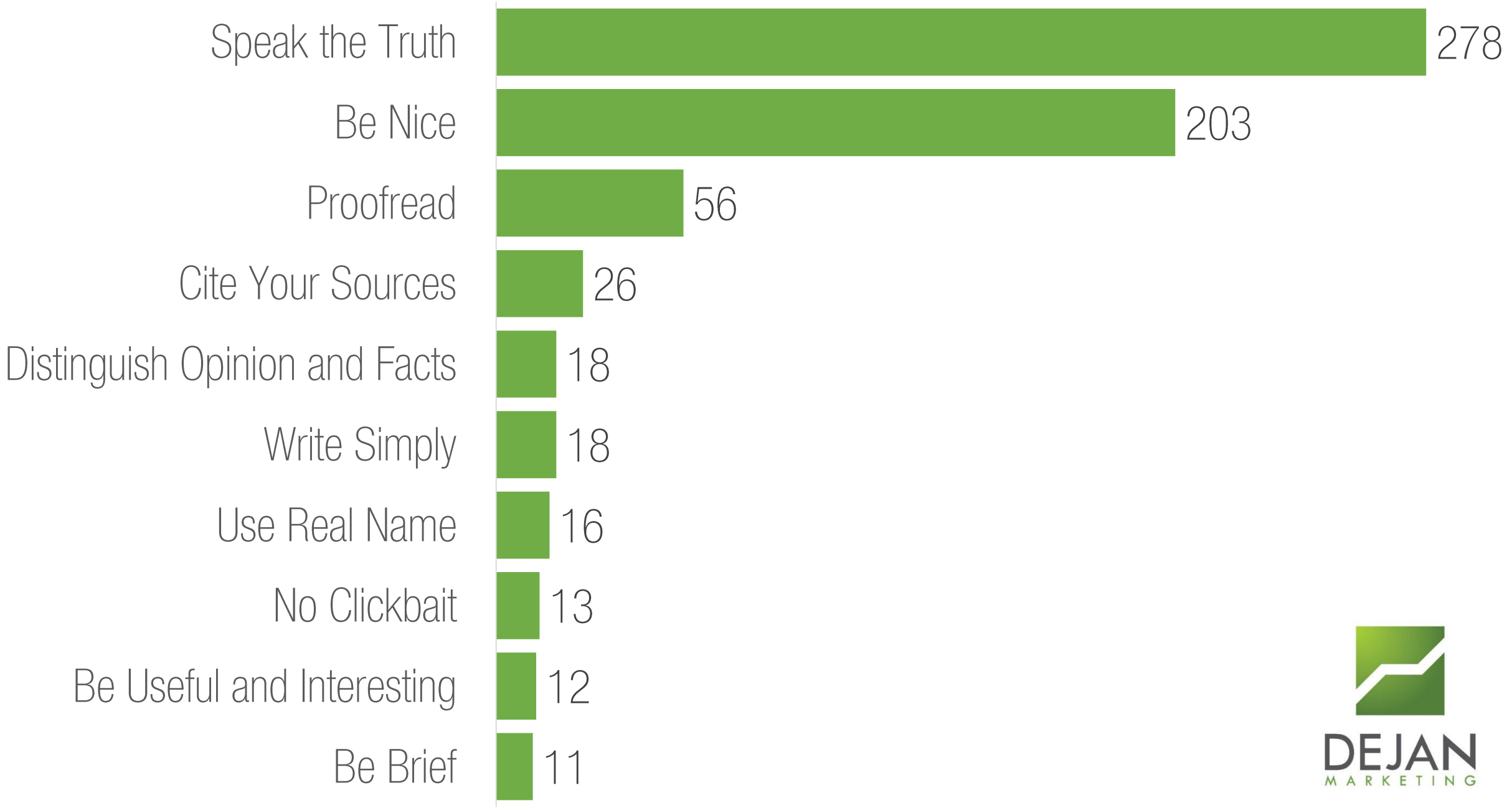
Source: https://dejanseo.com.au/content-trust/

Show your site's credibility by using original research, citations, links, reviews and testimonials.

Why people link on the web:

dejanseo.com.au/link-earning

If you could make one rule that
everyone who writes for the web has to follow,
what would it be?



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Content Performance Metrics

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Popularity

Traffic
- Search
- Social
- Email

Authority
- Inbound Links
- Content Citations
- Brand Mentions
- Social Signals

Consumption

User Behaviour
- Time on Page
- Bounce Rate
- Navigation
- Bookmarks

Benefits

Direct
- Sales
- Sign-Ups
- Downloads

Indirect
- Leads
- Branding
- PR Impact

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Types of Content

Research / Whitepaper
Step by Step Guide
Instruction Manual
Chart / Diagram
Website Page
Infographic
Slideshow
Blog Post
Brochure
Template
Image
Video
Table
Tool

Content Qualities

Problem-Solving
Comprehensive
Controversial
Newsworthy
Authoritative
Instructional
Trustworthy
Entertaining
Educational
Informative
Accurate
Helpful
Timely
Fresh

MORE THAN JUST TEXT

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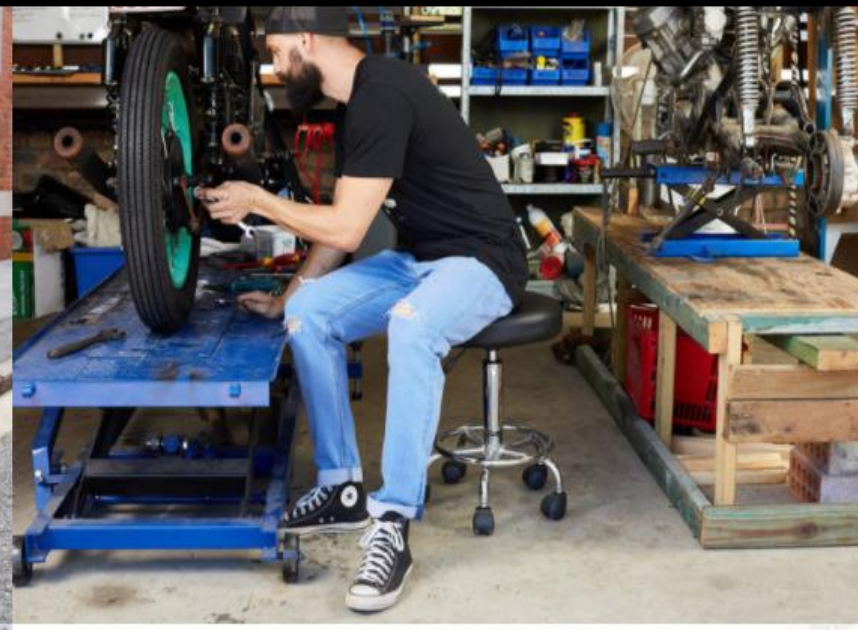

FASHION

I Did It In Denim - Nico Ghost

Nico Ghost's persona comes from a series of dark life experiences, channeled into his ideology on life – "you give...

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