Communication – class the 27th October

* Content on your page
* People scan, not read
* Make lists, it is easier to read
* Remove 50% of your text
* Key idea is at the beginning
* One concept per paragraph
* No redundant words
* Homepage for 5th grade
* Content for 8th grade
* Supporting information 11th grade
* Write how you speak
* Set the right tone
* Be active and not passive. An example “Contact US if you need help., and not a word like customer
* Use signposts – Headline, Summary, Subheading and Links.
* People read in a F shaped pattern
* Don’t write teaser text – tell them what they will get
* Also, Navigations, Breadcrumbs and Thumbsnails are very useful.
* Inverted pyramid style – so you can remove something, and the rest still makes sense
* Don’t use hyperbole – People base their actions on facts, not hype
* Verifiable statements have a larger impact and better, than Opinion Statements
* Use pictures to show your products in actions – DON’T use stock pictures