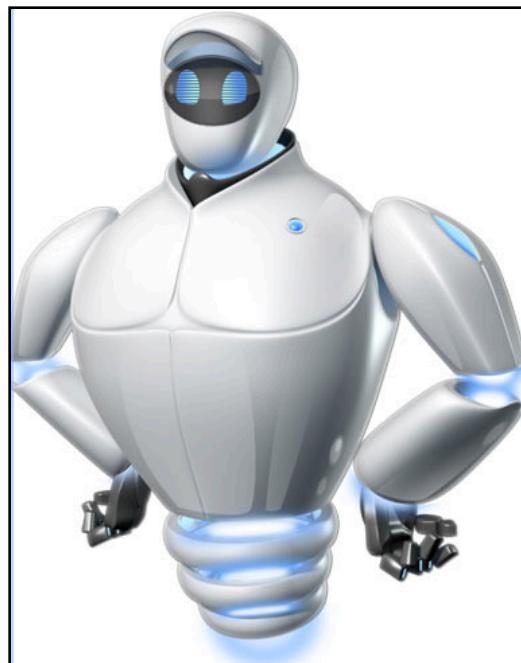


# **How to Install MacKeeper Software 1.8 on a Macintosh Computer**



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## How to Install MacKeeper Software 1.8 on a Macintosh Computer

MacKeeper® cleans unnecessary files from Macintosh® or “Mac” computers, increases the speed of the Mac, and protects the Mac from security risks. MacKeeper software is a product of ZeoBIT LLC®, a professional software company that develops programs for Windows and Mac OS platforms.

The ZeoBIT Corporation encourages all Mac computer-users who run a Mac OS X 10.5 or later operating system and access the Internet to use MacKeeper. The software requires 17.4 Megabytes (MB) of free space and Internet access to install the software.

**Note:** MacKeeper will not install if:

- The operating system is not Mac OS X 10.5 or later
- 17.4 MB of free disk space is not available

### Instructions

**Step 1:** Open the Internet browser and navigate to the MacKeeper home page <<http://mackeeper.zeobit.com/>>.



Figure 1: Tab Bar on the MacKeeper Home Page

**Step 2:** When the MacKeeper home page comes up, select the **Download** tab as shown on Figure 1: [Tab Bar on the MacKeeper Home Page](#). The MacKeeper software should automatically download.

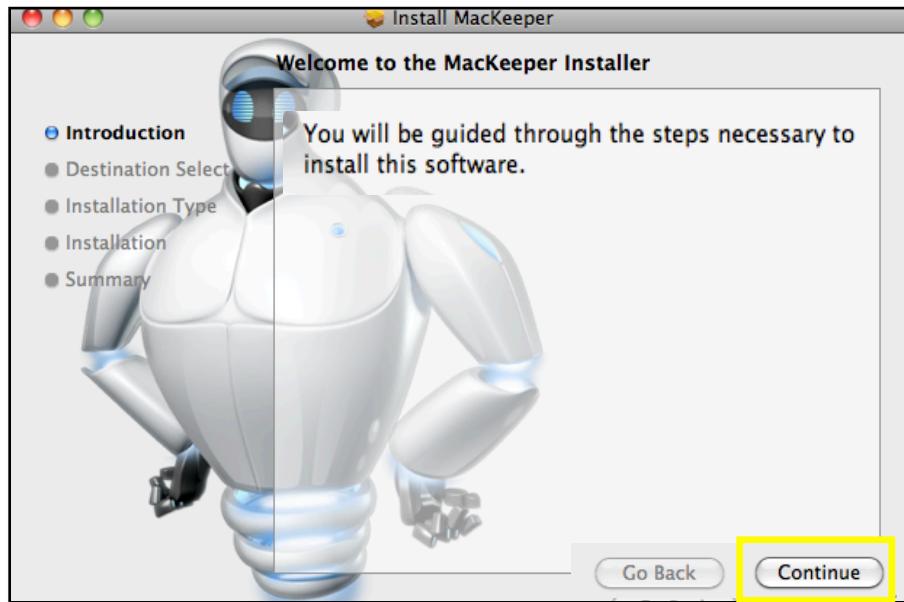


Figure 2: MacKeeper Introduction Installer Page

**Step 3:** After the download is completed, the MacKeeper software opens a new window, the Standard Installer Page shown in Figure 2: [MacKeeper Introduction Installer Page](#).

**Note:** If Figure 2 does not appear, the MacKeeper software was not downloaded. In this case, click the blue [CLICK HERE](#) text, which will appear on Figure 1, and follow the instructions.

**Step 4:** Close the MacKeeper webpage and click the **Continue** button on the Introduction Installer page.

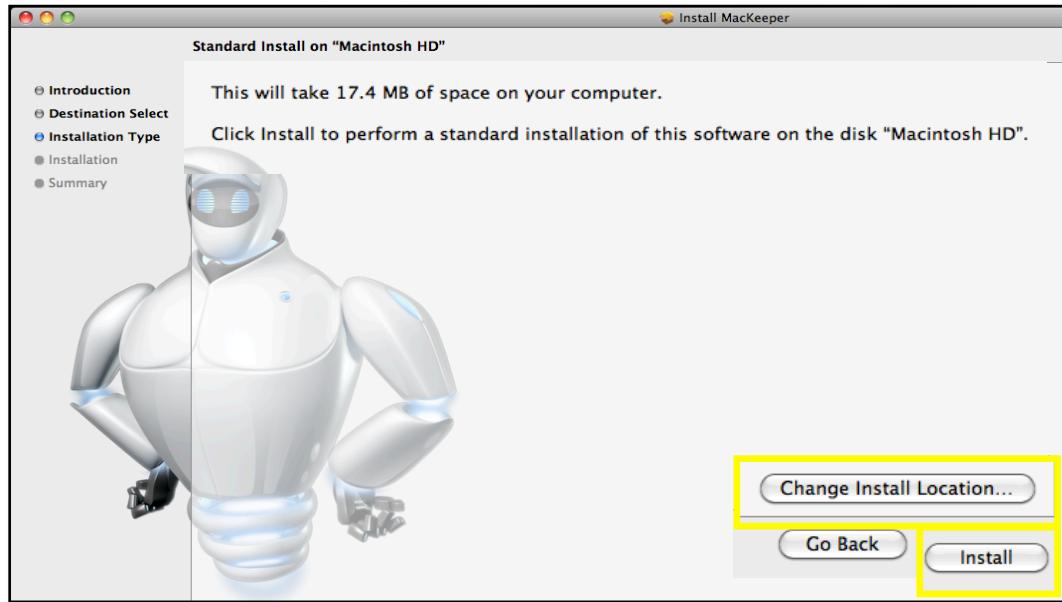


Figure 3: MacKeeper Standard Installer Page

**Step 5:** MacKeeper now displays the Standard Installer page shown in Figure 3: MacKeeper Standard Installer. This screen provides two choices:

- 1) The **Install** button will install the MacKeeper software in the applications folder on the hard drive or
- 2) The **Change Installation Location** button will store the MacKeeper software in any folder on the computer that the user chooses.

Click one of these buttons.

**Step 6:** As a security check, the MacKeeper software prompts the user to log on to the computer. Log on as usual.

**Step 7:** Wait for the installation to complete. This should take about three minutes. A green check mark, shown in Figure 4: Installation Confirmation Symbol will appear on the installation screen when the MacKeeper software has been installed.

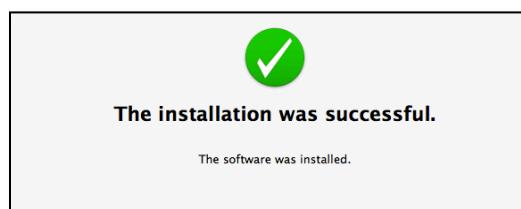


Figure 4: Installation Confirmation Symbol

**Note:** If you are unable to install MacKeeper

- Remove all other antivirus software from your computer.
- Run “Disk Utility” in your Mac’s Applications/Utilities/ Folder.
- Try downloading the software again.

**Step 8:** Close the installation page.

**Step 9:** To activate MacKeeper, navigate the Mac File Manager to the folder where the MacKeeper software was stored. The software is usually stored in the applications folder as discussed in Step 5. Double click on the MacKeeper symbol to open the program.

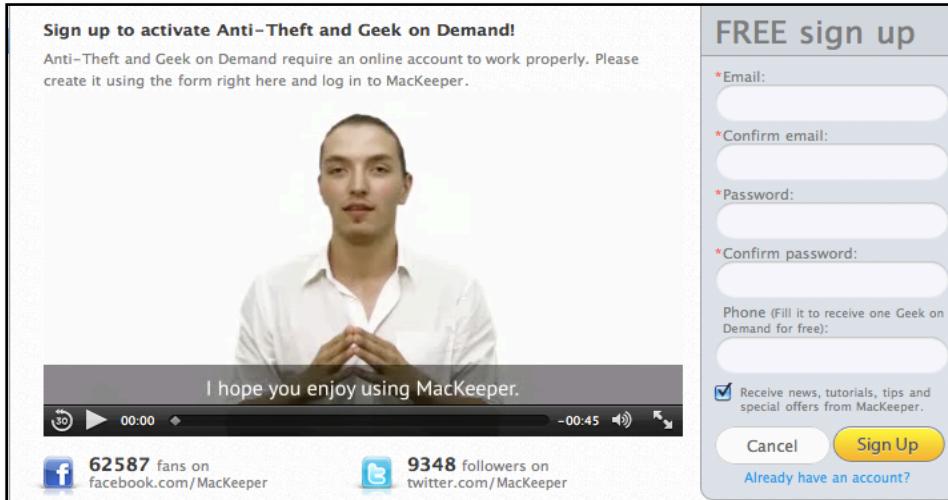


Figure 5: ZeoBIT Account Sign Up

**Step 10:** ZeoBIT Account Sign Up page, shown in Figure 5: [ZeoBIT Account Sign Up](#) will appear on the screen and prompt the user to sign up for a free ZeoBIT account. Fill out the information the in the **FREE sign up** box shown on the right side of the screen and click the **Sign Up** button.

**Note:** MacKeeper will not operate if a ZeoBIT account is not created.

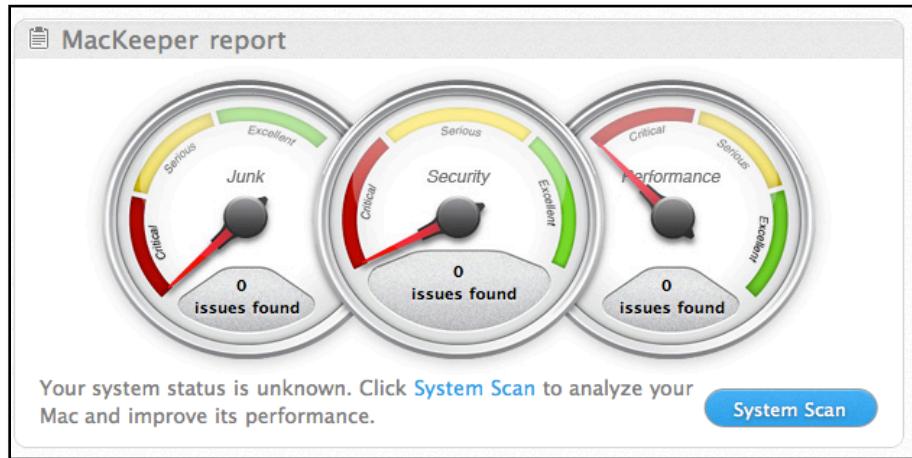


Figure 6: MacKeeper System Scan and Report Page

**Step 11:** When MacKeeper is installed, the user interface shown in Figure 6: MacKeeper System Scan and Report Page will appear on the screen.

Congratulations! The MacKeeper software is now installed and ready to run!

If there are still problems, call the toll-free customer service desk, open 24 hours a day, at 1-888-572-5876.

## **Discussion**

This discussion documents the rationale behind the text and graphics used in the instructions for [How to Install MacKeeper 1.8 Software on a Macintosh Computer](#). The MacKeeper software is a utility program for Macintosh (Mac) computers. It removes unnecessary files, increases speed and protects the computer from security risks.

The goal of the instructions is to lead a Mac user through the process of installing MacKeeper 1.8 Software on their computer. Use and maintenance are intentionally not addressed in the instructions.

## **Audience Assumptions**

The audience is most likely a combination of home and office Mac users. Some users may be software professionals. It is assumed the audience is familiar with the following: the term "Mac," Internet browser use, storing and opening files, and the Mac "Applications" folder.

Since Macs are used worldwide, the audience is assumed to be a combination of native and non-native English speakers.

## Rationale for Text

Because the instructions are intended for an international audience, the text is written in simple English. Simple sentences are used when possible. Mac specific terms, however, are neither explained nor avoided as the audience members are assumed to be regular Mac users.

The instructions do not go into detail in Step 3 about how to proceed if the MacKeeper software does not automatically download. If the software is not downloaded, the instructions will tell the user to check the operating system compatibility and the available disk space. Because these requirements are spelled out in the introduction, they are not repeated in Step 3.

In Step 5 the instructions do not guide users in saving the MacKeeper software to another folder (i.e., not the applications folder). This is because only a user can decide where to store downloaded files on his or her computer.

Instructions on how to activate the downloaded software are included in Step 9. These instructions are included because the users will not be able to run the MacKeeper software without activating it.

In Step 10, the users are instructed to sign up for a "Free ZeoBIT account." After reviewing the **FREE sign up** box in Figure 5: ZeoBIT Account Sign Up, most users will assume that ZeoBIT intends to use their email addresses to market other ZeoBIT products. The company does not tell the users that they will need to disclose their email addresses until after the software has been installed. The users are also offered the company newsletter in exchange for phone numbers.

The ethical question raised by requiring users to disclose contact information is outside of the scope of these instructions. The potential benefits and risks of receiving the newsletter are also addressed.

### **Rationale for Graphics**

The instructions guide the users through the same series of images that they will see on the screen as they download and install the MacKeeper software. This approach provides users with visual reassurance that the software download process is proceeding properly.

When possible, to save space and to focus users on the most important information in the image, only a portion of the image is shown. The buttons that are referred to in the text are enlarged and outlined in yellow to draw the readers' attention to them.

The text in Figures 2 and 3 is too small to read easily despite the large size of the images. To make the information readable, some of the text is enlarged and laid over the original screen shot.

### **Conclusions:**

I believe the instructions will be useful and clear to all audience members.

The large images present a problem in page layout because they take up a lot of room. To keep an image with the relevant instructions, it is often necessary to leave a lot of white space at the bottom of a page.

Microsoft Word® is probably not the best software application to use to create documents with many images. I look forward to learning software applications that will allow more flexibility in image management.