



Website Publishing

Web Content

CS334 WAD – S2024

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What is Content?

- The written word is the primary method humans use to communicate when verbal interaction (talking) is no longer possible
- The Internet focuses entirely on the ability to allow people to put across their ideas, opinions, research, and information
- Content usually comes in three different forms: text, images and multimedia.
- When most people think about adding content to a site, they usually assume that text is what is required. Text is the most common form of content on the Internet,
- Content can be images (which, as the saying goes, could well be worth 1,000 words!) or
- Forms of multimedia such as video and audio.

You have many ways to express yourself on your site

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Content - Text

- When producing a site, it's important that you provide content that your visitors will want to read.
- Advantages:
 - Text is highly descriptive and can explain subjects in depth.
 - Most people are familiar with seeing and reading text online.
 - Text-based content can be as simple or as complicated as you like.
- Disadvantages:
 - Large sections of text can be hard to read (or even boring!).
 - There is little inherent attractiveness in blocks of text-based content.
 - Reading can be a slow process, so people tend to scan text.

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Content - Images

- Images can express emotions and feelings that few other content types can trigger.
- They catch the eye and involve the audience, enabling a site to feel more engaging than that relies only on large blocks of text.
- You can use images to give articles more emphasis and to try to soften (or break down) those long lines of words and letters that can bore users.

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Content - Images

- **Advantages:**
 - Emotion, psychology, and art can be portrayed more easily.
 - Colorful graphics can make sites beautiful.
 - Recognizable symbols can trigger specific emotions.
- **Disadvantages:**
 - Web browsers can disable images, which can make the design look unwieldy.
 - Visually impaired users can be impacted negatively by poorly served images.
 - Images can sometimes distract your users by drawing their focus away from the text.
- *Search engines have problems understanding images because they don't have eyes! When indexing your site, search engines have to rely on alternative information provided about the images you have.*

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Content - Multimedia

- **Advantage:**
 - You can use both text and visual information together.
 - You can visually pack more content into a limited space.
 - You can interact with visitors more easily with video content.
- **Disadvantages:**
 - You must account for audio and video hardware and software requirements.
 - Downloading multimedia requires a fast Internet connection.
 - Disabled users can have restricted access to multimedia.
- *Some requirements of rich media can include sound cards, codecs, and plug-ins (drivers for video formats); some rich media can even require certain software products in order to play.*

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Some basic details about the kind of content that might be used on the eStamps site

Home	<ul style="list-style-type: none"> • Text – Navigation, Filter menu, Details, Copyright • Images – Logo, Backgrounds, Result previews • Media – None
About	<ul style="list-style-type: none"> • Text – Site information, History, E-zine subscription • Images – Screenshots, Slideshow (newly added) • Media – Video tutorial of service
Guide	<ul style="list-style-type: none"> • Text – Basics, Stamp articles, FAQ, Useful links • Images – Stamp images (new releases) • Media – Podcast for stamp collectors
Market	<ul style="list-style-type: none"> • Text – Descriptions of what you can buy/sell • Images – Photos of stamps, Zoomed images • Media – None
Contact	<ul style="list-style-type: none"> • Text – Contact form, Forums for discussions • Images – Profile pictures, Emoticons (smileys) • Media – None

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Information Design

- The focus of information design is to ensure that your content is written to a standard in which people can use it effectively and easily.
- Generate all the basic content you require to get your site started first, and then design your site using that content
- When you complete the design, you can add any labels or bits of information to improve the way the content works with the design.
- By following this **content-out** approach you learn to structure your site more carefully, and you won't need to write so much code (always a good thing!).
- It also means the code you do write will be cleaner, more efficient, and easier to maintain.

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Audience

- The most important element of information design is to understand your audience.
- There are literally hundreds of different types of audiences you can target, and you should only attempt to target those who best represent the kind of users your site is likely to attract.
- For example, trying to target t-shirts with cartoon characters at elderly visitors probably won't succeed.

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Audience Types

- **Age:** How old is the majority of your intended audience, and what level of writing would it require?
- **Gender:** Is your content aimed particularly at men or women, or is it gender neutral?
- **Location:** Which countries do your intended users live in, and, do they have language needs?
- **Experience:** Will your users be aware of technical content or jargon terms you will likely use?
- **Education:** Can your audience understand the language you use on your site?
- **Ability:** Can your audience use the Web effectively, or should you use visual aids on your site?
- **Social:** Do your intended visitors like participating in activities; if so, what can you offer them?
- **Religion:** Do your intended users have any cultural needs; for example, will local festivals conflict with your site events?
- **Political view:** Do your visitors have any reforms or viewpoints they support that you should keep in mind (or cater to)?

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Expected demographics of the eStamps site

Age	• All ages, from children to adults
Gender	• Stamp collectors mostly male
Location	• Worldwide audience (translation useful)
Experience	• Specialist subject and jargon
Education	• People interested in history or communication
Ability	• Visual aids extremely useful for identification
Social	• Sharing information (e-commerce possible)
Religion	• Not applicable
Political View	• Not applicable

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Common Pages

- Knowing your site's purpose allows you to determine what pages you will require for the site.
- For example, if you want to produce a personal blog, you know you will need to produce some content for the initial blog posts that will greet your visitors.
- These posts will need to explain to visitors why your site exists.
- While your site's purpose will dictate some of the content you should include in your design, you should remember that each site has different requirements.
- While this is your site, and you are perfectly entitled to create or remove some of the established types of pages people expect, you should be aware there might be consequences for not including expected information.

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Choosing Pages and Content

use your sitemap as a reference point to denote the basic pages you will require for your site:

- **About:** Gives information about the site and its author
- **Accessibility:** Explains useful information for disabled visitors
- **Advertise:** Shows details for people who might want to pay for advertising space
- **Archive:** Provides a directory of previous articles or posts
- **Articles:** Include any comprehensive writing, such as documentation
- **Blog:** Includes a constantly updated source of writing and articles
- **Community:** Provides information about ways visitors can interact socially
- **Contact:** Provides details for contacting the owner of the site

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Choosing Pages and Content

- **Contribute/Donate:** Provides details for people who might want to help or give to the site
- **Download:** Includes links to software or files that are relevant to the site
- **Event:** Provides dates, times, and important information about upcoming events
- **FAQ:** Includes a list of frequently asked questions for products and services
- **Features:** Gives a detailed look at the functionality of your products and services
- **Gallery:** Includes pictures, multimedia, and other visual materials for Viewing
- **History:** Includes details about the site's history, including release dates

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Choosing Pages and Content

- **Lab:** Provides a place where you can show off what you're testing or working on
- **Legal:** Incorporates copyright, terms of service, and privacy information
- **Links:** Includes URLs to sites that you think are useful or worth browsing to
- **Members:** Denotes areas of the site that people have site membership to view
- **News:** Shares the latest information about the site, including new features and content
- **Homepage:** Gives brief details about the site; note that this is usually the front page of the site
- **Portfolio:** Provides a place to showcase work, projects, or anything else you have undertaken
- **Press:** Gives you a place to mention any awards or good reviews your site might receive

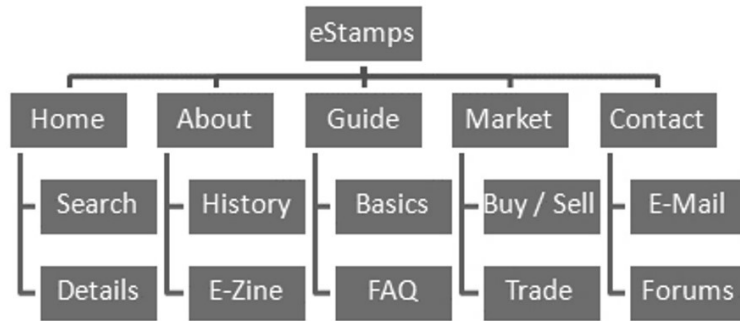
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Choosing Pages and Content

- **Privacy:** Typically provides a statement that says what personal data you might collect
- **Projects:** Details a list of things you offer through your site
- **Resources:** Provides a place for information that does not fit in other categories
- **Resume:** Where you can show off your abilities and skills, as well as list your qualifications
- **Services:** Gives details about professional (paid) work you offer over the Web
- **Subscriber:** Lists the feeds and e-zines that people can choose to read
- **Support:** Provides help files, feature requests, bug reports, and other assistance

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The sitemap for the eStamps site shows a mixture of *common* and unique pages



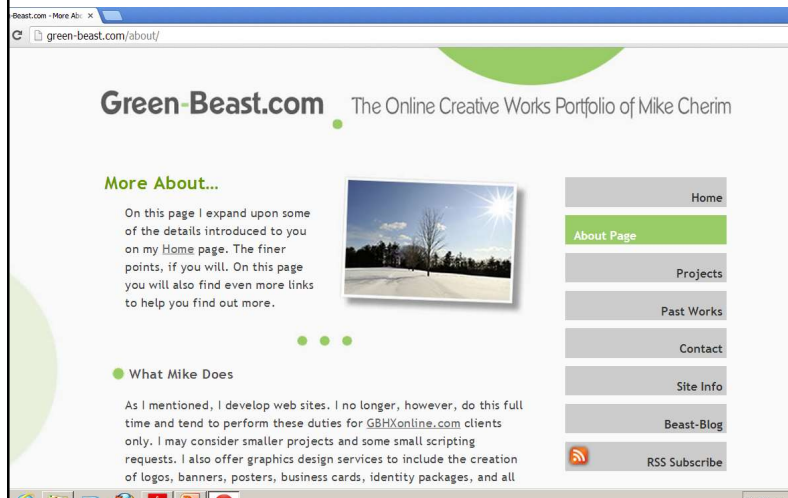
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What to Include on the About Page

- Details about what your site will offer
- Information about your target audience
- The benefits of using your site
- Your job title and other information about you
- Your interests, hobbies, and experience
- The inspiration behind the site's creation
- Any relevant *claims to fame* you might have
- Interesting facts can you share about yourself

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Typical about page

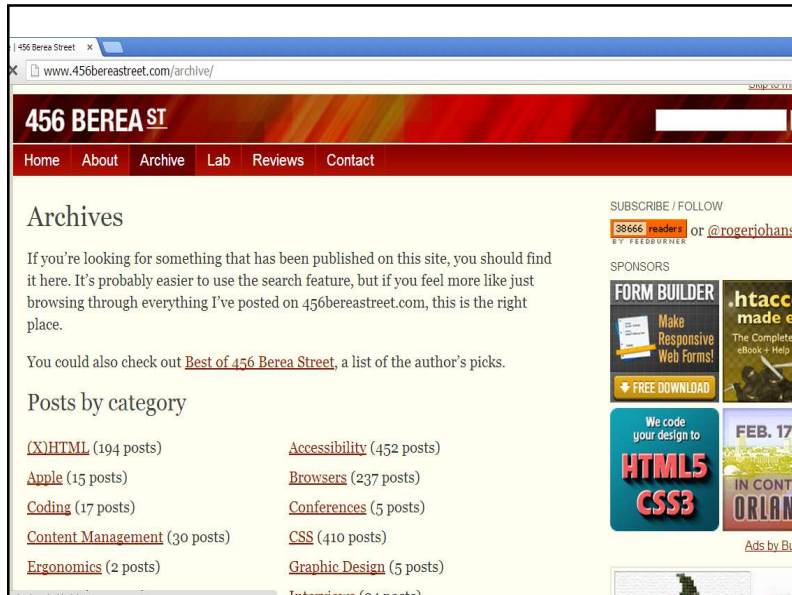


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What to Include on the Archive Index

- The categories your site's pages fall into
- Information on published dates and categories
- A list all of the pages that exist in your site

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What to Include on the Articles Index

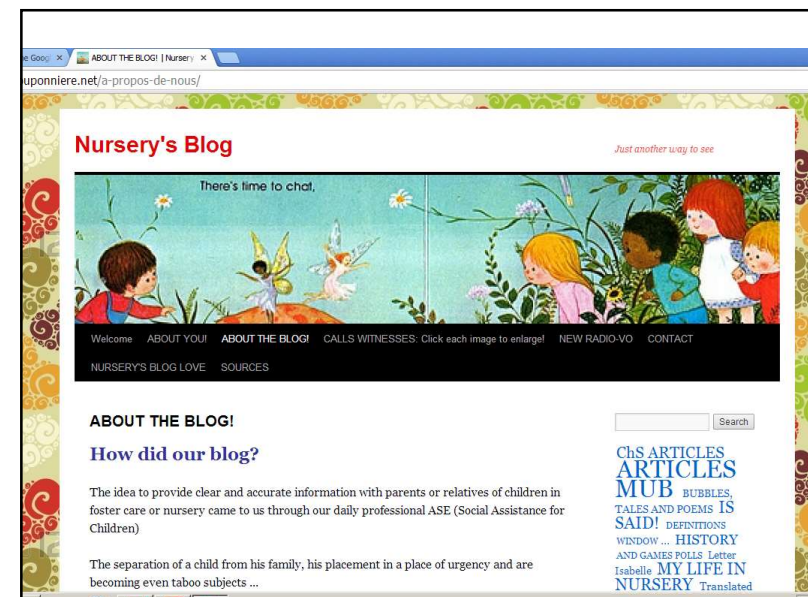
- The title of the article being referenced
- The date and author of the published article
- Notes in the footer after the content
- Useful links to related articles

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What to Include on the Blog

- A list the most recent entries to the blog
- The blog post titles and their date of release
- The website address of the URL posts

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What to Include on the Community Page

- The location of friends to the site
- Links to user-involved areas such as events
- User-powered sections such as forums
- A list of social networks people can join
- Other sites you own that relate to this one

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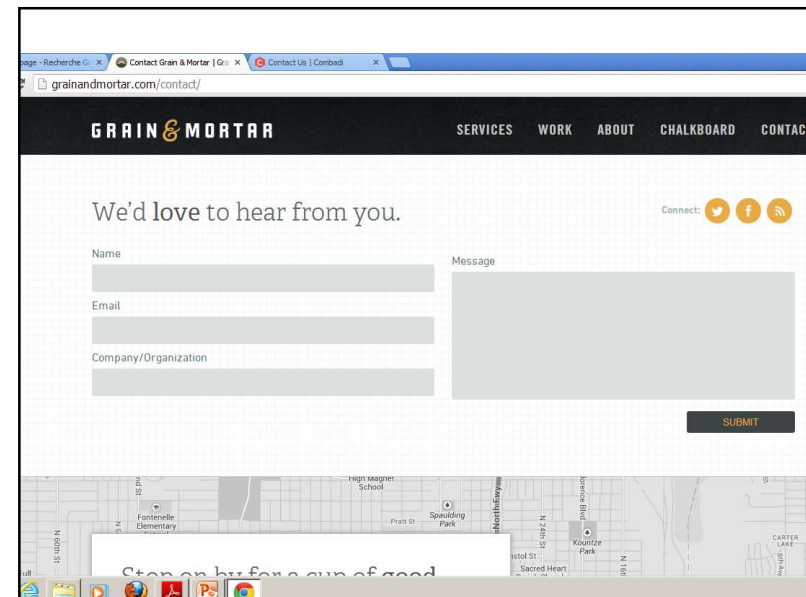


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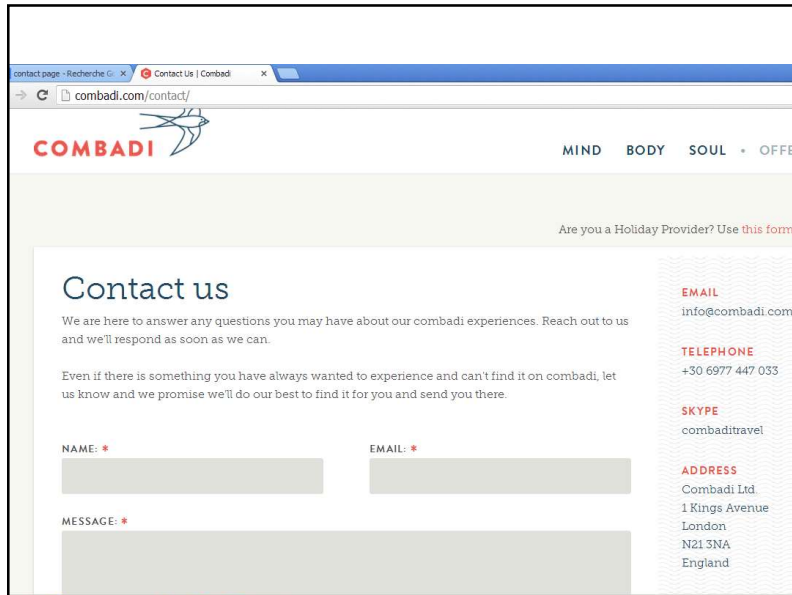
What to Include on the Contact Page

- Email forms for people to contact you
- Any telephone numbers (if a business site)
- Addresses or PO Boxes (if a business site)
- Instant-messaging account details
- Links to forums, chat rooms, and so on

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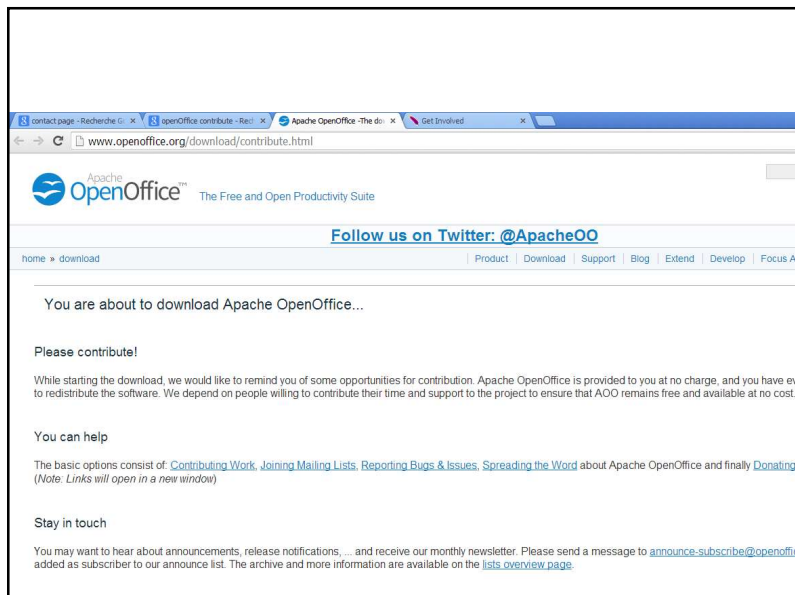


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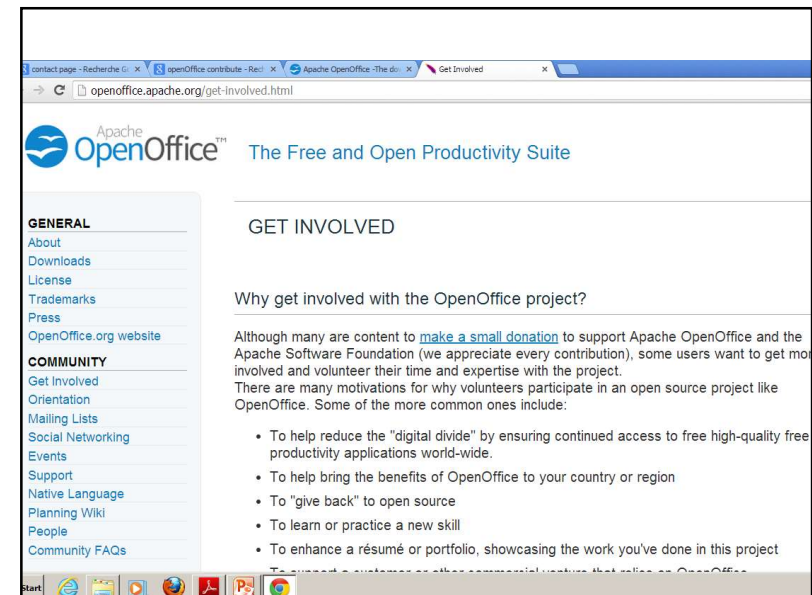
What to Include on the Contribute Page

- Information on how to submit articles to your site
- Methods for your visitors can get involved
- Details about donations (if required)
- Advice for how to help promote your site

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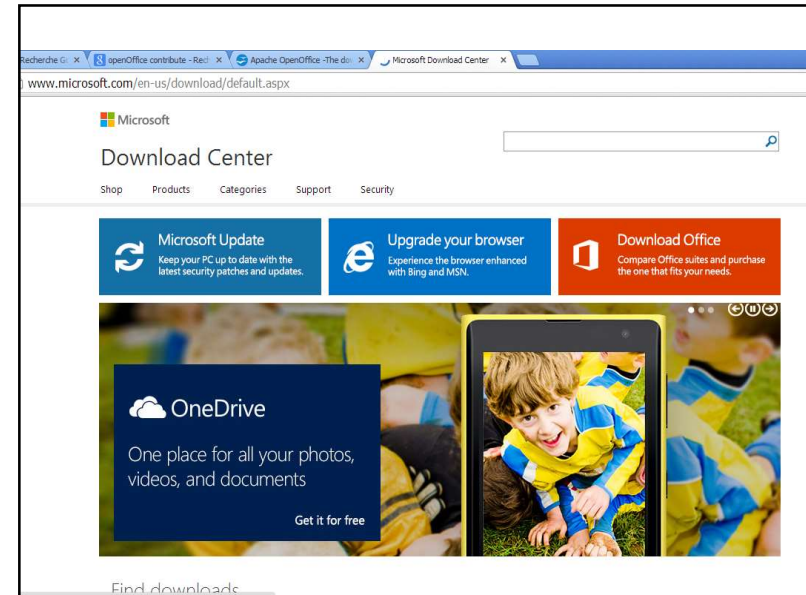


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What to Include on the Downloads Page

- Details about any system requirements
- Information about whether the product is free or commercial
- Links to mirrors of the download location
- Notes or other useful release information
- Installation and usage advice (if required)

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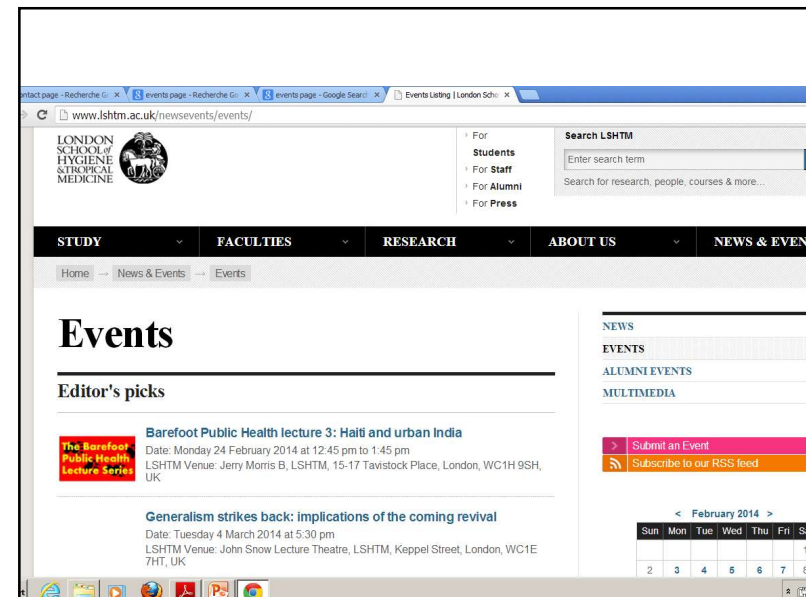


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What to Include on the Events Page

- The name of the event that is occurring
- The location and time of a specific event
- The individuals involved and event details
- Information on previously successful events
- Links to blog articles that relate directly to the events listed on the page

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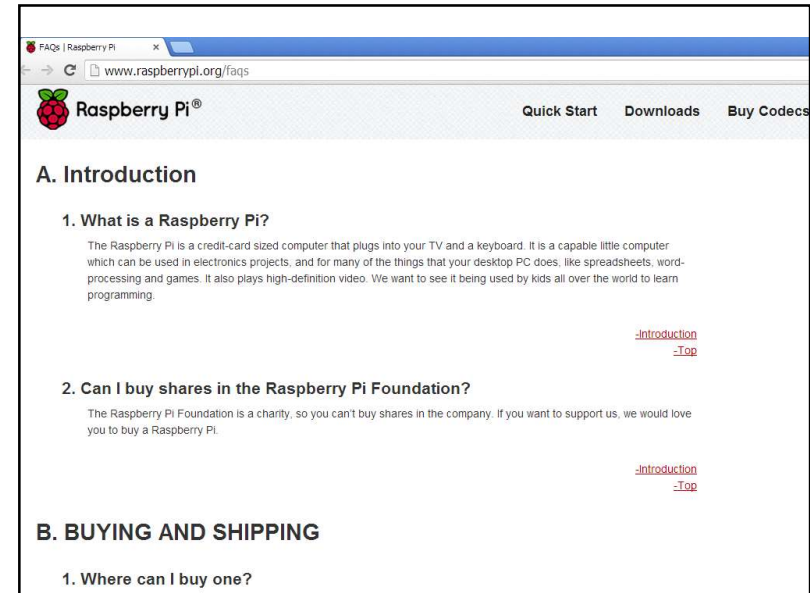


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What to Include on Your FAQ

- Well-categorized questions that you get asked regularly
- Strong and clear answers to the questions you list
- Questions that enable you to provide other useful information

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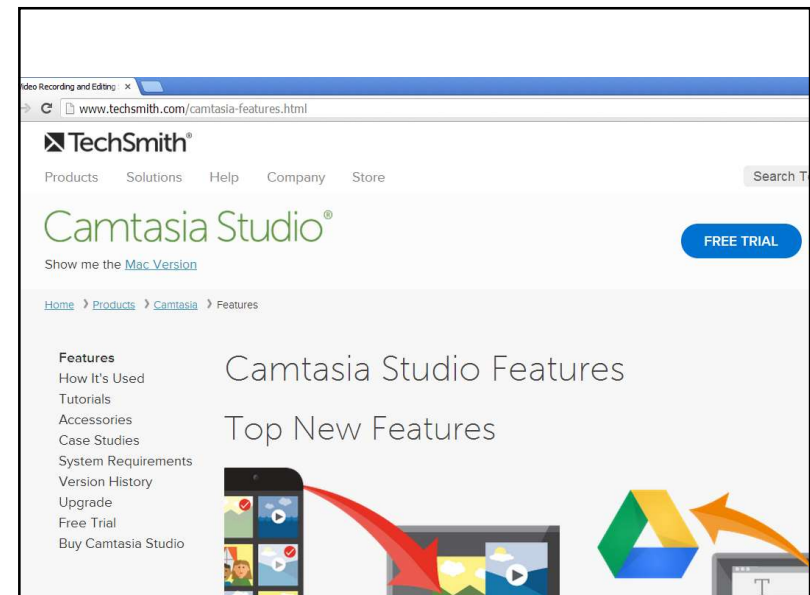


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What to Include on the Features Page

- Details about your product or service
- Unique selling points for promotion
- Comparisons with other services
- Bullet lists that describe the product's functions
- Why people should use your offerings

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What to Include on the Gallery

- Categories that separate images and multimedia
- Thumbnails and links to full-size images
- Media that you show without playing automatically
- Captions for each item in the gallery

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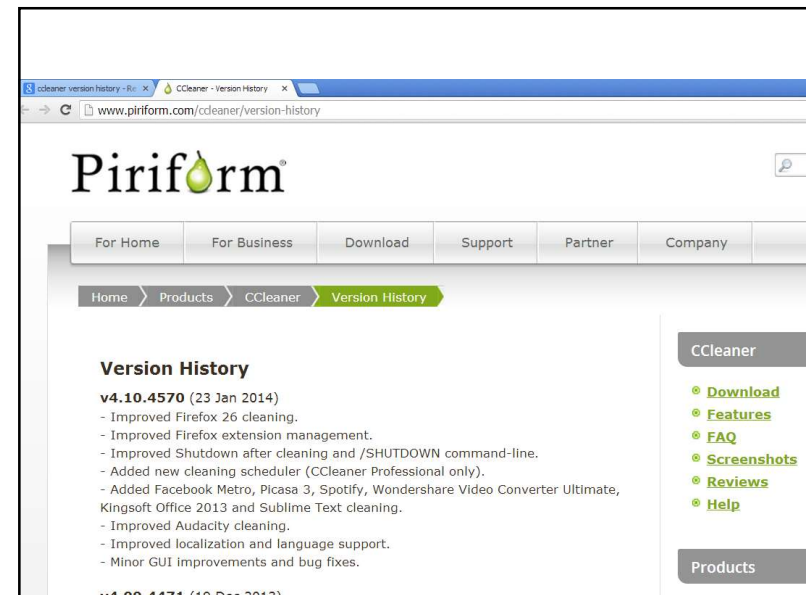


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What to Include on the History Page

- The length of time the site has been running
- Details about site improvements over time
- Site growth and progress information
- Useful statistics and charts (if required)
- Information about any planned improvements

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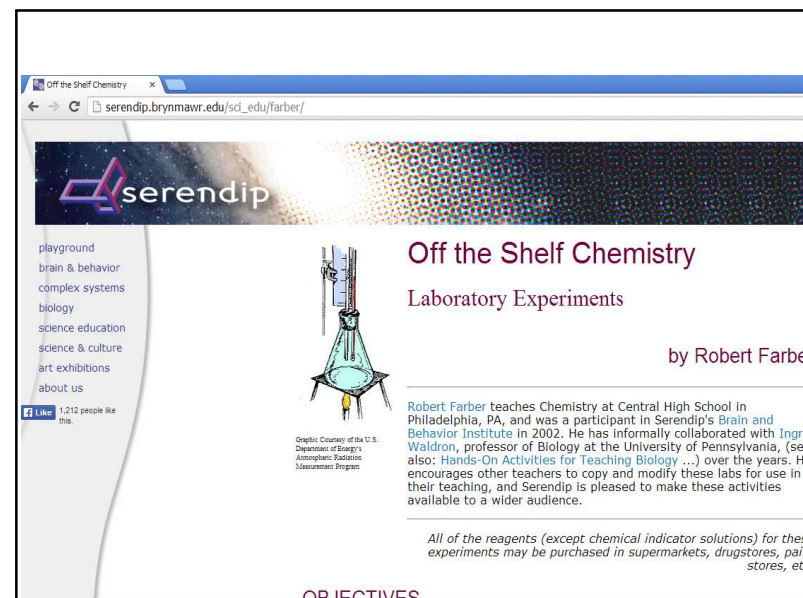


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What to Include on the Labs Page

- Details about what you are working on
- Fun, interesting, or new projects going on
- Whether people can test or see your work
- Any expectations visitors should have
- Details about the project-completion dates

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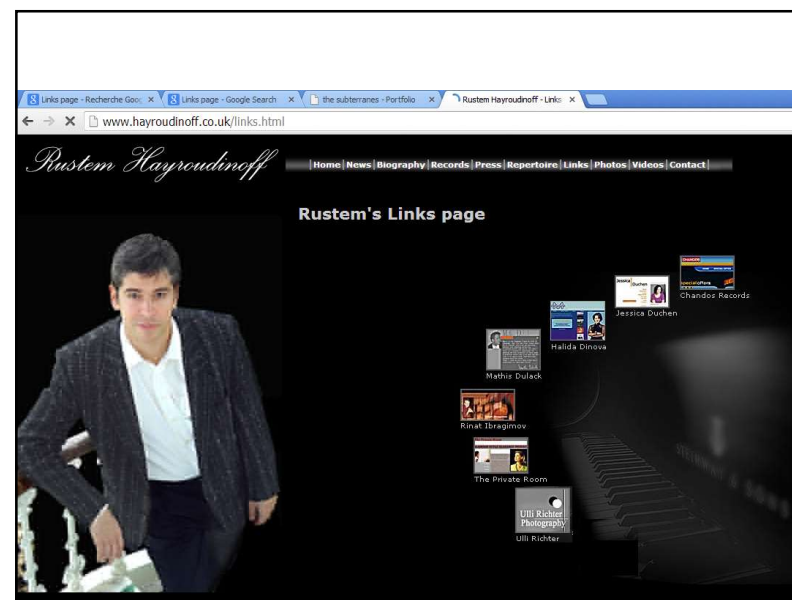


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What to Include on the Links page

- Any websites you recommend visiting
- Links to the sites of friends and associates
- Details about other sites you might own
- A link to the community page
- A list of sites you subscribe to or visit regularly

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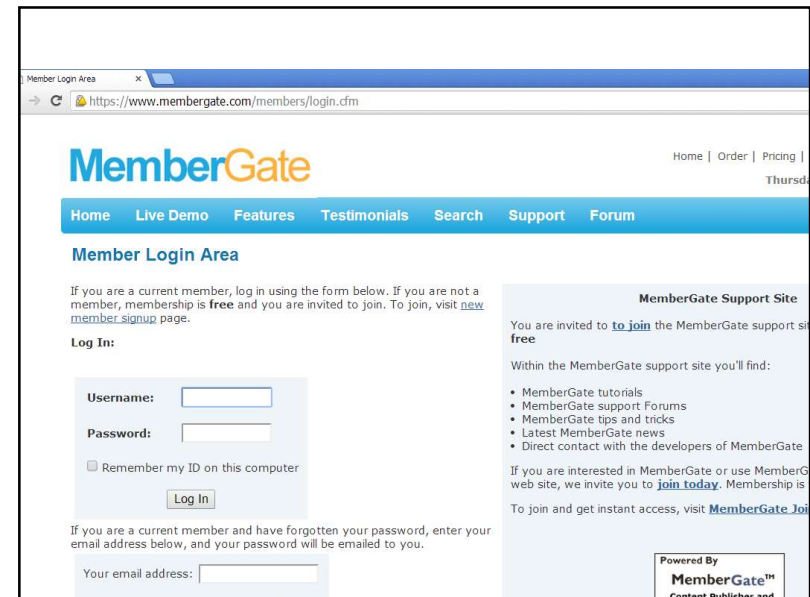


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What to Include on the Members Area

- A login form to verify a user's identity
- Special features for members only
- Advanced access to new material
- A list of members-only services and tools
- Registration codes and member profiles

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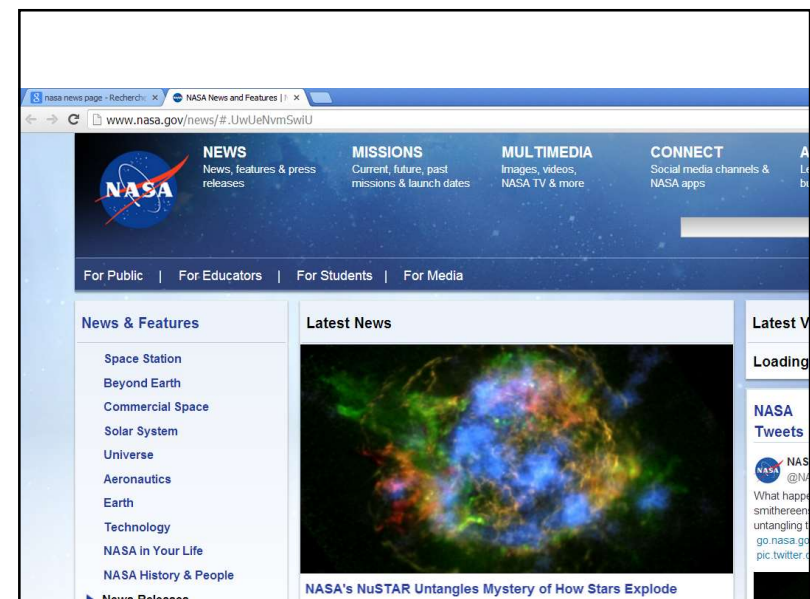


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What to Include on the News Page

- Anything that you want to report on
- Links to any RSS feeds available
- Announcements for your site
- Any events occurring on the site

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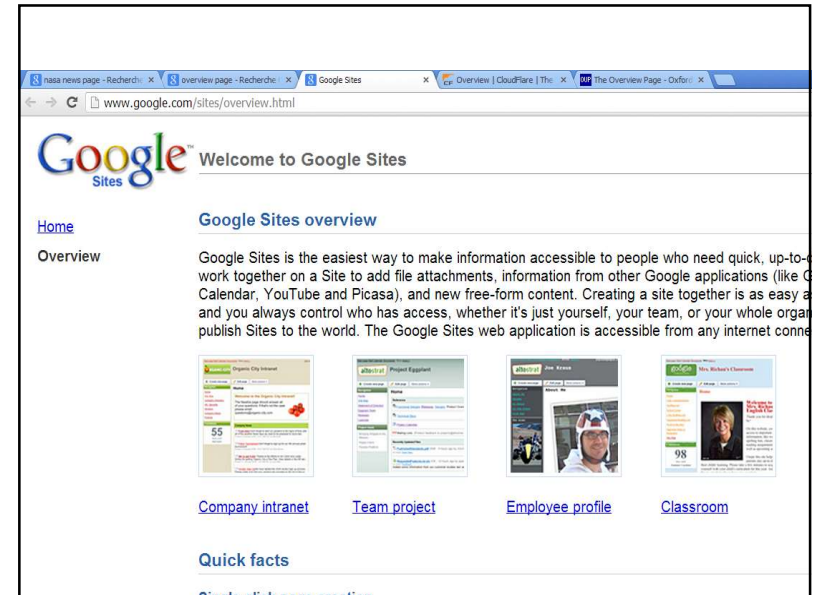


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What to Include on the Overview Page

- All front page content
- An explanation of your site's purpose
- The most recent blog posts
- Links to common site areas
- Basic contact information
- Other important details

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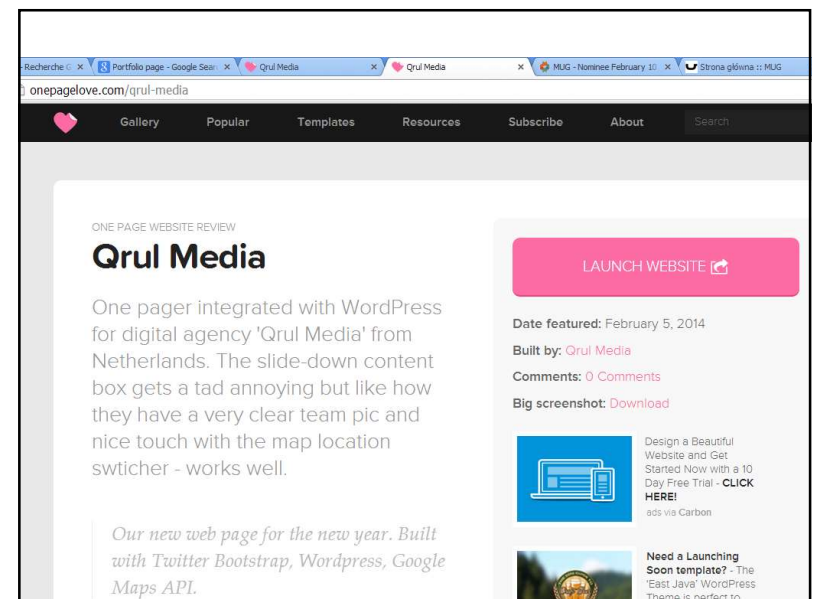


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What to Include on the Portfolio

- New projects you've undertaken, with links to the finished work
- Information on when the specific work was undertaken
- A list of ongoing projects and projects under construction

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What to Include on the Press Page

- Awards you have won from other sites
- Links or excerpts from professional reviews your site has received
- Feedback from visitors about projects and services
- Details about linking to your site externally
- Press releases or promotional materials

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What to Include on the Projects Page

- The name of the project you're providing information about
- A brief description of the project
- Costs (including discounts and tax)
- Links to dedicated project pages

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What to Include on the Resources Page

- Links to and information about third-party products and services
- Links to books or multimedia you have produced
- Any orphaned links or pages that aren't referenced elsewhere

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What to Include on the Resume Page

- Who are you and what your job title is
- How you can serve your visitors
- Any hobbies and interests you have
- Your qualifications or experience
- Any relevant employment history

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What to Include on the Services Page

- A list of individual services you offer
- Details about your packaged components
- Comparisons of the products and services you sell
- An estimate or total price for the services offered
- What your customers can expect if they use your services

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What to Include on the Subscriber Page

- Any feeds a visitor can subscribe to
- A link to any archived email newsletters you provide
- Details on how people can join and unsubscribe
- Any special software needed to subscribe
- A list of any podcasts or videocasts

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What to Include on the Support Page

- Help documentation for a specific project
- A form to submit feature requests for your site or projects listed on it
- Bug reports for issues with the site
- Other related technical information

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Content Writing

- | | |
|-----------------|-----------------|
| • Spelling | • Iteration |
| • Grammar | • Complexity |
| • Readability | • Personal Bias |
| • Structure | • Empathy |
| • Layout | • Emotion |
| • Chunking | • Context |
| • Legibility | • Scanning |
| • Fluff Posting | • Language |
| • Wasting Time | • Free Will |
| • Reductionism | • Plagiarism |
| | • Lorem Ipsum |
| | • Copyright |

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Spelling

- Spelling is one of the most fundamental parts of what makes high-quality writing. The ability to put your thoughts across accurately in words enables other people to understand what you want to express. While different countries have their own rules on spelling (such as *color* in the U.S. vs. *colour* in the U.K.), you should always choose the spelling rules that best suit your target audience. While spelling can be tricky, most word processors and web editors include spell checkers, so you can quickly correct errors in your content to improve readability.

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Grammar

- Grammar is another key area of importance for readability and high-quality writing. While spelling looks at the formation and order of the letters that make up words, grammar focuses more on the order of readability and the use of punctuation. While grammar checkers exist in word processors, they sometimes have a higher error ratio because context plays a huge part in how a sentence should be structured.

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Readability

- People do not want to read content that leaves them confused or bewildered; the easier it is to brush through your content and pick up the main points, the better. The single biggest issue that can lead to poor readability occurs when sentences are too long. Many websites have huge paragraphs of text that cannot be digested at once. Readability can be improved by breaking up long sentences and offering lists (where appropriate) to show key points and highlighted information. Looking at your target audience is the best method of determining what is readable, as it can differ depending on the audience. As a general rule, many of us have short attention spans, especially on the Web, where we're used to reading shorter articles and varied amounts of text!

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Structure

- Most content follows a similar method of separating text using headings and images. The structure of your content will help readers distinguish what they want to read, as well as help them navigate through it. An example of poorly used structure occurs when content is split over multiple pages, forcing visitors to break their reading pattern. In extreme cases, readers might decide to look elsewhere for a site that gives the same information, without the need to keep loading new pages rather than scrolling naturally.

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Layout

- When laying out your design, you should take the use of color, size, spacing, and even the page position into account to ensure that the content is as easy to read as possible. This does not mean you should be using an insanely huge font size, but it does mean that you should determine what the most readable solution is for your site, especially as you want to encourage visitors to take notice of what you offer them.

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Chunking

- Chunking is the process of taking large pieces of information and grouping them into pieces of easier –to-read and understand blocks. This can include using bulleted or numbered lists; short subheadings; and the use of charts, graphs, and visual models to direct the user's attention. Chunking makes your content easier to read and can enable visitors to understand concepts quickly, but you shouldn't use it as a substitute for trying to keep the content free of technical jargon and overly complicated sentences.

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Legibility

- Try to keep your content easy to read. If you use colors that make the text appear faint in comparison to the background color (with little contrast), it can become almost impossible to read your content. Also, keep in mind that your readers might not have the same quality of vision as you, so don't make your font sizes too small.

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Fluff posting

- Fluff posting is the act of writing content that doesn't add anything useful to a site; it's also synonymous with online forums and social-networking websites (quite possibly due to the amount of spam that exists). When you write your content, make sure to include only information that is necessary. No one wants to read pointless statements and endless jargon, so this comes down to trying to keep your content as interesting as possible.

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Wasting time

- Wasting your visitors' time is one of the cardinal sins of producing content and doing this will often drive people away. When we speak about wasting people's time, we mean that you don't want to make them read through marketing talk or legal jargon before they can get to the information they want.

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Reductionism

- Reductionism is the act of reducing something to its simplest form. This rationale can be applied to web content by using the *50% reduction rule*. No matter how much content you have over a certain length, you should take what you have written and reduce it by a whopping 50%. This is possible to achieve by reducing the number of words needed to explain something. The 50% rule doesn't apply to every kind of document, though; legal information (for example) must retain its full depth and structure to ensure its integrity.

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Iteration

- Repeating yourself can happen when writing content. While you can use this technique to *drum* information into memory as a sign of importance, problems occur when repetition happens on a large scale. Read through your document and highlight any points where you have repeated yourself, determine if it is really necessary to restate your point, and if not, remove the additional reference(s) from the content entirely.

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Complexity

- Technical jargon: Geeks love it, but most of us hate it! Sites can contain words (or acronyms) only certain people would understand. Most people are of two minds about technical jargon because, as much as we hate it, the words were created to describe something that could not be explained otherwise. While technical terms are relevant because they correctly reference a subject, you should always provide a clear definition and meaning for such terms when you use them in your content.

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Personal Bias

- One psychological aspect of writing is accounting for any personal biases you might hold on a particular subject. While opinion pieces can benefit from expressing your viewpoint objectively, you should try to keep to the facts and not get personal. When people put across their opinions in a negative way, it can lead to online arguments called *flame wars* when they discuss controversial subjects. The key with personal biases is to know when your opinion is useful and adds to the discussion vs. when it gets in the way.

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Empathy

- You write sites for your readers; never forget this. If you want to convince people to use your site on a regular basis, you should always try to see things from the point of view of the people reading and connect with them emotionally. Try and picture yourself as first-time reader. How will people interpret what you say? Should you alter the way you write to help your audience understand you? How should the content be laid out to ensure that everyone will be able to enjoy the experience? You should ask yourself this same set of questions when it's time to implement your website's design.

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Emotion

- A key part of writing web content is to avoid creating content that feels dry and dull. Several factors can cause this, but what really makes text feel more involving and interesting is emotion. Leveraging the psychology of emotional triggers can help you achieve this goal because appearing friendly, quirky, funny, and entertaining can *break the ice* between you and your visitors. Essentially, you should inject a bit of yourself into what you write, so your enthusiasm for the content will leap off the page.

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Context

- Providing context for various scenarios can help people understand complicated pieces of information. For example you could explain that a search engine works like a phone directory (as it contains detailed, categorized listings of various places and where they are located). You should attempt to relate as much of your content as possible to examples your visitors will understand, so that people can empathize with your viewpoint.

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Scanning

- When you visit sites, you rarely read every single item on the page. People scan through the content of a site searching for key terms, images, conventions, or *landmarks* that can help them identify what they are looking for. People visit a site with the sole intent of finding information quickly; by scanning a page (which the human brain is very good at), people can identify what they need without having to read everything on the page. This is normally something that can be achieved naturally (and should not be inhibited), but problems can occur if the usability of a site is dramatically altered, making it harder to navigate.

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Language

- While English is a popular language and the majority of Internet users understand it, there are many who do not. As the site creator, it is your job to ensure that language needs of your visitors are met because people will simply abandon your site if they cannot understand what you say. The problem is that translating a site into different languages can be expensive (if you hire someone), and online translation services (such as Google Translate and Babelfish) lack accuracy when translating large amounts of text.

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Free will

- Every person has the free will to choose whether he continues to view your site. If your content isn't engaging, easy to understand, and comprehensive, your visitors might go elsewhere; never forget that competition on the Web is fierce! Your content should reflect what people are looking for, and one of the best ways to achieve this is to keep your material relevant and up-to-date. Also, make sure that you talk only about subjects that you are entitled to hold an opinion on. For example: do not talk about medical advice if you are not qualified.

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Plagiarism

- One of the biggest crimes on the Web is the act of plagiarism or copyright theft. If you steal someone else's work, articles, images, multimedia, content, or anything else, and then claim it as your own, you not only violate the law, but you compromise the rest of your site's credibility. Never take someone else's articles and repost them on your site (although you can talk about what other people write in your own contributions or opinions). People want unique content and exclusive information; providing copied work will have consequences. For example, it can provoke distrust from readers, possible lawsuits from the content owner, and even get your site banned from search engines!

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Lorem Ipsum

- People who have no content to place on their site use what is known as *Lipsum*, or *dummy* text. Because you're writing your content before you implement your design, you don't need to rely on *Lipsum* text to achieve the feel of having something worth reading on the pages. Nor do you want to have *coming soon* plastered all over the design! However, you can use *Lipsum* text to fill in the gaps if you do have some sections of a site that you cannot produce content for before you complete the design. For example, you might do this if your content is
- dependent on some in-page functionality. Essentially, *Lipsum* text is the industry standard for marking imaginary content!
- *It's easy to include some Lipsum text on your own site; simply visit the site at www.lipsum.com/ and state how many words, lists, paragraphs, or bytes you require for the page. The site will generate some Lipsum text you can use.*

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Copyrighting

- One of the fundamental ways you can protect your content is through copyright. The act of copyrighting protects creative works, ensuring that the producer of the work is entitled to a reasonable amount of protection to prevent people from claiming your works as their own. It also prevents the use of your creative works for uses that you do not consent to. In some cases, copyright gives more rights, such as the reasonable request to be accredited with the produced creative content when referenced elsewhere. In the field of web design, copyright is applicable to any written works (including content) and creative works (such as multimedia and images); however, copyright itself rarely covers the physical design of a site because, in the majority of cases, sites follow conventions and are similar enough in their appearance that you cannot protect the designs as unique works.
- <http://www.templetons.com/brad/copymyths.html>

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Creative Commons

- Sometimes you might want to allow your visitors to share certain (or even all) parts of your site's content, especially if you provide public information. Until a few years ago, doing something like this required a lengthy terms-of-service agreement (of dubious legality because such notices were usually written by the site owner rather than a lawyer) or that you give up your copyright claim and put the information into the public domain. A relatively new system of licensing your copyright called *Creative Commons* was produced to allow you to license your content, so that other people could make use of the information, but with certain conditions that you define to ensure your work is only used and shared in a way of that you approve of.
- <http://creativecommons.org/about/what-is-cc>
- <https://www.bbc.com/news/business-53998711>
- <https://www.bbc.co.uk/bitesize/guides/zkhykqt/revision/7>

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