

Writing for the Web

Lessons from Don't Make Me Think chapter 5

Writing for the web

- Get rid of half the words on each page, then get rid of half of what's left
- Reduce “happy talk” and instructions, do not reduce content
- Why?
 - It reduces the noise level on the page
 - It makes the useful content more prominent
 - It makes the pages shorter, allowing users to see more of each page at a glance without scrolling



A better way to work with the people you work with every day.

Frustration-free web-based apps for collaboration, sharing information, and making decisions.



Basecamp®

Manage Projects

Used by millions for
project management.



Highrise®

Manage Contacts

Know the people you
do business with.



Backpack®

Share Internally

Simplify internal
communications.



Campfire™

Work in Real-Time

Group chat rooms for
your business.



Banking

Investing

Wealth Management

Insurance

Advice & Tools

Sign In



Online Services

Online Banking

Sign In >

- ▶ [Take a Tour](#)
- ▶ [Enrol Now](#)
- ▶ [Security Guarantee](#)

You are now in:

> **Personal**▶ [Business](#)

Other Banking Sites

- ▶ [US Banking](#)
- ▶ [Caribbean Banking](#)



RBC® Visa Infinite* Avion® card

> Start flying with 15,000 welcome points†.

Apply Now >



Personal Financial Services

We are continuously working to identify ways to serve you better, to simplify your banking affairs, and to minimize your cost of borrowing.

> **Everyday Banking**

- ▶ [Banking & Savings Accounts](#)
- ▶ [Credit Cards](#)
- ▶ [Student Banking](#)
- ▶ [Online Banking](#)
- ▶ [Other Ways to Bank](#)

> **Investments**

- ▶ [RRSPs](#) and [TFSAs](#)
- ▶ [Mutual Funds](#) and [GICs](#)
- ▶ [RESPs](#)
- ▶ [Wealth Management](#)
- ▶ [Other Investment Services](#)

Apply Now



- ▶ [Credit Card](#)
- ▶ [Open an Account](#)
- ▶ [Mortgage Pre-Approval](#)
- ▶ [Loans & Lines of Credit](#)
- ▶ [More Applications...](#)

Branch & ATM
Locator



I'm a Client, let me in!

Save & Invest

Chequing

Mortgages

About Us

Sign me up!

OPEN A 2011 TFSA KICK START ACCOUNT

Earn **DOUBLE INTEREST** until Dec. 31st, 2010
to cover your taxes.

Learn more

The
Streetwise
Funds®

Easy Investing

3.59%
4 year fixed rate*

the
unmortgage®

Home Sweet Savings

I'M
New

to ING DIRECT, tell me more ▶





Remember: No plastic bags, wrap or containers in your yard trimmings cart. They cannot be composted.

No plastics allowed - Food scraps recycling program



POPULAR LINKS

[Community Calendar - Garbage/ Recycling](#)
[Licences & Inspections - Maps](#)
[Parking - Road Closures](#)
[Parks & Recreation](#)

WHAT'S NEW

Work begins on Hornby bike lane
City Hall closed October 11
It's fall cleanup time: October 9 - 17
Celebrate Langara's 40th & learn about...

CITY HALL

[Mayor Gregor Robertson](#)
[City Council - Council Meetings](#)
[About Us - Contact Us - Have your say](#)
[Departments - Fire - Library - Police](#)



- My Pages - - My Communities - - Directory -

Home City Business City Hall City Living City Transportation City Visitors

Business
Transactions with The City of Calgary - from assessment & taxes to buying & selling, licences & permits, planning & building.

City Hall
Stay in touch with the Mayor & Council. Keep up with news, the City budget, municipal bylaws & Ward information.

Living
Find community, recreation, parks & public art information. Get the latest on health, safety & the environment.

Transportation
Learn about road planning & construction, maps, interactive Calgary Transit schedules, cycling & walking.

Visitors
Learn more about Calgary's rich history and discover Calgary's advantage.

VOTE! 2010 Election >>

A-Z Directory >>

City News Room >>

City of Calgary Social Media >>

Career Opportunities >>

Traffic Updates >>

311 and other online services >>

Council Agendas & Minutes >>

Art in my Park

Celebrate Parks 100th Anniversary October 1 - 11

1

2

3

4

5

6

7

City of Calgary News Blog

Features

- » [Thanksgiving 2010 Statutory Holiday Hours of Operation for City of Calgary Facilities](#)
- » [Snow and Ice Control Activated](#)

- » [Thanksgiving holiday hours for City of Calgary facilities](#)
- » [2010 General Election](#)

Popular Information

- » [Indoor pool schedules](#)



> SOLUTION CENTER

> PARTNERS

> PRODUCTS & SERVICES

▼ SUPPORT

◇ COMMUNITY FORUMS

◇ CONTACT SUPPORT

◇ DOCUMENT LIBRARY

◇ DOWNLOADS

◇ HOW TO USE

◇ INSTALLATION

◇ KNOWLEDGE BASE

◇ PRODUCT REGISTRATION

◇ SUPPORT SERVICES

◇ TROUBLESHOOTING

◇ WARRANTY AND RETURNS

> Check Return Status

> Finding the model number

> Packing & Shipping Instructions

▼ Verify Warranty

[Support](#) > [Warranty and Returns](#) > [Verify Warranty](#) > [Test with SeaTools and Submit Return](#)

Test with SeaTools and Submit Return

Product Return Process

Did you know [1 out of 5 disk drives](#) returned to Seagate is actually good? The sad part of this fact is that the owners of these healthy drives have unnecessarily forfeited their data. Seagate will help you to determine the true health of your disk drive.

The following steps should be followed if you have a faulty drive and need to return it.

Now is a good time to make sure that you have a current backup of your important data. **Seagate Technology LLC is not responsible for lost user data.**

Step 1 - Diagnose the Problem

Test your Seagate drive with SeaTools. This software will test your drive to determine if it qualifies as a failed product. If so, SeaTools will issue a special code called a [SeaTools Test Code](#). SeaTools supports both internal and external products and will offer to repair your drive in certain situations. Follow the SeaTools instructions if there is a drive failure. SeaTools will either link to the RMA form below or recommend that you return to this page to enter the numbers manually.

Seagate reserves the right to return a non-faulty drive back to its owner and to charge for all associated shipping costs.

[> Run SeaTools Now](#)

Step 2 - Complete the Return Merchandise Authorization (RMA)

After SeaTools has identified a drive failure, please start the RMA process by selecting the Begin RMA button below. This step will also validate that your product is still under warranty. Please have the following information ready:

1. Model Number
2. Serial Number
3. SeaTools Test Code (from the First Step) ([Help! I have no Seatools Test Code](#))

[> Begin RMA](#)