

Writing for the web – more than SEO and CTA

Plain conference, 2019

[annasara.jaensson\(at\)sprakkonsulterna.se](mailto:annasara.jaensson@sprakkonsulterna.se)

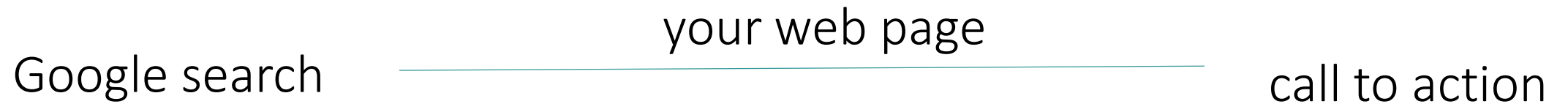
Språk konsulterna

This is Språkkonsulterna

– the largest agency for plain language in Sweden



What happens in between?

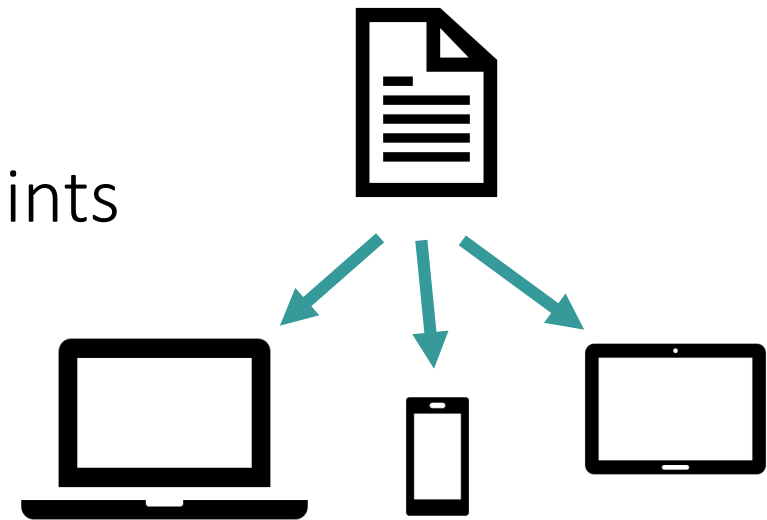


A close-up photograph of two hands clasped together in a supportive grip. The hand on the left is a darker skin tone, and the hand on the right is a lighter skin tone. The background is a blurred, dark, pebbly surface. The text "Wellwritten content builds trust." is overlaid on the lower half of the image, with "Wellwritten content" in white and "builds trust." in a teal color matching the sleeve of the lighter-skinned person.

Wellwritten content builds trust.

What characterizes web
texts?

- Hierarchical structure – and anarchy
- Inadequate overview
- Many distractions
- No lenght limitations or constraints
- Easy to edit
- The user can customize their experience



Does that affect how we
read texts on the web?
How?

We read circularly and skip text.

We scan while searching...

Vi vill ha svar!

... but then we want to read properly.

We are impatient, curious and task-oriented.



Some of us find it difficult to read.

... be simple and easy to read.

... have a structure that provides a clear overview.

... answer the questions we have.

... lead us further.

... quickly confirm that we have come to the right page.



The text needs to...

Text and features need to be tailored for us with special needs.

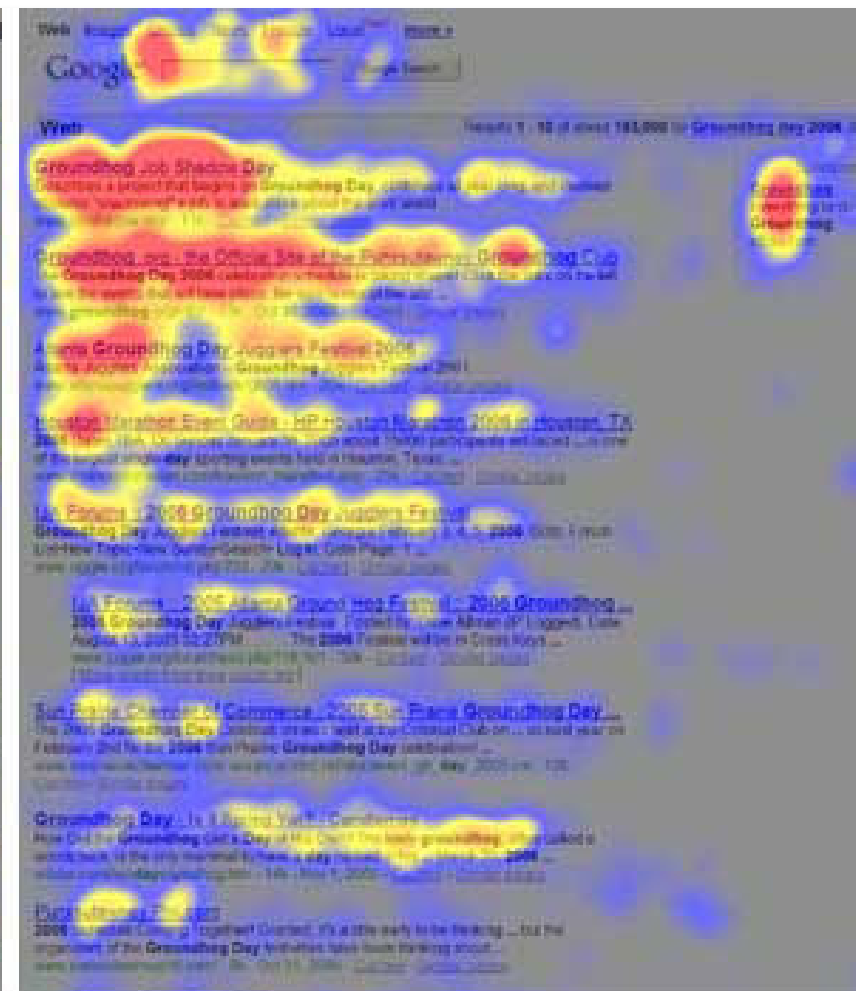
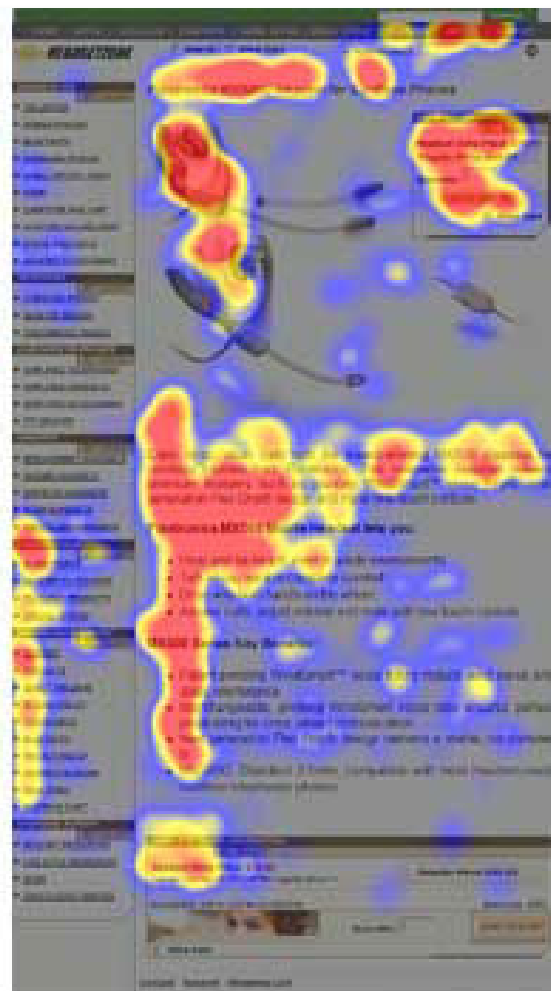
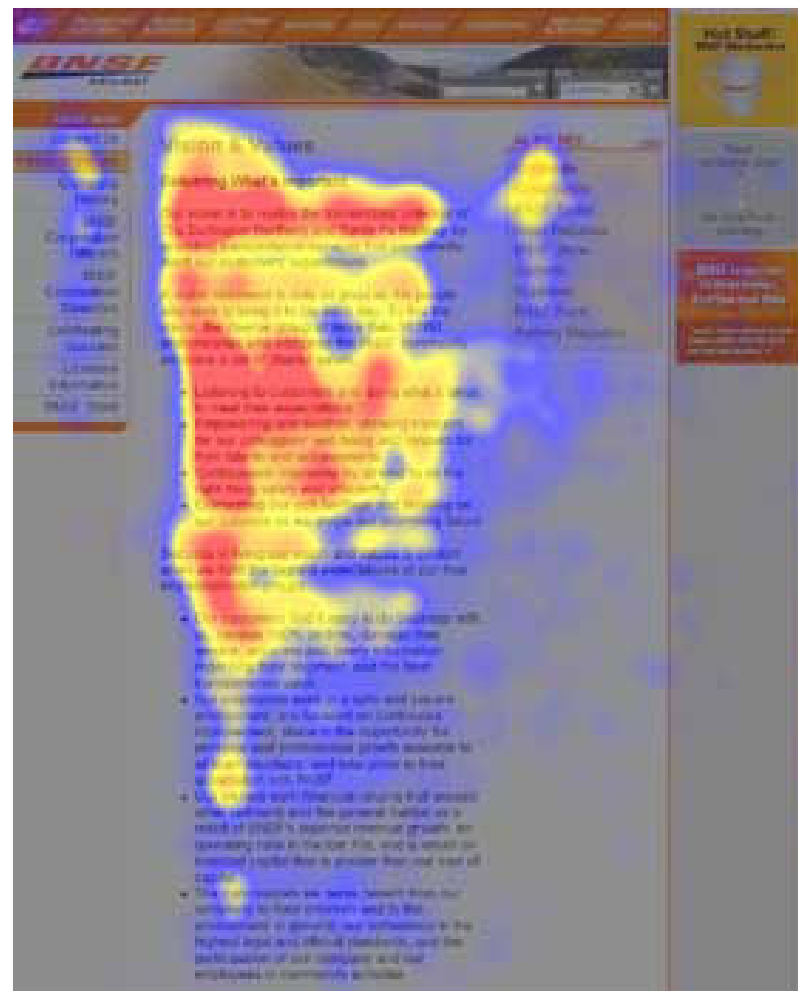
A high-angle photograph of a person walking away from the camera on a dirt path in a park. The person is wearing a dark jacket and carrying a red and white bag. To the right of the path is a grassy area with a young tree and a paved walkway. In the background, there is a bench and a metal railing. The scene is brightly lit, suggesting a sunny day.

User experience

Design

Scanning patterns

How we read and search through pages



--A Beach Meets High...
Bolivia's Altiplano Region -- The Salt
Flats



Top 10 Best Treks in South America

28 August 2014 Adventure, Bolivia, Chile, Colombia, Ecuador, Peru, Trekking

As with the Andes, South America was crumpled together by two big hands to form a giant... the jagged peaks of the Andes rise up along the West coast of the continent. The second biggest mountain range in the world is a constant presence as you travel through South America – affecting climates, cultures and the lives of those who live in their mighty shadows.

Is it a wonder then, that this part of the world offers some of the best trekking and most awesome scenery known to man? As backpackers we merely skirt around the edges of the impossible... hiking in the foothills on footpaths, which cut through the mountains and allow us a taste of most terrifying beauty. Like many adventures in South America (unlike South East Asia), even the most simple 'day treks' can be a test of endurance and you'll need to be fit and well prepared to enjoy yourself. As local guides bound through ice and snow at high altitudes in nothing but flip-flops as your own feet and body struggles with every step – you'll wonder if humans are made differently after

At times the treks reward you with ancient treasures – stunning turquoise lagoons, Desert Mountains, Inca ruins and lost cities. At times the reward is solely in the incredible landscapes that you walk through, the dead silence of the wilderness to nature. Here are the Top 10 Hikes in South America:

1. Salkantay Trek - PERU

- Altitude: 4,750 meters
- Difficulty: Moderate
- Duration: 5 days
- Best time to go: August - September



Featured Popular Articles Topics

- ★ All Hands Volunteers: Building Bamboo Homes in Ecuador after Earthquake
- ★ The "Tibet of South America" – 4 of the Most Adventurous Bolivian Treks...
- ★ Top 10 Escapes from Rio de Janeiro, Brazil
- ★ 5 Reasons Not to Haggle Too Hard
- ★ Cerro Kennedy, Colombia: 2-Day Trek For Amazing Caribbean and Mountain Views



The Best South America Trips...

- The Lost City Trek, Colombia
- Sail the San Blas Islands
- Learn Spanish One Month in Ecuador
- 20 Days Group Adventure in Peru
- DON'T FORGET! Travel Insurance for South America

Search for: Search



Find The Perfect Trip

All Destinations



Water Pump

Your water pump is responsible for keeping your engine cool. It's a simple system that works very well. Cooling water is drawn in through the intake grates on your lower unit, up to and through a rubber impeller keyed to the drive shaft on top of the lower unit, and pumped up into the powerhead of your outboard. There it circulates and eventually exits back down through the propeller to help keep it cool from the outboard's exhaust. A telltale hole emits a small, visible stream of water after it has passed through the powerhead, to help indicate that cooling water is flowing.

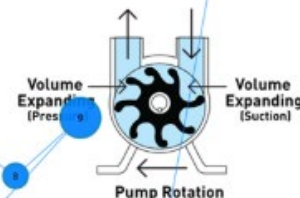


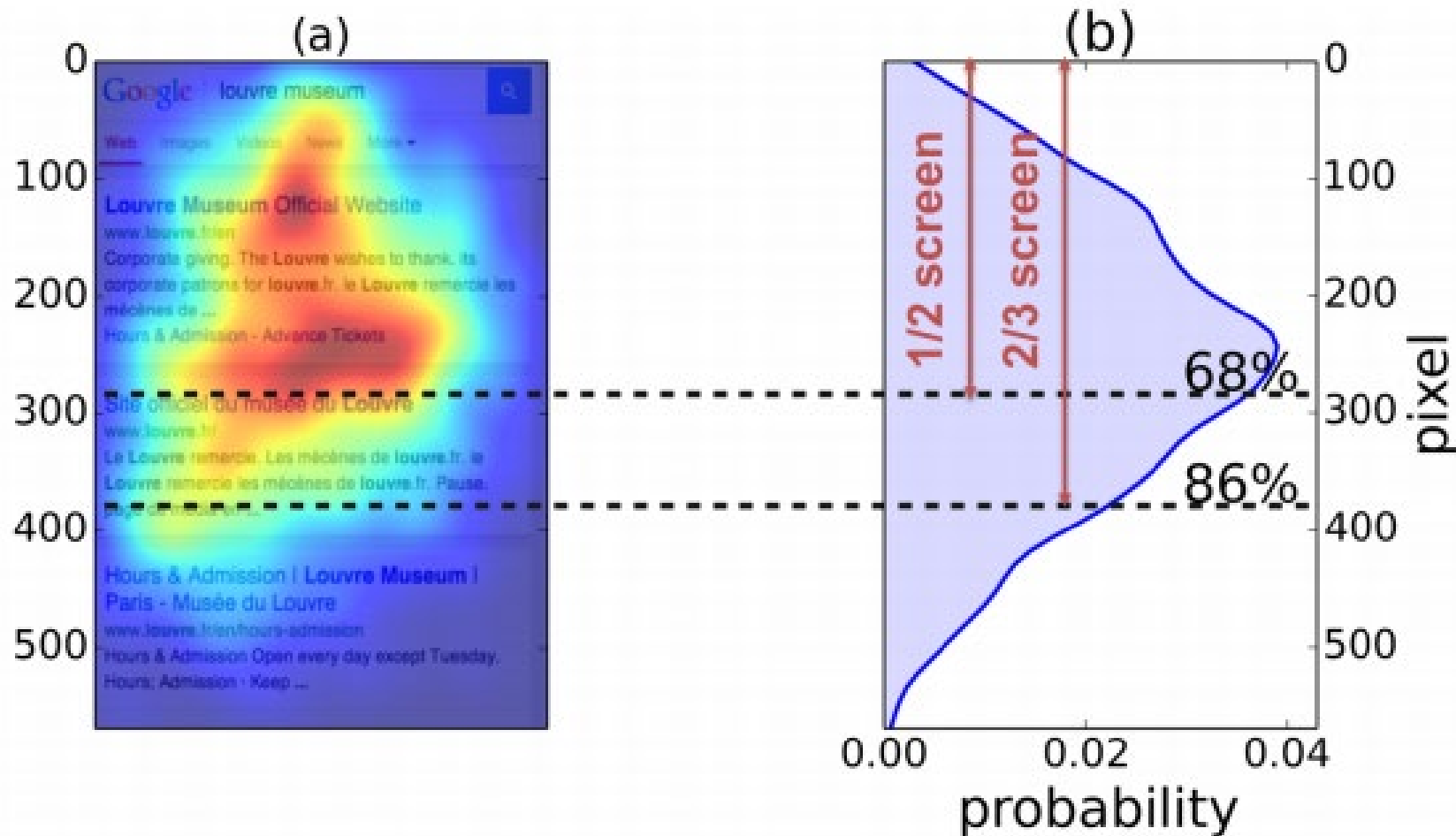
✓ **Tip:** If water should stop flowing from the telltale hole on your outboard, or if the stream becomes weak, carefully check the outlet tubing for obstructions. Mud daubers and other insects love to call these places home, especially during periods of extended storage.

✓ **Tip:** Not all outboards will emit waterflow from the telltale hole at idle speed, even when operating normally. Once RPM increases a bit, however, you should see it. If you don't, keep a close watch on your temperature gauge and listen for a warning horn. Additionally, Yamaha outboards have an RPM reduction mode (as do most brands) which will limit the engine RPM if an overheat condition is detected.

Time without use can lead to the impeller "taking a set", or becoming permanently deformed, due to its off-center positioning inside the cup. This condition makes water flow much weaker. Additionally, periods of non-use can cause the rubber to become more brittle, perhaps even breaking pieces off and sending them into the cooling system. For these reasons, it's best to replace your water pump impeller or the entire water pump assembly when servicing these items, and never rotate your outboard's crankshaft or driveshaft in a counterclockwise direction.

✓ **Tip:** The rubber impeller is located inside a stainless steel cup, and uses the water for lubrication. If this water is not present, the friction of the rubber on stainless steel will very rapidly overheat and destroy the rubber impeller.





Have you worked with hyperlinked texts?

- Did you consider online reading behavior when you created the pages?
- How did that affect the texts?
(Good experiences? Problems?)

Analyse the purpose, user and the medium

The first steps of the process



To whom do you write?



How are they – as
readers and users?

What prior
knowledge do they
have?

What is
important for
them?

In what situation are
they reading?

The purpose – why do you write?

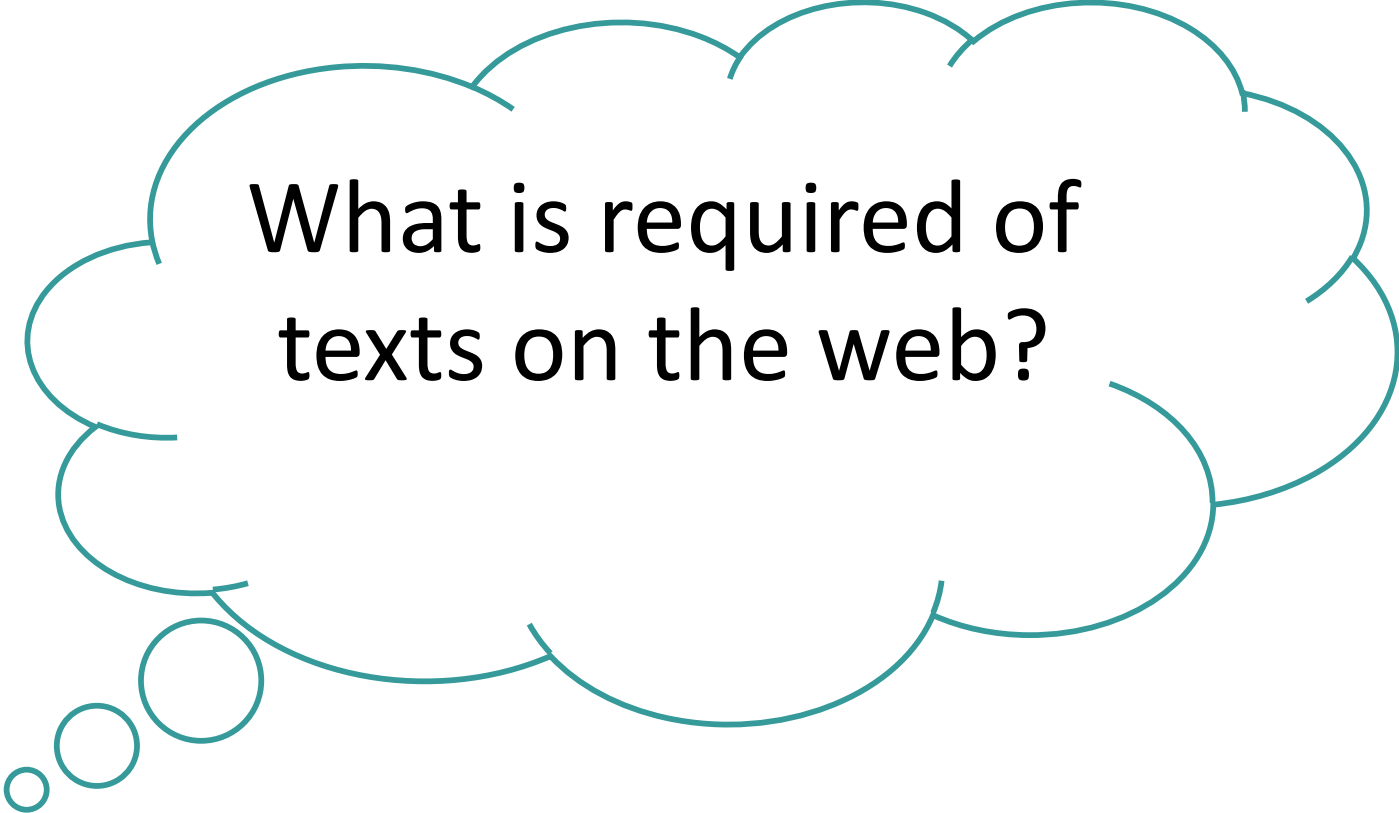
What should the reader

- know
- think, feel
- do?



"Call to action"
(CTA)

The medium



What is required of
texts on the web?

CAT – a model that works

Confirms, gives answers
and tells the user what to do next





C = confirm
A = answer
T = tell them
what to do next

Confirm

- headline
- preamble, introduction

Headlines that work

- confirm user's click or search
- define the subject
- include the text's keywords
- also work outside its context.

Studiestartsstöd

För dig som är arbetslös

Studiestartsstöd är ett bidrag som vissa arbetslösa kan få för att läsa in en gymnasieutbildning. Här hittar du information om villkor, belopp, ansökan och studieförsäkran.

Innehåll

[Vad är studiestartsstöd?](#)

[Belopp](#)

[Krav och villkor](#)

[Så länge kan du få studiestartsstöd](#)

[Ansökan](#)

[Lämna studieförsäkran](#)

[Registrera dig på dina kurser](#)

[Utbetalning](#)

[Meddela om du blir sjuk eller avbryter studierna](#)

[Frågor och svar](#)

Tyck till



Summarize in preambles

- What is the page about? What can you do on the page?
- Confirm – yes, you have come to the right page!
- Guides the reader and provides context.
- Attracts interest.
- Should *cover* the entire content.

The preamble must be autonomous!



Answer

- Reader's perspective
- Subheadings

The perspective

– what do they get? What's in it for them?

Cultural life in our municipality

By safeguarding valuable natural and cultural areas and offering experiences through art, culture, outdoor life, we strengthen the attractiveness of the city. By creating an attractive range in the sports and leisure sector and developing the municipality's cultural offerings and association life, we strengthen the municipality's identity.

Cultural life in our municipality

The municipality has a lot to offer you who want an active leisure. There is a swimming pool and an open-air bath with a variety of activities for the whole family – all year round. There are three sports halls, jogging tracks and several sports fields.

In the municipality there are also many associations with different specializations. Guests can take part in recreational activities such as bowling, dog dressage, horseback riding and shooting.

How do I order?

Do I have to
apply?

How much can I
borrow?

Where is it
located?

Who? what? When?
Where? How? Why?
How much?

Who should
I contact?

When is the store
open?

What does the
company's
services cost?

Your task:

You are about to build and write content for a webpage on the subject of using sunscreen.

- Analyze the users' plausible questions
- Decide on content for your page
- Outline a suitable structure

Sub-headings that work

... guide the reader to the answer

- *Where* the answer is
- *What* the answer is

To whom does the watering ban apply?

Lorem ipsum lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum, lorem ipsum lorem ipsum
lorem ipsum lorem ipsum Lorem ipsum lorem ipsum lorem ipsum.

What happens if you violate the ban?

Lorem ipsum lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum, lorem ipsum lorem ipsum
lorem ipsum lorem ipsum Lorem ipsum lorem ipsum lorem ipsum.

How long does the watering ban last?

Lorem ipsum lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum, lorem ipsum lorem ipsum
lorem ipsum lorem ipsum Lorem ipsum lorem ipsum lorem ipsum.

What happens if the water ends?

Lorem ipsum lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum, lorem ipsum lorem ipsum
lorem ipsum lorem ipsum Lorem ipsum lorem ipsum lorem ipsum.

Making a fire with firewood

Lorem ipsum lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum,
lorem ipsum lorem ipsum lorem ipsum lorem ipsum Lorem ipsum
lorem ipsum lorem ipsum.

The smoke shows if you're doing it right

Lorem ipsum lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum,
lorem ipsum lorem ipsum lorem ipsum lorem ipsum Lorem ipsum
lorem ipsum lorem ipsum.

Smoke can be disturbing and harmful to health

Lorem ipsum lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum,
lorem ipsum lorem ipsum lorem ipsum lorem ipsum Lorem ipsum
lorem ipsum lorem ipsum.

Tell them what to do next

- Links and action buttons



Links

Your link – a sign to the landing page

What problems can these kinds of
call-outs provide?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vitae leo in urna ornare mollis [here](#). Nullam tempus lacinia tellus. Integer eleifend. Suspendisse volutpat elit. Suspendisse Curae; Nulla ultrices. Morbi suscipit lobortis erat suscipit. [Read more](#).

Nam vitae nisi. Nullam ipsum lacus, molestie eu, vehicula ut, ullamcorper ac, orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vitae leo in urna ornare mollis [click here](#).

Nullam tempus lacinia tellus. Integer eleifend. Suspendisse volutpat elit. Suspendisse potenti. Quisque at leo quis risus aliquam condimentum. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia, **you can find the link in the menu.**

Nulla ultrices. Morbi suscipit lobortis erat. Nam vitae nisi. Nullam ipsum lacus, molestie eu, vehicula ut, ullamcorper ac, orci [application](#).

Write clear and specific link texts

- Formulate clear call-outs, tell the user where the link is leading
- Be specific

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vitae leo in urna ornare mollis [our opening hours during the summer](#). Nullam tempus lacinia tellus. Integer eleifend. Suspendisse Curae; Nulla ultrices. Morbi suscipit lobortis erat. Läs mer om fortbildning på [Competence Centre website](#).

Nullam ipsum lacus, molestie eu, vehicula ut, ullamcorper ac, orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vitae leo in urna ornare mollis [contact our study supervisor](#).

Nullam tempus lacinia tellus. Integer eleifend. Suspendisse volutpat elit. Suspendisse potenti. Quisque at leo quis risus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; [Register on the course website](#).

Let the link show
where the reader
ends up

Morbi suscipit lobortis erat. Nam vitae nisi. Nullam ipsum lacus, molestie eu, vehicula ut, ullamcorper ac, orci. [How to fill in the application](#).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vitae leo in urna ornare mollis. Nullam tempus lacinia tellus. Integer eleifend. Suspendisse volutpat elit. Suspendisse Curae; Nulla ultrices. Morbi suscipit lobortis erat.

[Read more about our further training courses at the Competence Centre website](#)

[Register on the course website](#)

Nullam ipsum lacus, molestie eu, vehicula ut, ullamcorper ac, orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vitae leo in urna ornare mollis.

[Contact our study supervisor](#)

Nullam tempus lacinia tellus. Integer Suspendisse potenti. Quisque at leo quis quam condimentum. vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia.

[Order a tailor-made course for your organization](#)

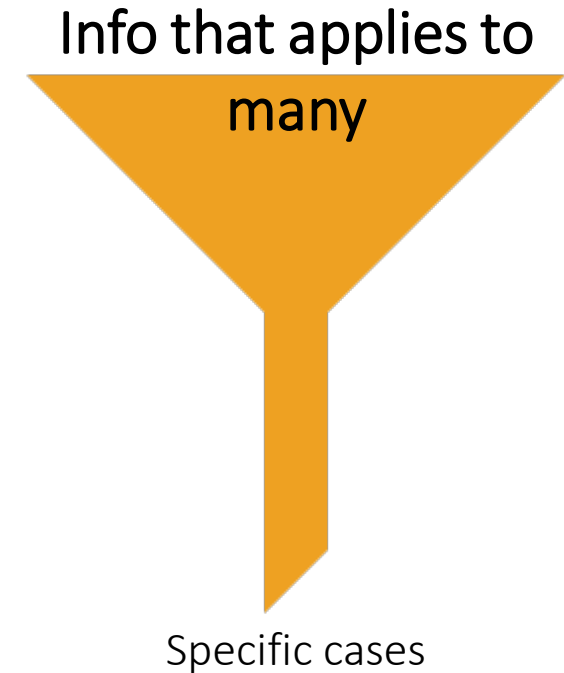
Morbi suscipit lobortis erat. Nam vitae nisi. Nullam ipsum lacus, molestie eu, vehicula ut, ullamcorper ac, orci.

Not interfere with reading?
Collect the links after the
paragraph.

Outlining of web texts

More one web structure

- Emphatic outline
 - *The most important content first*
- Hierarchical outline
 - *From general to specific content*
- Thematic outline
 - *paragraphs based on different themes (topics)*



Reduce the reader's burden

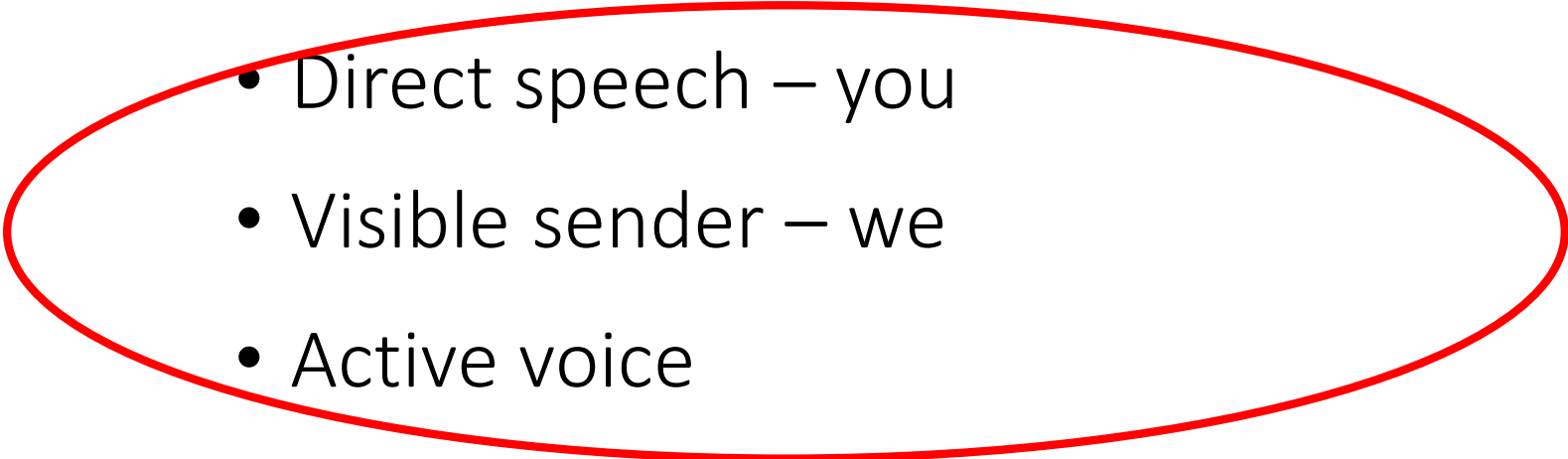
- How much and what information does your reader need at this particular stage?
- What can and should you inform about somewhere else?
- Is there information on the page that not everyone needs? How can you handle that?

- Use alternative to running text
 - bulleted lists, factboxes, images, shapes, and diagrams
- Think about responsive design and links

Plain language and the web



Write "we" and "you" and about
people who do things.

- 
- Direct speech – you
 - Visible sender – we
 - Active voice
 - Simple sentence structure
 - Clear correlation
 - Concrete and simple words

How do you work with
this?

Tips and warnings

- Responsive web? Avoid references like "on the left you will find..." and "to the right there are ..."
- Users' attention tends to be drawn to words in bold and to links. Use it carefully!
- Use digits carefully



Plain language
= without coriander and
peanuts



Tack! Hör gärna av dig!



www.sprakkonsulterna.se



facebook.com/sprakkonsulterna



[annasara.jaensson\(at\)sprakkonsulterna.se](mailto:annasara.jaensson(at)sprakkonsulterna.se)

Boende, miljö och trafik



Boende, miljö och trafik



Ansök om bygglov, sök efter bostäder och tomter, beställ radonmätning, hitta återvinningscentraler, ansök om avloppsanläggning, sök i kartor och läs om hur kommunen underhåller gator och torg.

Att bo i Hallstahammars kommun

Här får du information om Hallstahammars kommun och vad invånarna tycker om att bo i kommunen. Allt ...

Avfall och återvinning

Ansök om bygglov, sök efter bostäder och tomter, beställ radonmätning, hitta återvinningscentraler, ansök om avloppsanläggning, sök i kartor och läs om hur kommunen underhåller gator och torg.



[Start](#) > [Bidrag och lån](#) > [Studiestöd](#) > [Studiestartsstöd](#)

Studiestartsstöd

För dig som är arbetslös

Studiestartsstöd är ett bidrag som vissa arbetslösa kan få för att läsa in en gymnasieutbildning. Här hittar du information om villkor, belopp, ansökan och studieförsäkran.

- Innehåll
- [Vad är studiestartsstöd?](#)
 - [Belopp](#)
 - [Krav och villkor](#)

🔔 Väntar du på besked? ▼

[Logga in](#) ▼ ⋮

🔍

[Start](#) > [Bidrag och lån](#) > [Studiestöd](#)

> [Studiestartsstöd](#)

Studiestartsstöd

För dig som är arbetslös

Studiestartsstöd är ett bidrag som vissa arbetslösa kan få för att läsa in en gymnasieutbildning. Här hittar du information om villkor, belopp, ansökan och studieförsäkran.

Innehåll

[Tyck till](#) [studiestartsstöd?](#)

Tyck till