

Selfie



Yes, this really is a selfie ☺

Who?	Morné Malan
Job?	Head of Brand Language at Dimension Data, soon to be Director of Content at NTT
Really, what's that?	Resident word nerd
Team?	Brand team at Dimension Data and soon Corporate Communications team at NTT
How long?	8 years – about 20 in language practice









Testing the effect of plain language on content





Why do we need to make a case for plain language?

We needed data!

01

02

03

Our blogs = ↓ readability

↑ plain language = ↑ readability

↑ readability = ↑digital effectivity

How readable are our blogs?

Out of all blogs with a readability score currently on WordPress ...

81%

15%

<5%

Needs improvement

Ok

Good

What did we do?

Phase 1 – 'Before'

Topic selection:

- digitalisation
- cloud
- cybersecurity

Blog selection

Digital promotion

Testing

Results

Technical readability

Anecdotal readability

Digital effectivity

What did we do?

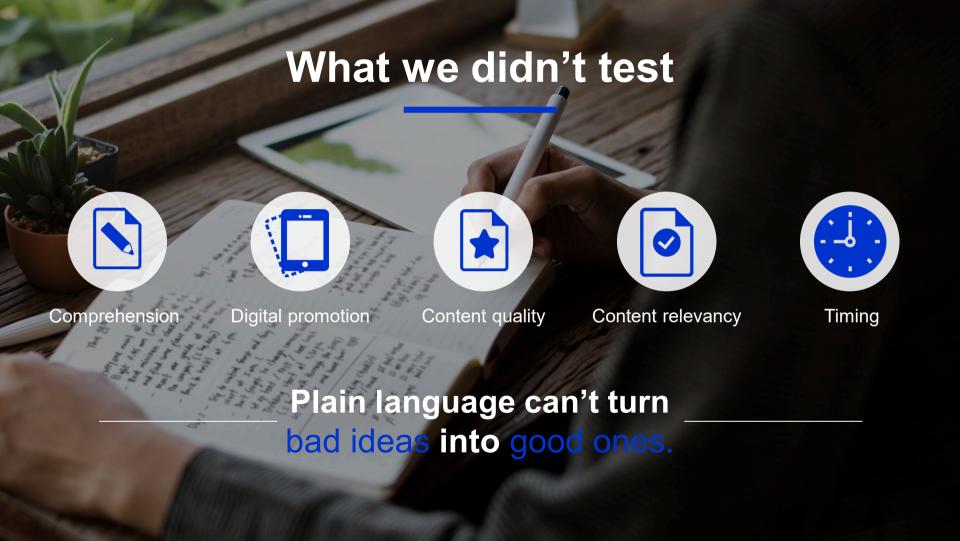
Phase 2 – 'After'

Recreation Retire & republish Digital promotion Testing Compare results

Technical readability

Anecdotal readability

Digital effectivity



Our blog strategy

3 types, different journeys



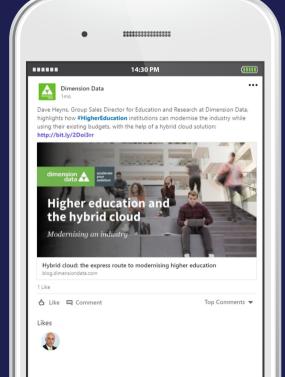


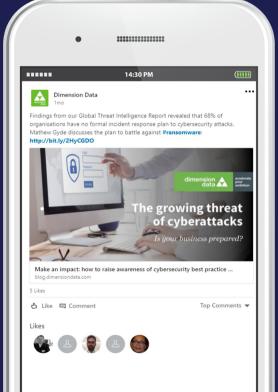


Our LinkedIn promotion ads

We used the same target lists, ads, and budgets to promote both the 'before' and 'after' blogs.







Technical readability – how did we test?



Readability tool scores – 'before'

- ⁰¹ Shorter, punchier titles
- O2 Simpler words
- ⁰³ Shorter sentences
- ⁰⁴ Passive to active voice
- 05 Subheads
- 06 Bullets
- 07 Images and captions



Readability tool scores – 'after'

Introducing our test subjects

Blog 1: Digitalisation



..... 14:30 PM dimension 4 Dimension Data > Networking > Your digital future: what's holding your business back? Your digital future: what's holding your business back? Categories > Accelerating the Tour de France O 8th March 2018 a by Dimension Data in Networking Automotive **୬** f & in Client success stories > Cloud Collaboration Customer experience (CX) > Data Centre > Digital business > Digital Workplace > Education > Edutech You'll transform faster with a stronger people focus > Enabling multinational business Digital transformation has defined the CIO's priorities recently. We > End-user computing hear it often, but the disruption of old business models still affects almost every market. While well-known start-ups like AirBnB and > Financial Services Uber face tighter laws, 'second movers' battle to claw back market > General share. Older players also scramble to modernise with new tech while staring down newbies that keep shaking things up. > Hangouts Schalkwyk Group Why start-ups aren't more 'special' Healthcare Practice Manager, Much as we'd like to think > In the community Consultina that today's start-ups are > Internet of Things great thanks to their tech. it's not always true. Most businesses today have > IT outsourcing access to similar resources. Today's start-ups > IT-as-a-service focus strongly on customers. This means using more agile processes and working methods to Manufacturing UBER serve them better. Today's disruptors focus strongly on > Network-as-the-platform People-based factors like working together, team Networking data sharing, and customer responsiveness are as

News

important as products or services. In a digital business, the underlying network which ties IT

After

Introducing our test subjects

Blog 2: Cloud

Before 14:30 PM Dimension Data > Edutech > Hybrid cloud: the express route to modernising higher education Categories Hybrid cloud: the express route to modernising higher education Accelerating the Tour de France Automotive O 7th March 2017 by Dimension Data in Edutech, IT-as-a-> Client success stories > Cloud ⊌ f & in > Collaboration > Customer experience (CX) > Data Centre > Digital business > Digital Workplace > Education > Edutech > Enabling multinational business > End-user computing > Financial Services Modernising higher education could be the single most > General important project any country undertakes > Hangouts That's because, today, every economy needs its people to be able to Healthcare flourish in a digitised, connected, intelligent, collaborative, and > In the community automated business and social environment. > Internet of Things So, any institution of higher learning incapable of producing such people because its own technologies, operating models, and > IT outsourcing Group Sales research insights lag the external reality is an impediment to its Director for society. Certainly, it ceases to be anyone's preference as a place of > IT-as-a-service Education and learning and, therefore, loses the ability to attract funding. Research, Manufacturing Dimension Data > Network-as-the-platform Competitive education Networking Historically institutions of higher learning competed almost exclusively on academic and

..... 14:30 PM dimension . data A Dimension Data > Cloud > Can hybrid cloud give higher learning a leg-up? Categories Can hybrid cloud give higher learning a leg-up? > Accelerating the Tour de France O 8th March 2018 a by Dimension Data in Cloud, Education. Edutech, General Automotive y f & in Client success stories > Cloud > Collaboration Customer experience (CX) > Data Centre > Digital business > Digital Workplace > Education > Edutech > Enabling multinational business Modernising tertiary education is crucial for any country > End-user computing Every economy needs its people to flourish in the digital age. That > Financial Services means living in a connected, smart, helpful, and automated world. An > General education institution that's not able to offer this because its technologies, operations, or research lag, is holding society back. > Hangouts And no students also means no funds. > Healthcare The game is on for colleges and unis > In the community Group Sales Higher learning institutions Director for > Internet of Things used to compete at Education and academic level only. Now, > IT outsourcing Research they must also compete in > IT-as-a-service Dimension Data new learning methods such as open online courses, 'anywhere, anytime' > Manufacturing online access, and new fields of study. These > Network-as-the-platform depend on how available and secure its platforms Networking are, and how well they perform. compete in offering new ways of Great platforms need powerful resilient servers

After

Introducing our test subjects

Blog 3: Cybersecurity

..... 14:30 PM dimension . Dimension Data > Security > Make an impact: how to raise awareness of cybersecurity best practice at your organisation Categories Make an impact: how to raise awareness of cybersecurity best practice at your organisation Accelerating the Tour de France Automotive O 7th March 2017 a by Dimension Data in Security Client success stories y f & in Cloud Collaboration Customer experience (CX) Data Centre > Digital business > Digital Workplace Education > Edutech > Enabling multinational business Given the number of high profile cybersecurity incidents in > End-user computing recent years, it's no surprise industry is taking a more proactive Financial Services approach towards protecting data. General Our 2017 Global Threat Intelligence Report revealed that last year > Hangouts there was an 11% year-on-year improvement in the number of Healthcare organisations actively maturing their incident response preparedness However, the research also revealed that 68% of organisations have Group Executive. > In the community no formal incident response plan. Security. > Internet of Things Dimension Data How can your organisation become one of those businesses that are actively maturing their response to the modern cybersecurity > IT outsourcing andscape? There's no simple formula for success here. However, if you're ready to act on > IT-as-a-service cybersecurity, this blog and the rest of the series will provide you with the essential steps you Manufacturing can take to achieve this goal. > Network-as-the-platform To learn more, our new Frost & Sullivan authored white paper, Ransomware: The Pervasive Business Disruptor, outlines the drivers and impacts of the most important cybersecurity Networking threats facing your organisation. It provides a summary of the latest research on ransomware tance on how to limit that rick. We would encourage you to down load your free

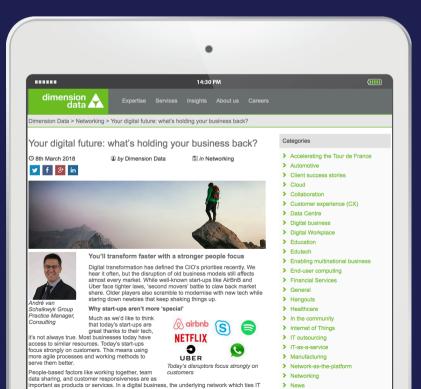
Before

..... 14:30 PM dimension data 🗸 Dimension Data > Security > Eyes wide open - raising cybersecurity's profile in your business Eves wide open – raising cybersecurity's profile in your Categories business > Accelerating the Tour de France Automotive O 8th March 2018 a by Dimension Data in Security Client success stories y f & in > Cloud Collaboration > Customer experience (CX) > Data Centre > Digital business > Digital Workplace > Education > Edutech > Enabling multinational business > End-user computing Simple steps you can take today to keep your data safe > Financial Services Our 2017 Global Threat Intelligence Report showed that, year on > General vear, 11% more businesses were improving their incident response ability. But 68% still had no formal incident response plan. > Hangouts How can your organisation be more ready to face today's security > Healthcare threats? There's no simple formula for success, but if you're keen to > In the community act, we'll suggest some steps you can take. Group Executive, > Internet of Things Security, Dimension > IT outsourcing Our Frost & Sullivan authored white paper, Ransomware: The Pervasive Business Disruptor, describes the most pressing > IT-as-a-service cyberthreats you face today. It summarises the latest research on ransomware and guides Manufacturing you to limit that risk. A good first step is to download your free copy today. > Network-as-the-platform Networking Be a catalyst for change News

After

Results: technical readability

Blog 1: Digitalisation



Flesch Reading Ease score – realistic target: 60–80 out of 100



Before (Difficult to read)

After (Standard/Average)

90-100: Very easy

80-89: Easy

70-79: Fairly easy

60-69: Standard

50-59: Fairly difficult

30-49: Difficult

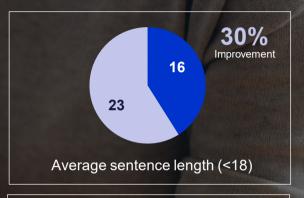
0-29: Very confusing

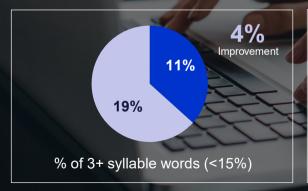
Results: technical readability

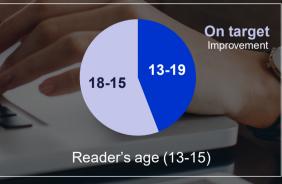
Blog 1: Digitalisation



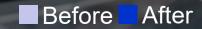


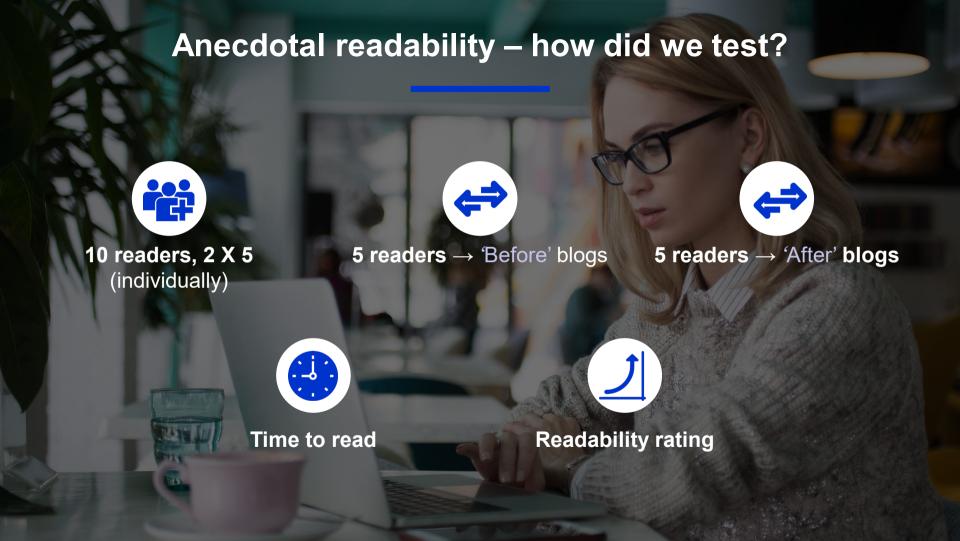








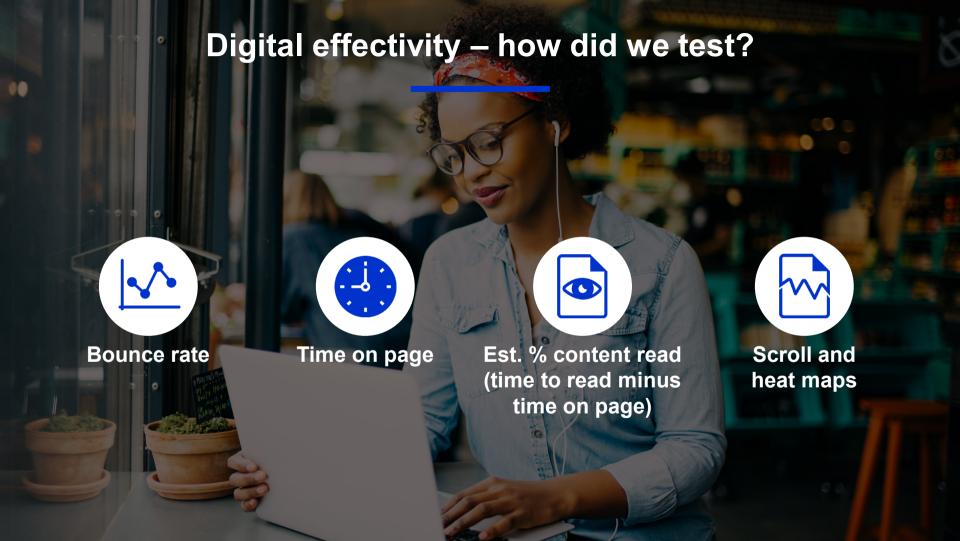




Results: anecdotal readability

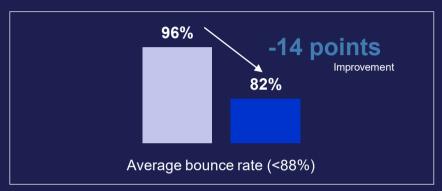
Blog 2: Cloud

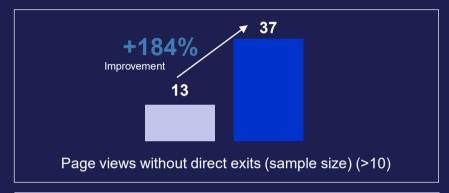




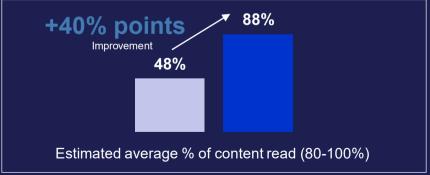
Results: digital effectivity

Blog 1: Digitalisation











Digital effectivity – desktop scroll maps

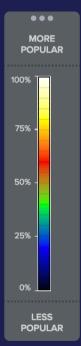
Blog 2: Cloud



Digital effectivity – mobile scroll maps

Blog 1 : Digitalisation

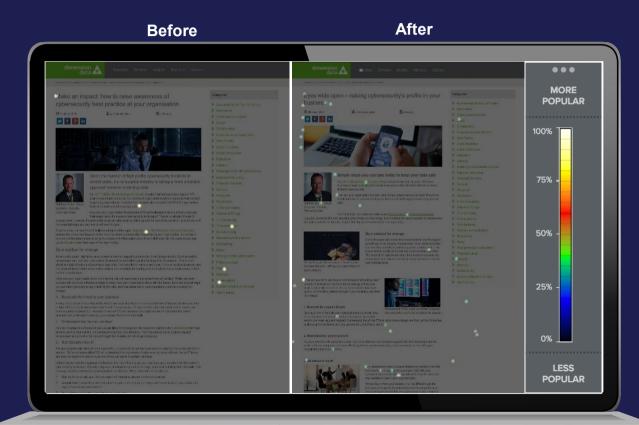


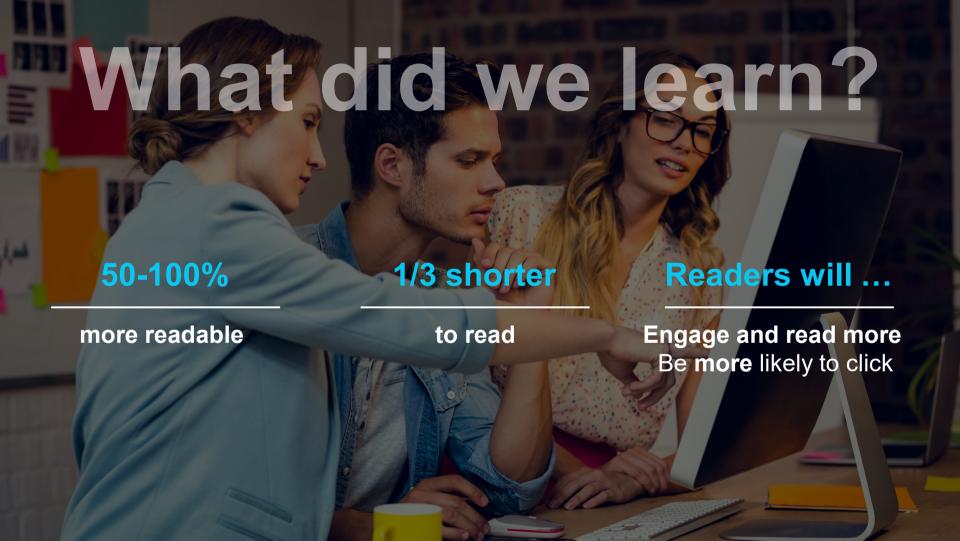




Digital effectivity – overall heatmap

Blog 3: Cybersecurity





What should a good teaser blog have?

01

Brevity

Short punchy headline, short, simple words, short readable sentences

02

Visual appeal

At least 3 images with captions, subheads, bullets

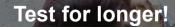
03

Links to deeper content

Don't repeat content, don't link to more than 3 places









Parallel A/B testing



Comprehension tests

