Content Writing

I need to know about car rental companies in cape town

~~I need to know about~~ car rental companies ~~in~~ cape town

c-WebVisSE-7-ContentWriting

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The Weideman Model – Positive Elements

Natural Content of Value

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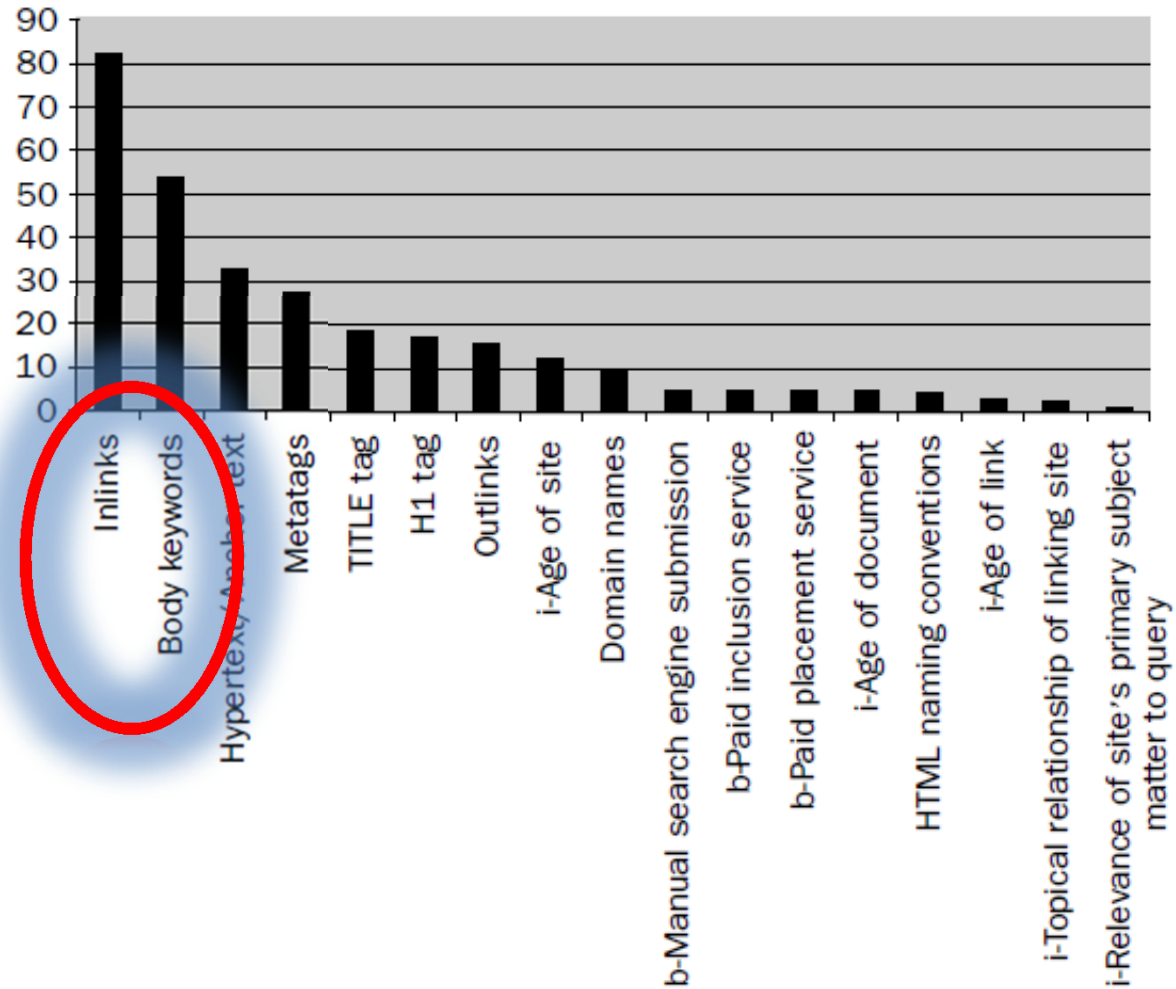
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The Weideman Model – Negative Elements
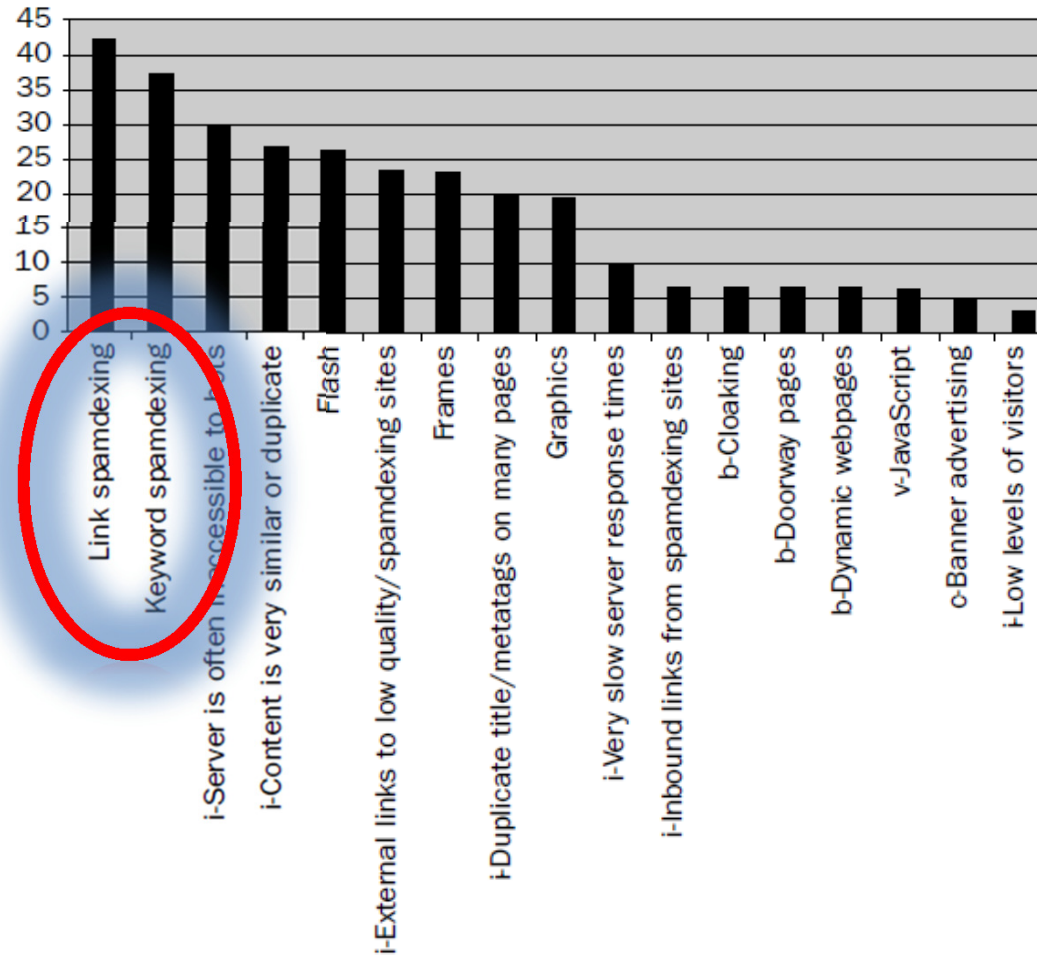
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Unnatural Excess

HAZARDOUS MATERIAL

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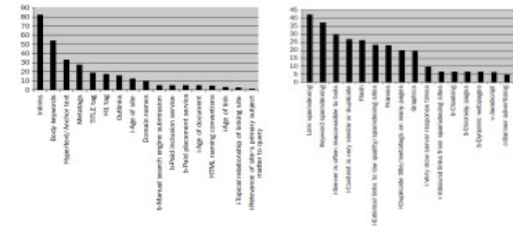
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Compare the Sullivan & Weideman Models

vs.

http://searchengine
land.com/introduci
ng-the-periodic-
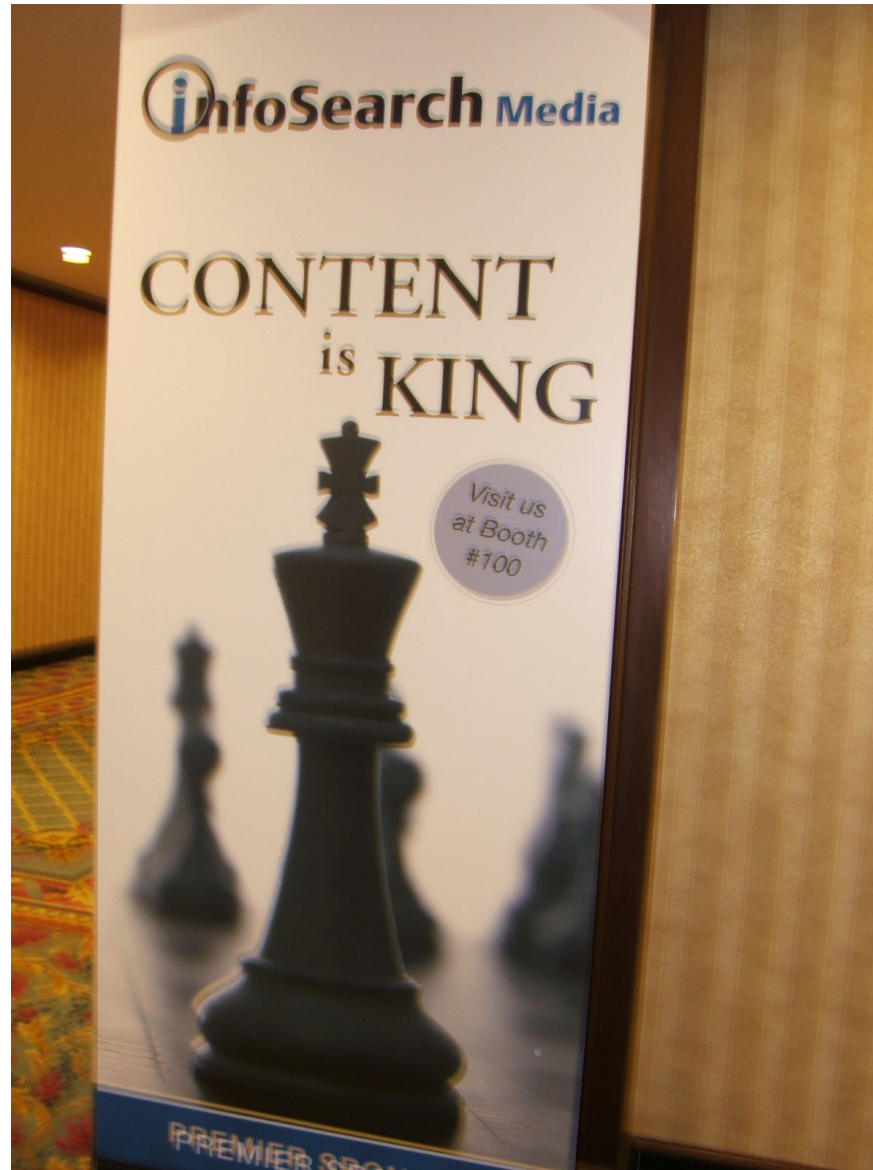table-of-seo-
ranking-factors-
77181

Periodic Table of Elements

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6

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So, what does this mean for me?

Focus on the first few from each model…

DO spend time on …

    … obtaining valid Inlinks

    … writing relevant keywords and keyphrases, etc

In other words – spend you efforts on writing natural, good content!

DON'T get involved with …
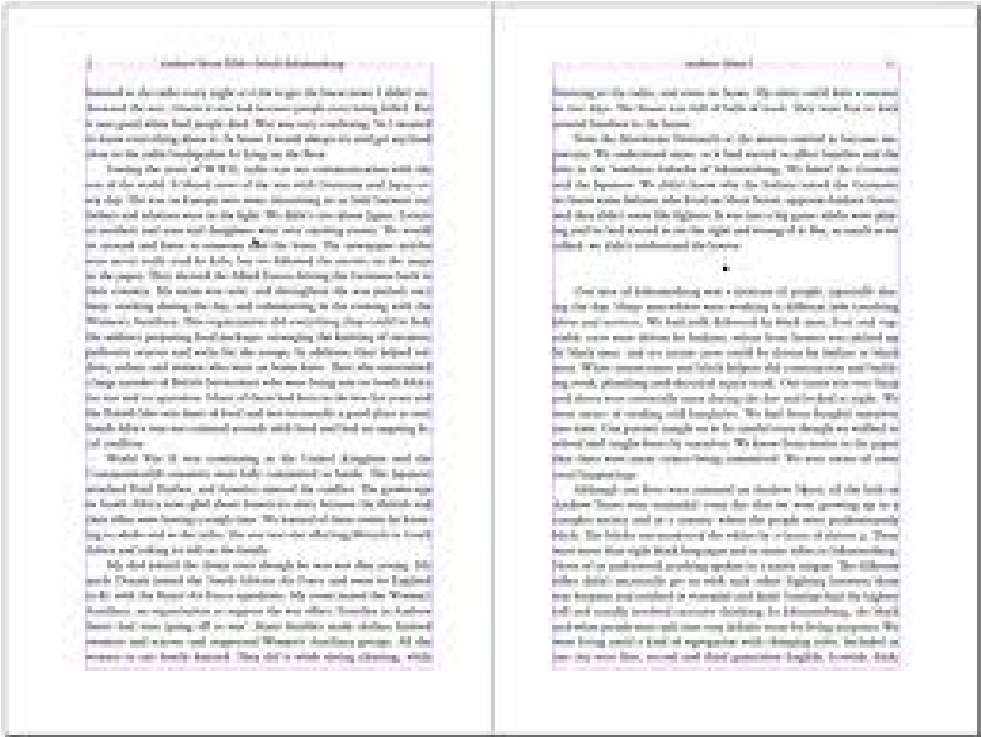
    … buying or otherwise obtaining spammy links

    … using keyword stuffing or otherwise using them in an unnatural way

In other words – stay away from any form of unnatural excess!

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WEB vs PRINT content

It is difficult and expensive (but safe…) to get content of value written, published and printed in a readable format on paper,

BUT …

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WEB vs PRINT content

… it is easy and quick to get low-quality content written and published on the Web!

http://www.worlds-worst-website.com/

http://www.angelfire.com/super/badwebs/

http://theworldsworstwebsiteever.com/

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WEB vs PRINT content

So, what is the moral of the story?

Content written for traditional print media **CANNOT** be used as is for the Web!!!

Why not?

If you pay Kc400 for a book, you are likely to read it word-for-word, but …

Information on the Web is "free" - USERS DO NOT LIKE READING TOO MUCH – they will simply **not read** your paragraphs of copied content, **because they did not pay for it!**

Also…

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Reading your content

- ✓ Users expect **INSTANT GRATIFICATION** when reading a webpage as compared to a book

- ✓ **Users scan** webpages for information scents of what they are hunting for – they seldom read word for word

- ✓ They prefer looking at: Headings, **bolded** sections, images,
  - • bullets, words and phrases towards the beginning of sections

- ✓ Printed matter can be 1000, 5000 or 100 000 words in length, but **webpages should not be longer** than typically 200 – 400 words each (exceptions …)

- ✓ You have about **THREE SECONDS** to impress a first-time user – that is all they are prepared to spend before making a value judgement on your webpage content

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Writing good content

Writing website content

http://youtu.be/odPNNSffscY

Weideman, 11:35

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Prime Property
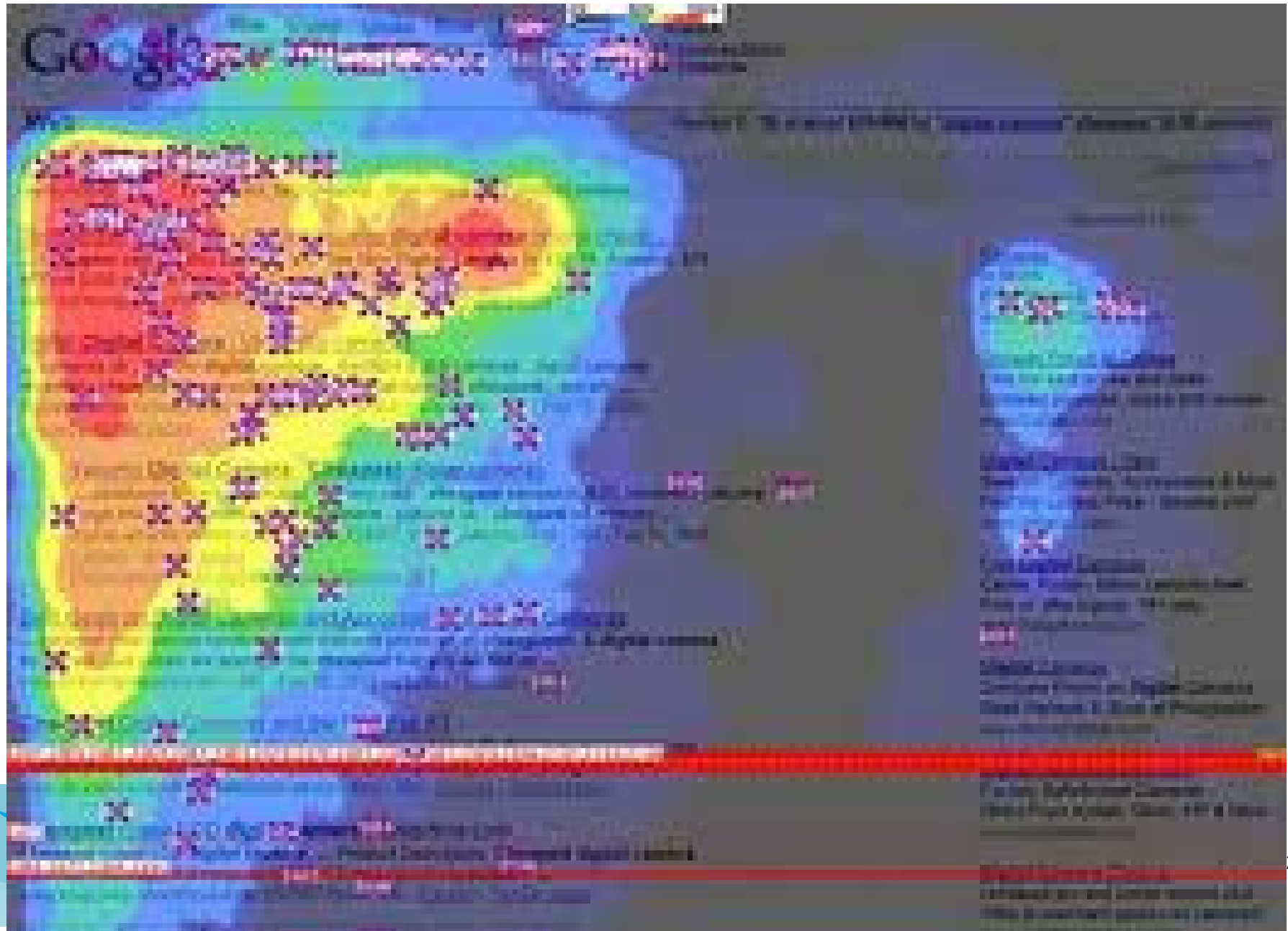
How should I write?

Guidelines:

- ✓ Use short words, short sentences, short paragraphs, short pages

- ✓ Rather use a bulleted list than a three-sentence (or longer) paragraph

- ✓ Put the most basic and important stuff first – also remember the Golden Triangle

- ✓ Use simpler words and expressions, but not slang
- ✓ Use images carefully – only if it supports your message

- ✓ Do not introduce more than two new facts/ideas per paragraph/bullet

- ✓ Where relevant, indicate clear calls to action

- ✓ Although arguably boring, black text on a white background has the highest contrast, is therefore easy to read, quicker lo load – and it saves expensive ink when printed

- ✓ Avoid culture-specific, religious and political slang, racial comments, jokes, puns, etc

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What NOT to share

B████████████████

Guess who just got a CREDIT CARDDD!!!! :) :) :)

Mobile Uploads

VISA

24 minutes ago · Like · Comment · Share

G██████████ And guess who now has your credit card number???
20 minutes ago · Like

G██████████ Me...and all 269 of the rest of your friends. You should probably take this down.
19 minutes ago · Unlike · 👍 2 people

Badly / Well written Content

Current:

It is with great pleasure that we welcome you to the CPUT Advancement and alumni website. This platform is administered by the Advancement Department at CPUT and aims to facilitate interaction between CPUT, its donors and alumni. We hope you will find this website useful. To our donors and prospective donors, we would like to invite you to join scores of individuals and organisations who are benefactors to our institution. To our alumni, please join thousands of your fellow alumni and become involved in the activities of your Alma Mater. We are proud to be associated with you and wish the relationship is symbiotic in many ways.

Improved:

CPUT Advancement and Alumni Webpage

- Alumni, join thousands of others and become involved in the activities of your Alma Mater
- Use the menu options to the left for more detail on Advancement, Donors, Benefactors and Vision and Mission
- Donors and prospective donors, join scores of individuals and organizations and become a benefactor of CPUT

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Improve this Content...

Bridge programme for Engineering studies: Brochure Intro Programme

Learners who would like to further their studies in Engineering, but do not meet the required symbols/ percentages in compulsory subjects namely Mathematics level 5 / 60 %, Physical Sciences level 5 / 60%, English level 5 / 60% and 31 total Admission Point Score(APS) for seven subjects, may apply for the Preparation or Introduction (bridge)courses for Science Engineering and Technology. (SET).

The Department of Statistical Sciences at the University of Cape Town is responsible within the University for the development of the Statistical Sciences which are, inter alia, the disciplines variously known as Statistics (and all subdisciplines such as Biostatistics, Biometrics, Econometrics, Technometrics), Operations Research, Management Science, Quantitative Methods, Decision Science and Quality Management, and for the application of the Statistical Sciences in all areas of human endeavour.

THIS IS ALL ONE SENTENCE?????

Q1: Rewrite the 2nd selection of Web text above according to guidelines supplied.

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Who is your client's website audience?

Staff?

Potential buyers?

Highly literates?

Barely able to read?

People in a rush to find info?

Readers who are prepared to read loooong pages of text?

Probably MORE THAN ONE of them

So, what is the moral of the story?

Write content to suit your audience!

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Audience:
1 Basic reading skills
2 Medium level reading
3 Advanced reading skills

Marry the web text samples with the intended audience….

a Dr De Wet began by referring to the current language policy and its objective, which is to further "the promotion of multilingual awareness and proficiency". The policy also links to "the need to prepare students to participate fully in a multilingual society". Furthering the promotion of multilingual awareness and proficiency, the policy states that "all academic programme convenors and teachers will be required ....to explore and implement ways in which these aims may be achieved through the undergraduate and postgraduate programme structures".

b • Our library facilities are truly amazing. Apart from our large and diverse collection of information sources, the JS Gericke Library also sports a brand new Learning Commons for undergraduate students to use for their studies– a first for a South African university.

c

1. Pick your phone
2. Pick your airtime
3. Pick your extras

nan

Picking the right phone is obviously very important and exciting, but with the new MTN AnyTime and Off Peak packages, we'll help you pick the right package, with inclusive airtime, to suit your pocket with even greater value .co.za for money and a host of FREE extras; not forgetting a couple of paid value-added extras like MTN Zone on TopUp .co.za too!

Q2: Evaluate the Audience Reading Level of the 2x webpages supplied, compare the results, then answer Q2a and Q2b below.

STEP 1: Load your browser, and go to www.read-able.com

STEP 2: Open a new window and load another copy of read-able, and ensure that you can switch between them

STEP 3: Type the supplied URL into the "Web Address" box of any one of the two read-able boxes:
http://www.cput.ac.za/academic/faculties/engineering/research/fprc   Now click on "Calculate Readability"

STEP 4: Type the supplied URL into the "Web Address" box of the other read-able box:
http://synergizeonline.net/synergize-partners/   Now click on "Calculate Readability"

Q2a How does the readability of these 2 webpages compare? Do not worry about the detail of the
6 tests – just compare and interpret the coloured sliders on the graphs, and the "Text Statistics"
(write two sentences).

Q2b Explain why you think the program read-able has indicated the difference you have described in Q2a (write one paragraph).

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Lots of images???

Click Here

E-MAIL

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Careful...

✓ **Avoid culture-specific, religious and political slang, racial comments, jokes, puns, etc**

Jessica Leandra Dos Santos

Leandra Dos Santos (21), wat Vrydag in 'n twiet verwys het na " 'n arrogante en disrespekvolle k—r in Spar" wat haar glo "uit haar klere uit gekyk, sy tong geklik en 'n aanmerking gemaak" het.

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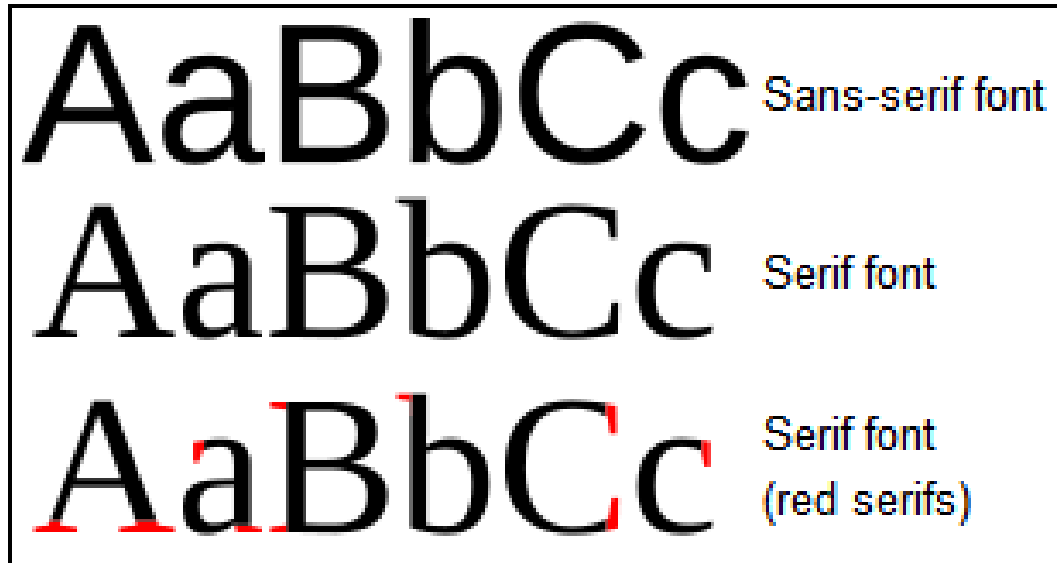web-visibility.co.za
web-usability.co.za

Careful...

Tshidi Thamana Foto: TWITTER

Tshidi Thamana het Vrydag getwiet: "Beste mnr. Peter Mokaba . . . Ek wens alle wit mense is doodgemaak toe jy 'Kill the Boer' gesing het, dan sou ons nie nou @JessicaLeandra se rassisme ervaar het nie."

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AaBbCc Sans-serif font

AaBbCc Serif font

AaBbCc Serif font (red serifs)

In typography, **serifs** are semi-structural details on the ends of some of the strokes that make up letters and symbols. A typeface with serifs is called a **serif typeface** (or **serifed typeface**). A typeface without serifs is called sans serif or sans-serif, from the French *sans*, meaning "without". Some typography sources refer to sans-serif typefaces as "Grotesque" (in German "grotesk") or "Gothic", and serif typefaces as "Roman".

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Fonts 2

sans serif fonts

serif fonts

Arial

Arial Black

Times New Roman

Georgia

Verdana

Computer screens have a low resolution when compared to print, so the extra detail becomes fuzzy. SSF read faster on-screen

Q3: Look at the prescribed book, p108. Which font family is used in the content? In the headings?

Studies have proven that they read faster when printed using the high quality typography used in books and magazines

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Logos / Images

Guidelines:

✓ The company logo is part of its corporate identity, and no part of it (colours, fonts, contents, aspect ratio) may be changed in any way

✓ Obtain the official doc re the logo from the client, and abide by its guidelines

✓ Be careful to not change the aspect ratio of the logo (and all images you might be using) – hold down that Shift key!

Exercise:

Download any company logo, copy and paste it into any graphics program, then resize it both the correct and the incorrect ways
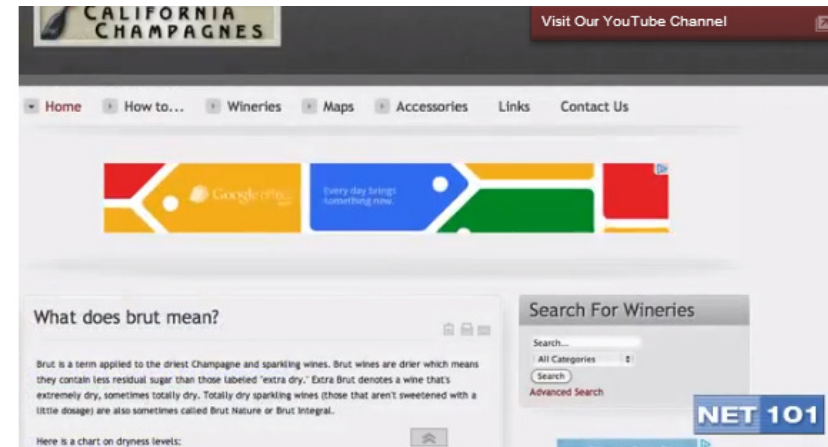
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How to write content for your website

http://youtu.be/LED_a19hFQc

NET101, 5:28

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Grammar 1

Guidelines:

- ✓ Obviousity No 1: you canot affort to hav speling errers on yuor wbepage
- ✓ Obviousity No 2: Use Word's spellcheck for every piece of text you intend putting on you webpage

- ✓ Use gender-neutral references, or he/she

- ✓ Refrain from using abbreviations which are obvious in your environment only (SEO, PPC, ROI, etc)
- ✓ Obviousity No 3: Ensure that your Web content agrees with similar printed matter (yearbook, pamphlet, catalogue, etc)

Q4a. Word's spell-check has passed this sentence (it refers to two males). Identify the 8 errors which slipped through, by writing down ONLY the 8 correct words in sequence.

The father took a walk with her sun on the see side, and said to him: you should bee careful too eat too much fruit - pairs or apples -
- right this down when we get bag home.

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Q4b. Identify the 1 word misspelt below

How Do I Get On Google?

When it comes to answering how to get on Google, the best approach is to have a savvy, first-class, top notch internet marketing company such as Karma Snack on one's business team. Karma Snack knows how to get on Goggle and how to register websites with Google. Generally speaking, appearing above the fold means that a business is in a 1 to 3 position, which is solid gold for any business or any industry. Learn More →

Q4c. Identify the 1 word misspelt below

Google   vut university

Search   About 837,000 results (0.36 seconds)

Everything

Vaal University of Technology
www.vut.ac.za/
Vaal **University** of Technology (**VUT**) - South Africa's leading **University** of Techonology
with an outstanding international reputation for quality instruction and ...

Images

Maps   + Show map of Andries Potgieter Boulevard, Vanderbijlpark, South Africa

Videos   ↳ Current Students - Faculties - Study at VUT - Academic

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Q4d. The author who created the text below did not make any typing or spelling errors. However, there are 3 errors on the screen. Find these 3 errors, but do not list them. Simply explain in you own words what you think this author did to generate these screen errors.

HEMIS OFFICE
(HEMIS â€" HIGHER EDUCATION MANAGEMENT INFORMATION SYSTEM)

The HEMIS office reports to the Director: Management Information Services.

The office consists of one HEMIS-co-ordinator, Ms Arina Wessels, and two HEMIS-admin officers â€" Ms Anthea Karra and Ms Papama Somgede.

The office is responsible for the updating and checking of the Academic Structure of the University and as such has to keep a close eye on all approval documentation and compliance with the Universityâ€™s PQM (Programme & Qualification Mix). The HEMIS-co-ordinator also liaises with the Director: Institutional Research and Planning with regard to all applications under the new HEQF.
[Read more] [Contact us]

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Q5. Refer to the thesis: How does SEs treat keywords in terms of their location on a webpage?

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Q6. What is your personal opinion on the ethics of using this software, considering REAL CONTENT OF VALUE vs UNNATURAL EXCESS?

Free article writing software

http://www.youtube.com/watch?v=wn8BqDofxMU

articlejockey, 9:49

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Takeaway Actions

Compare the Sullivan & Weideman models

Look up Sullivan, see book for Weideman

Try to answer Q1 to Q5 posed in the Content presentation

Watch ALL videos

What is your opinion of the ArticleJockey software?

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