

Website Visibility

Content Writing Sample Answers

Q1:

The Department of Statistical Sciences at the University of Cape Town is responsible for the development of statistical sciences at the university.

Their disciplines include:

- Statistics (including Biostatistics, Biometrics, Econometrics, and Technometrics)
- Operations research
- Management science
- Quantitative methods
- Decision science
- Quality management
- Human application of Statistical Sciences

Q2a:

Readability Indices

Flesch Kincaid Reading Ease	7.5	
Flesch Kincaid Grade Level	13.8	
Gunning Fog Score	6.1	
SMOG Index	8.7	
Coleman Liau Index	23.3	
Automated Readability Index	13	

Text Statistics

No. of sentences	86
No. of words	340
No. of complex words	97
Percent of complex words	28.53%
Average words per sentence	6.23
Average syllables per word	2.16

The CPUT website content is difficult to read (with a low ranking) and requires people to have a medium level of reading skills and education to read and decipher the content, whereas the synergize website content requires higher reading skills and education levels in order to read and understand the content.

The CPUT website has a higher number of sentences than the Synergize website and a higher number of complex words whereas the Synergize website has more words on its page, more words per sentence on average, and more syllables.

Readability Indices

Flesch Kincaid Reading Ease	56	
Flesch Kincaid Grade Level	7.7	
Gunning Fog Score	9.6	
SMOG Index	7.7	
Coleman Liau Index	14.6	
Automated Readability Index	7.4	

Text Statistics

No. of sentences	56
No. of words	453
No. of complex words	84
Percent of complex words	18.54%
Average words per sentence	8.90
Average syllables per word	1.66

Q2b:

The results found in Q2a reflect the assumptions of the websites of their audience and their desired readership. The CPUT website assumes a medium level of education in its readers as it reaches out to matriculates and potential students, while Synergize assumes a higher level of education in its visitors as it is aimed towards businesses and qualified individuals. The CPUT website offers a variety of education options as well as news about the lifestyle on its campus and its latest achievements; keeping an informal voice while maintaining its integrity as a higher education institution. Synergize on the other hand is a specialised company which focuses on providing search engine optimisation and online marketing only; its content reflects this dedication and showcases the professionalism and specialism of the company.

Q3:

A font from the serif family has been used in the text and a font from the sans serif family has been used in the heading.

Q4a:

Identify the 8 errors which slipped through by rewriting the following correctly:

The father took a walk with his son on the sea side, and said to him: you should be careful to eat too much fruit - pears or apples - write this down when we get back home.

Q4b:

Goggle (found in the paragraph) = Google

Q4c:

Techonology (in meta description) = technology

Q4d:

All the errors appear to be a result of encoding problems. What could have happened is that the author copied text over from a word processing program, and pasted it straight into a Web design program like Dreamweaver. This program could not directly convert some characters (like dash -), and produced the wrong character in its place.

Q5:

SEs seem to favour keywords towards the beginning of a webpage than towards the end. Keep in mind that the spread of text across a webpage is not the same when viewed by a human and a crawler respectively. On the screen (ie for the human reader), all the text might be in the bottom right hand block. When the text is viewed by a crawler however, it will be evenly spread from the first word to the last word.