Get to the point.
And other rules of web writing.
By Dan Petrovic
TL;DR
• Start with a conclusion, then elaborate
• Minimise Interruptions
• Enable “scanability”
• Be appealing
• Offer value
• Build trust
• Engage
What is the purpose of content?
Information Container

User
Information Container

User Perception
product

brand
discovery

user

content
brand discovery → product purchase → support content → user loyalty → brand discovery
discovery
product
purchase
support
content
referral
brand
discovery
user
loyalty
DEJAN MARKETING
discovery
product
purchase
brand
referral
user
loyalty
support
content
research
Modes of Persuasion

Over 2,000 years old.
Trust & Credibility

ethos

pathos

logos
Trust & Credibility

Emotional Values

ethos

pathos

logos
Trust & Credibility
Emotional Values
Logic & Proof

ethos
pathos
logos
Quick refresh from last year.
Types of Content
- Research / Whitepaper
- Step by Step Guide
- Instruction Manual
- Chart / Diagram
- Website Page
- Infographic
- Slideshow
- Blog Post
- Brochure
- Template
- Image
- Video
- Table
- Tool

Content Qualities
- Problem-Solving
- Comprehensive
- Controversial
- Newsworthy
- Authoritative
- Instructional
- Trustworthy
- Entertaining
- Educational
- Informative
- Accurate
- Helpful
- Timely
- Fresh

MORE THAN JUST TEXT
Only **one in five** people read web content word for word. Others scan, skip and only read key items of interest.

I read most but may skip some parts 40%
I skim through looking for key items 35.2%
I read everything in full 15.9%
A headline is enough information 8.2%
Other 0.8%

I'm impatient to find quick answers 56%
Find text to be too long to bother 47%
Lose interest in what I'm reading 43%
Poor layout and text formatting 38%
A difficult or confusing read 18%
Don’t trust the website 18%
Other 7%

Our results were identical to those published by Jacob Nielsen in 1997:

In research on how people read websites we found that 79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word.

Source: http://www.nngroup.com/articles/how-users-read-on-the-web/
USER QUERY:
How to close all running apps on an iPhone?
iOS: Close Running Apps All at Once

Looking for a way to close all of the running apps on your iPhone all at once? Apple insists you shouldn’t ever have to force close an iOS app because memory and processor management is good enough such measures shouldn’t be necessary. In reality, though, there are definitely times when you might benefit from forcibly closing your apps, such as when your device is low on memory. The problem is how tedious it can be closing them one at a time. Here’s a way you can close running apps all at one time.

How to Close Running Apps All at Once on iOS

This process is going to suspend all of your apps, freeing up memory and processor time. The first thing you need to do is press the Sleep/Wake button until you see the slider to shut down your iPhone.

Next, press and hold the Home Button for approximately five seconds, or until you are returned to either your Lock or Home Screen. That’s it, your apps have all been suspended. If you double-press the Home Button, you’ll still see each of them listed. However, you will probably notice these apps refresh or relaunch when you tap on them. That’s because they’ve actually been shut down.

Proof of the Method In Action

Since your apps will still show up if you double-press the Home Button, let’s show that this process actually works. The first screenshot below shows the memory usage on my iPhone 7 Plus just before I close running apps all at once.

A Helpful Shortcut to Close All Your Apps

If you have a large number of apps running, this method can be much faster than swiping each one up individually to close it. You free up memory and processor time, helping to speed up your iPhone.

https://www.macobserver.com/tips/ios-close-running-apps/
iOS: Close Running Apps All at Once

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Proof of the Method In Action

Since your apps will still show up if you double-press the Home Button, let's show that this process actually works. The first screenshot below shows the memory usage on my iPhone 7 Plus just before I close running apps all at once.
Double click the Home button (or 3D Touch press the left side of the screen on iPhone 6s or later) to bring up the fast app switcher. Navigate to the apps you want to force quit—up to three at a time. Using three fingers, swipe up on the app cards you wish to shut down by flicking them up and off the screen. Jan 19, 2017

How to kill or force quit apps on your iPhone or iPad | iMore
https://www.imore.com/how-force-quit-apps-on-iphone-ipad

IOS: Close Running Apps All at Once - The Mac Observer
https://www.macobserver.com/tips/ios-close-running-apps/
Mar 30, 2017 - The first thing you need to do is press the Sleep/Wake button until you see the slider to shut down your iPhone. Next, press and hold the Home Button for approximately five seconds, or until you are returned to either your Lock or Home Screen.

How do I close all background apps at once in iOS 10? - iPhone ...
https://forums.imore.com/ios/366697-how-do-i-close-all-background-apps-once-ios...
May 14, 2017 - 25 posts - 14 authors
But why would you want to close all apps in the background? ... I have found that if you leave too many apps running and web pages open,
Double click the Home button (or 3D Touch press the left side of the screen on iPhone 6s or later) to bring up the fast app switcher. Navigate to the apps you want to force quit—up to three at a time. Using three fingers, swipe up on the app cards you wish to shut down by flicking them up and off the screen. Jan 19, 2017

How to kill or force quit apps on your iPhone or iPad | iMore
https://www.imore.com/how-force-quit-apps-on-iphone-ipad

How do you close apps on iOS 7?
How do I turn off an app on my iPad?
How do I close all open apps on my iPad?
How do you turn off an app?

IOS: Close Running Apps All at Once - The Mac Observer
https://www.macobserver.com/tips/ios-close-running-apps/
Mar 30, 2017 - The first thing you need to do is press the Sleep/Wake button until you see the slider to shut down your iPhone. Next, press and hold the Home Button for approximately five seconds, or until you are returned to either your Lock or Home Screen.

How do I close all background apps at once in iOS 10? - iPhone ...
May 14, 2017 - 25 posts - 14 authors
But why would you want to close all apps in the background? ... I have found that if you leave too many apps running and web pages open, my ...
Inverted Pyramid
Most Newsworthy Info

Important Details

Other General Info
Background Info
Good Example
Trump is pulling U.S. out of Paris climate deal

President Trump has made his decision to withdraw from the Paris climate accord, according to two sources with direct knowledge of the decision. Details on how the withdrawal will be executed are being worked out by a small team including EPA Administrator Scott Pruitt. They’re deciding on whether to initiate a full, formal withdrawal — which could take 3 years — or exit the underlying United Nations climate change treaty, which would be faster but more extreme.

Why this matters: Pulling out of Paris is the biggest thing Trump could do to unravel Obama's climate legacy. It sends a combative signal to the rest of the world that America doesn't prioritize climate change and threatens to unravel the ambition of the entire deal.

The other outliers: The only other two countries that aren't supporting the deal are Nicaragua and Syria.

How it happened: A letter from 22 Republican Senators (including Mitch McConnell) that called for a clean exit had reinforced Trump's instincts to withdraw, and the president had been telling confidants over the past week that he was going to pull out.

Trump's last comment on the issue, sent this morning on Twitter: "I will be announcing my decision on the Paris Accord over the next few days. MAKE AMERICA GREAT AGAIN!"

Read next: Why Trump is pulling out of the Paris deal.
What’s the ideal post length?
MEGAPOST

2000+ words
TL;DR ATTRITION

0% 50% 100%

MEGAPOST
2000+ words
POST
500 words

POST
1000 words

POST
500 words
contextually useful

POST
1000 words
Example
WORDS: 5300
SHARES: 4500
LINKS: 186
TIME REQUIRED TO READ: 25m
ACTUAL TIME ON PAGE: ?
Here are the top reasons why people don't finish reading things online:

1. Unable to find quick answers.
2. Intimidated by word count.
3. Losing interest while reading.
4. Poor layout and formatting.
5. Difficult to scan.

— Gary Provost

“This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety. Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes, when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.”
Here's Why Nobody Reads Your Content

Our research shows that only one in five people read web content word for word. Majority scan, skip and only read key terms of interest.

We asked the group that didn't return to the source and the leader they are:

I'm too busy to read anything too long
I just don't have time
I'm looking for facts and data
I found the content too technical
I don't trust the article

The Iceberg Model

In marketing, we tend to focus on what we can see. But a lot of times, our customers are influenced by things we don't see. The Iceberg Model helps us understand this phenomena.

Innovation

In order to really innovate, you need to think about how much of your product you spend time innovating. If you spend too much time innovating, you won't have time to market your product. If you spend too little time innovating, you won't be able to keep up with the competition.

Most Important Information

The most important information is the part of the content that is visible to the reader when they first open the page. This is usually the title, subtitle, and introduction.

Most Visited Pages

The most visited pages are the pages that are accessed the most. This can be determined by looking at the number of visits each page has received.

It's not them, it's us

We're not the ones to blame. The problem is not with our content. It's with our customers. They're not reading our content because they don't want to read it. They're looking for something else.
<table>
<thead>
<tr>
<th></th>
<th>OLD</th>
<th>NEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORDS:</td>
<td>5300</td>
<td>5800</td>
</tr>
<tr>
<td>ACTUAL TIME ON PAGE:</td>
<td>6m</td>
<td>12m</td>
</tr>
<tr>
<td>BOUNCE RATE:</td>
<td>90%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Minutes on Page | Number of Visitors
---|---
~0 | 9095
.5 | 150
1 | 206
2-3 | 280
4-10 | 361
11-30 | 339
30+ | 87
Hidden content vs usability issue.
Mobile users are even more impatient.
Have you ever bought something online using your phone?

- **YES**: 54.70%
- **NO**: 43.90%
- **N/A**: 1.40%

One paragraph. One Idea.
• A
• B

this paragraph is about “A”
I'm not interested in “A”
• A
• B ← skipped

• C

skip to the next paragraph
• A
• B
• C
this paragraph is about “A”
• A
• B
• C

I'm not interested in “A”
• A
• B
• C
• A
• B
• C

oh sweet, that’s what I want
Dealing with scepticism and building trust.
Trust signals online.

- URL: 21%
- https: 19%
- Ads: 15%
- Design: 12%
- Brand: 12%
- Content: 11%
- Author: 6%
- User Reviews: 5%
- Software Alerts: 4%
- Sources: 3%
- Usability: 3%
- Grammar and Spelling: 3%
- Contact Information: 2%
- Google Lookup: 2%
- Title: 2%
- Date: 1%
- User Comments: 1%

Here’s how web users decide if online content is trustworthy.
• Content Properties
• Proof
• Publisher Reputation
• Author Reputation
• Social Proof
• Cross-Checking
• Advertising
• Intuition
• Security
• Bias
• Date
• Visual
• Pictures

Source: https://dejanseo.com.au/content-trust/
• **Content Properties.** Title, spelling, grammar, style, language and presence of quick answers.
• **Proof.** Quotes, links, references and citations.
• **Publisher Reputation.** Brand, website or publisher reputation.
• **Author Reputation.** Familiarity with the author and their previous work.
• **Social Proof.** Peer review, communities, comments and social media.
• **Cross-Checking.** Facts are often seen as true if found on other web properties.
• **Advertising.** Presence, quantity and quality of ads.
• **Intuition.** Some web users use their “gut feeling” when judging trust online.
• **Security.** Encryption, information safety, authenticity and virus-free environment.
• **Bias.** Evidence of objective, bias-free information.
• **Date.** Presence of publishing date. Content age.
• **Visual.** Aesthetics, design, function, formatting and structure.
• **Pictures.** Presence of visual media including photos and graphics.

Show your site’s credibility by using original research, citations, links, reviews and testimonials.

Why people link on the web:

dejanseo.com.au/link-earning
If you could make one rule that everyone who writes for the web has to follow, what would it be?
Content Performance Metrics
The Future
Conversations with Google

(Google this title!)
PHILIP M. PARKER
800,000
Ellis-van Creveld Syndrome

A Bibliography and Dictionary for Physicians, Patients, and Genome Researchers
The 2007-2012 World Outlook for Wood Toilet Seats
Where are we now?
five years later
AI

BIG DATA

MACHINE LEARNING
Intelligent Email Agents
Smart Data Analysis
Natural Language Generation
Verdict

- Useful as an alternative to blogging platforms.
- No design fuss.
- Free.
- Low customisation options.
- Not an AI.
One of the great new additions to the Vizio line, the E24-C1 has a 23" LED display and a 1080p resolution. It’s also a smart TV, coming preloaded with apps like Netflix and Spotify. Specs include a 60Hz refresh rate and one HDMI ports.
Today's summary
This has been the day 22 that Roo has been green, with average movement per keyword for the day showing 2.06, which is 8 percent higher than yesterday.
Verdict

• Works really well.
• Great for data-driven template-based content.
• Process can be replicated manually.
• You have to make your own templates.
• Fancy article spinning.
• Not an AI.
<table>
<thead>
<tr>
<th>Age</th>
<th>Geography</th>
<th>Income</th>
<th>Question #1 Answer</th>
<th>Urban Density</th>
<th>Gender</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>35-44</td>
<td>US-SOUTH-KY</td>
<td>$0-$24,999</td>
<td>A</td>
<td>Urban</td>
<td>Female</td>
<td>1.215</td>
</tr>
<tr>
<td>25-34</td>
<td>US-SOUTH-TX</td>
<td>$25,000-$49,999</td>
<td>B</td>
<td>Urban</td>
<td>Female</td>
<td>1.215</td>
</tr>
<tr>
<td>25-34</td>
<td>US-MIDWEST-IA</td>
<td>$25,000-$49,999</td>
<td>A</td>
<td>Suburban</td>
<td>Female</td>
<td>0.661</td>
</tr>
<tr>
<td>25-34</td>
<td>US-SOUTH-VA</td>
<td>$50,000-$74,999</td>
<td>A</td>
<td>Rural</td>
<td>Female</td>
<td>1.215</td>
</tr>
<tr>
<td>35-44</td>
<td>US-MIDWEST-MI</td>
<td>$75,000-$99,999</td>
<td>A</td>
<td>Rural</td>
<td>Female</td>
<td>0.661</td>
</tr>
<tr>
<td>18-24</td>
<td>US-NORTHEA-NM</td>
<td>$25,000-$49,999</td>
<td>A</td>
<td>Suburban</td>
<td>Female</td>
<td>1.322</td>
</tr>
<tr>
<td>25-34</td>
<td>US-WEST-ID</td>
<td>$25,000-$49,999</td>
<td>B</td>
<td>Suburban</td>
<td>Female</td>
<td>1.018</td>
</tr>
<tr>
<td>25-34</td>
<td>US-SOUTH-WV</td>
<td>$25,000-$49,999</td>
<td>B</td>
<td>Suburban</td>
<td>Female</td>
<td>1.018</td>
</tr>
<tr>
<td>35-44</td>
<td>US-SOUTH-TN</td>
<td>I prefer not to...</td>
<td>A</td>
<td>Urban</td>
<td>Female</td>
<td>1.215</td>
</tr>
<tr>
<td>18-24</td>
<td>US-NORTHEA-NM</td>
<td>$25,000-$49,999</td>
<td>B</td>
<td>Suburban</td>
<td>Female</td>
<td>1.322</td>
</tr>
<tr>
<td>25-34</td>
<td>US-NORTH-CO</td>
<td>$25,000-$49,999</td>
<td>B</td>
<td>Suburban</td>
<td>Female</td>
<td>1.018</td>
</tr>
<tr>
<td>35-44</td>
<td>US-WEST-CA</td>
<td>$25,000-$49,999</td>
<td>B</td>
<td>Suburban</td>
<td>Female</td>
<td>1.018</td>
</tr>
<tr>
<td>35-44</td>
<td>US-WEST-OR</td>
<td>$25,000-$49,999</td>
<td>B</td>
<td>Suburban</td>
<td>Female</td>
<td>1.018</td>
</tr>
<tr>
<td>35-44</td>
<td>US-NORTH-CA</td>
<td>$150,000+</td>
<td>B</td>
<td>Rural</td>
<td>Female</td>
<td>1.322</td>
</tr>
<tr>
<td>35-44</td>
<td>US-WEST-NV</td>
<td>$75,000-$99,999</td>
<td>B</td>
<td>Suburban</td>
<td>Female</td>
<td>1.018</td>
</tr>
<tr>
<td>25-34</td>
<td>US-WEST-CO</td>
<td>$25,000-$49,999</td>
<td>B</td>
<td>Suburban</td>
<td>Female</td>
<td>1.018</td>
</tr>
<tr>
<td>35-44</td>
<td>US-MIDWEST-IO</td>
<td>$25,000-$49,999</td>
<td>A</td>
<td>Urban</td>
<td>Female</td>
<td>0.661</td>
</tr>
</tbody>
</table>
Verdict

- Robust analysis.
- Solid output.
- Steep learning curve.
- Slow and memory-hungry interface.
- Not an AI.
ANALYZE
Identify facts and determine what is important and interesting

GENERATE
Automatically generate data-driven narratives to desired specifications

INFORM
Easily share information in a readable format at scale
Sessions Rise From Record Low Number The Month Prior

After hitting a record-low number of sessions for the last 12 months the month of January, sessions rose 50% to 17,193 last month. Referrals and direct traffic both drove the increase in traffic, rising 130% and 22%, respectively.

- Your site seemed to be stickier last month, with users spending slightly more than 2 more minutes than the month prior.
- Last month, your site’s total pageviews increased 111% to 25,916. Similarly, your pages per session rose 41% to 1.5, which is close to your average over the last year.
- Out of your most frequently visited pages, the one with the highest bounce rate (93%) and most pageviews (25,347) last month was Algoroo.

Sessions Increase From Prior Month
Traffic Sources

Direct sessions were up to 8,717 from 7,163 last month and accounted for 51% of your site’s total traffic. A month ago, direct traffic made up 62% of total sessions. Organic search traffic was up to 3,645 sessions from 2,200 a month before, and accounted for 21% of site traffic overall.

New Referrals

These are the top referrers that started sending you traffic last month for the first time in the most recent 12-month period.

searchengineland.com... and seroundtable.com... were the new referrers that drove the most traffic last month with 680 sessions and 330 sessions, respectively.

<table>
<thead>
<tr>
<th>Referral</th>
<th>Sessions</th>
<th>Avg Time On Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>searchengineland.com</td>
<td>680</td>
<td>29 seconds</td>
</tr>
<tr>
<td>seroundtable.com...</td>
<td>330</td>
<td>19 seconds</td>
</tr>
<tr>
<td>r10.net...</td>
<td>329</td>
<td>21 seconds</td>
</tr>
<tr>
<td>motherboard.vice.com</td>
<td>243</td>
<td>46 seconds</td>
</tr>
<tr>
<td>seroundtable.com...</td>
<td>182</td>
<td>28 seconds</td>
</tr>
</tbody>
</table>

New vs. Returning Users

New sessions rose to 7,282 and were responsible for a larger proportion of total sessions (42%) than the previous month. New users spent about 3.6 fewer minutes on your site than returning users did last month. This could indicate that your new users didn’t find the information they needed or came to the site expecting something else.

Traffic By Device

Sessions from mobile, desktop, and tablet users were all up this month. Similar to the month before, the device driving the most traffic was desktop. Desktop traffic declined 32% from last year, though month-over-month your site’s desktop sessions were up 46% to 15,090 sessions. At 1,928 sessions, mobile traffic saw a 99% boost month-over-month, though traffic slipped 20% from the year prior. Your site’s tablet traffic increased 27% to 175 sessions month-over-month, but compared to a year ago, sessions were down 55%.

Locations

Turkey was the country with the largest number of sessions last month (2,154), rising 64% and knocking the United States out from the top spot. Istanbul was the region that helped drive traffic with a 156% increase to 289 sessions. New York and Greater Poland Voivodeship dropped out of the top ten regions by sessions last month. Each slipped from tenth to 19th and ninth to 16th, respectively.
The website with the gender wage article is an example of a story that is not ripe for machine automation. Maybe 20% of that article is actual data-driven content, but the majority is qualitative information not based in data that an analyst has written using outside knowledge things happening in the world.

Quill is an enterprise software technology that solves issues of massive scale. A handful of survey results or a couple hundred survey results would not work.

We operate as a managed service and we would need to work with domain experts and technical resources on your end over the course of 12 weeks in order to configure Quill for your custom use case. This is time intensive and resource intensive.

"outside, out side, outdoors, out, not in the house, on the street = outside" - Quill is a rule-based technology meaning it would not know to make these associations unless you mapped map every single derivation in the rules.
Verdict

- Amazing.
- True natural language generation.
- Usable output.
- Insight detection.
- Expensive.
- Difficult to set up.
- Only for very large datasets.
- Still not an AI.
Verdict

- Email subject and content A/B testing*
- Appointment setting and scheduling.
- Basic correspondence.
- Relatively cheap.
- Useless for outreach.
- Occasionally makes weird mistakes.
- Not an AI.

*phrase only
Data Goes In
Content Comes Out
Autonomous Outreach
Expectation vs Reality
I wanted my eggs like that.
AI is not ready for widespread use.
Will you be ready?