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

transfer

User
Information Container

User Perception
product

brand discovery

content

user
brand discovery → product purchase → support content

user
Cycle of brand discovery, referral, product purchase, user loyalty, and support content.
brand referral → discovery → product purchase → support research → content → user loyalty → brand referral
your own

3rd party
Modes of Persuasion

Over 2,000 years old.
Trust & Credibility

ethos

pathos

logos
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/
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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

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?
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/ips/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/366967-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, my...
Inverted Pyramid
Most Newsworthy Info

Important Details

Other General Info
Background Info
Good Example
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 → 50% → MEGAPOST 2000+ words → 100%
POST 500 words

POST 1000 words

POST 500 words
contextually useful

POST
1000 words
WORDS: 5300
SHARES: 4500
LINKS: 186
TIME REQUIRED TO READ: 25m
ACTUAL TIME ON PAGE: ?
WORDS: 5300
SHARES: 4500
LINKS: 186
TIME REQUIRED TO READ: 25m
ACTUAL TIME ON PAGE: 6m
WORDS: 5300
SHARES: 4500
LINKS: 186
TIME REQUIRED TO READ: 25m
ACTUAL TIME ON PAGE: 6m
CONTENT CONSUMED: 25%
WORDS: 5300
SHARES: 4500
LINKS: 186
TIME REQUIRED TO READ: 25m
ACTUAL TIME ON PAGE: 6m
CONTENT CONSUMED: 25%
BOUNCE RATE: 90%
Minutes on Page vs Number of Visitors

- ~0: 9095 visitors
- 0.5: 150 visitors
- 1: 206 visitors
- 2-3: 280 visitors
- 4-10: 361 visitors
- 11-30: 339 visitors
- 30+: 87 visitors
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.

“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 lift, 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.”

— Gary Provost

4. Poor layout and formatting.
5. Difficult to scan.
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 tested the group that didn't convert on the resource and we tested the one that didn’t.

Feasibility to test quick answers

Fun fact or be too long

Last content and not readable

Just look at the numerals

If difficult or confusing

Don't trust the article

More

We did not apply for a patent on this secret search algorithm.

The iceberg model

Most people scan. Just in case you’ve never been in the ocean, you don’t drown if you can swim. In content you should always have two main sections: Introduction & Innovation

Introduction

This is the iceberg model... existing and relevant to the main body of the content:

The iceberg model

Most important information

Least important information

Innovation

It’s not them, it’s us.

It’s a terrible way to judge ourselves.

It’s a terrible way to judge ourselves.

It’s not them; it’s us.

What kind of a person do you think you are?

What kind of a person do you think you are?

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<table>
<thead>
<tr>
<th>Category</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
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.
this paragraph is about “A”
• A
• B

I'm not interested in “A”

• C
• A
• B ← skipped

skip to the next paragraph
• A

• B

• C

this paragraph is about “A”
• A

• B

• C

skip to the next paragraph
• 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:
If you could make one rule that everyone who writes for the web has to follow, what would it be?
Content Performance Metrics
Popularity

Traffic
- Search
- Social
- Email

Authority
- Inbound Links
- Content Citations
- Brand Mentions
- Social Signals

Consumption

User Behaviour
- Time on Page
- Bounce Rate
- Navigation
- Bookmarks

Benefits

Direct
- Sales
- Sign-Ups
- Downloads

Indirect
- Leads
- Branding
- PR Impact
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