SIMPLE IS BETTER

Kai Raymer, Web and New Media

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READ AND SUMMARIZE THIS

Use predictive analytics as a decision support tool to drive a forward-looking analysis of scenarios, response effectiveness, and critical correlations that can complicate or escalate events.

Better understanding of the drivers of extreme events, whether external developments or internal process interactions, can help build a robust, flexible and dynamic crisis management program.

The objective for enhanced analytics is not to predict events, but to help companies develop more meaningful warning indicators, and an increased awareness of their leverage in preventing or managing 'runaway' crises.



NOW READ AND SUMMARIZE THIS

Learn from the past

If you know what causes crises, you can prepare for them. Analyze what's happened in the past to help you predict what might happen in the future.

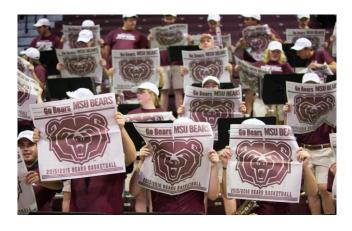
Benefit and impact

Doing so will let you spot the warning signs that a crisis is unfolding. You can stop it from escalating or even happening at all.



WHAT'S IT MEAN?

- Readability: the ease with which a reader can understand written text.
- Involves many factors, including:
 - Word length
 - Sentence length
 - Paragraph length
 - Formatting





- What we'll cover:
 - Writing style and standards
 - Benefits
 - Examples and tools





WRITING STYLE AND STANDARDS

How can you make your content more readable?

CONCISE TEXT

- Use fewer words
- Active voice
- Short sentences

SCANNABLE LAYOUT

- Bullet points
- Headings



WRITING STYLE AND STANDARDS

 Write less, people will read more.

- People will read more if your content has:
 - Short paragraphs
 - Short sentences
 - Short words





Reading is hard

CONSIDER LITERACY LEVELS

- Newspapers aim for a 7th grade reading level.
- 70 percent read at intermediate level.
- 97 percent can't understand 11th gradelevel text.





Use math when you write

READING LONGER WORDS REQUIRES MORE EFFORT

- Word length:
 - 5-character words
 - 2-syllable words
- Sentence length:
 - 8-14 words ideal; 21 words max
 - People read short and long sentences differently
- Short sentences add power to your message.





Use math when you write

- Paragraph length
 - Good paragraph length: 1-3 sentences, 42 words
 - 25 words max for FIRST paragraph
 - Write inverted pyramid style
- Use the 1-2-3-4 rule
 - 1 main thought, expressed in
 - 2 to 3 short sentences, taking up no more than
 - 4 lines on the page



Navigation and mobile

MAKE YOUR CONTENT LOOK GOOD, EASY TO NAVIGATE

- Short paragraphs, help people move through your story.
 - Especially true for mobile devices (mobile vs. desktop viewing)
- Ask yourself: "how does this look on mobile?"





Other tips for readability

Personal pronouns

Reduce unfamiliar words.

- Infographics
 - For in-depth information or statistics



WHY SHOULD YOU WANT BETTER READABILITY?

AUDIENCE REACH

INCREASE READERSHIP

CREATE ACTION

SAVE \$\$\$



AUDIENCE REACH

- Better readability allows you to more easily reach your audience.
 - Declining literacy rates
 - Varying audiences and platforms

Remember: "How does this look on mobile?"



Audience reach

- People want to get and read information at a level below their reading capacity.
 - Most people read at an intermediate level.
 - Don't assume that CEO or Dean can digest your wall of text.



INCREASE READERSHIP

- Better readability means you'll increase your readership.
 - Make your content easier to read and digest.

- No. 1 way to increase your readership: make your message easier to understand.
 - Average web page visit: 28 seconds



"I'd lecture a bunch of chemists or engineers about the importance of not saying, 'it would be appreciated if you would contact the undersigned by telephone at your earliest possible convenience' and instead saying, 'please call me as soon as you can.'

"That was revealed wisdom to these people."

- Dave Barry, Pulitzer prize-winning humorist. (Long and stuffy words are hard to read)



WRITE "LOWER," BE EFFECTIVE



COMPREHENSION

Easy copy = easy to understand



RETENTION

Easy copy = easy to remember



ACTION

Take action for a cause, sign up/attend an event.



SAVE MONEY!

Bad writing is costly

Navy and FedEx readability projects







- To summarize, better readability means:
 - Easier audience reach
 - Broader audience reach
 - Create retention, action
 - Improved efficiency (save \$\$\$)



Examples and tools

IS YOUR CONTENT READABLE?

- We'll cover:
 - Yoast
 - Blog example
 - Additional tools





Yoast SEO

WORDPRESS PLUGIN

- Gives readability assessment before you post
- Updates in real time
- Shows areas for improvement
 - Flesch Reading Ease
 - Transition words
 - Long paragraphs



Yoast SEO

- How do you add and gauge readability?
 - Let's do an example.



EXAMPLES AND TOOLS

- Use these to improve your rating:
 - Yoast SEO

- Hemingway App
 - Press release example
- StoryToolz Readability



EXAMPLES AND TOOLS

- Microsoft Word Readability checker
 - File->Options->Proofing->Show readability statistics



Be like these guys. They know readability.





