Readability

SIMPLE IS BETTER

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Readability

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.

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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.
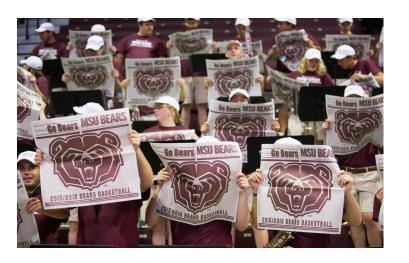
Benefit and impact

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.

Readability

- Readability: the ease with which a reader can understand written text

- Involves many factors

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Readability

- What we'll cover:
  - Writing style and standards

  - Examples and tools

  - Benefits

Readability

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
- Descriptive links

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Readability

WRITING STYLE AND STANDARDS

- Write less. People will read more.

- People will read more if your content is 'short'

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 grade-level 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.

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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

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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?"

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Other tips for readability

- More personal pronouns

- Reduce unfamiliar words

- Infographics

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Tools and examples

- We'll cover:
  - Hemingway App

  - Yoast SEO

  - Making an article more readable

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Hemingway App

MAKES YOUR WRITING BOLD AND CLEAR

- Analyzes the readability of your content

- Shows areas for improvement

- Reassess your content as you make changes

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Yoast SEO

WORDPRESS PLUGIN

- Gives readability assessment before you post; prioritizes for SEO purposes

- Updates in real time

- Shows areas for improvement

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Example

- How do you add and gauge readability?

- Let's do an example

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Benefits

WHY SHOULD YOU WANT BETTER READABILITY?

AUDIENCE REACH

INCREASE READERSHIP

CREATE ACTION

SAVE $$$

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Audience reach

- People want to get and read information at a level below their reading capacity.

- Most people read at an intermediate level.

Benefits

- Better readability means you'll increase your readership.
  - No. 1 way to increase your readership

- Average web page visit: 28 seconds

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Benefits

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.

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Benefits

SAVE MONEY!

- Bad writing is costly

- Navy and FedEx readability projects

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