Challenges of Web Text

- Harder/slower to read on screen
- Easily distracted users can *always* go somewhere else
- Text is often afterthought in site design/architecture
To write well for the Web, we need to know:

How do people read on the Web?
Jakob Nielsen’s Research

• 79% don’t “read” the Web
• People scan the Web
• Skim text for key words, subheads, and lists
What Works Best on the Web?

Nielsen tested 5 approaches to text:

- Promotional writing
- Concise text
- Scannable layout
- Objective layout
- Combined approach
Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).
Combined Approach

In 1996, six of the most-visited places in Nebraska were:

- Fort Robinson State Park
- Scotts Bluff National Monument
- Arbor Lodge State Historical Park & Museum
- Carhenge
- Stuhr Museum of the Prairie Pioneer
- Buffalo Bill Ranch State Historical Park
Nielsen’s Key Recommendations

- One idea per paragraph
- Limit word count to \( \frac{1}{2} \) of printed text
- Stick to facts
- Eliminate “marketese”
Stanford/Poynter Institute

- First eye-tracking study of Web users
- Focused on online news sites
- Findings applicable to other types of sites
Stanford/Poynter Findings

• Users see and read text *before* graphics
• Users read *shallow*, but *wide*
• Users *will* scroll to read articles *they* find interesting
What’s It Mean?

- Readers treat Web text differently than they treat print text
- Good writing still counts
- *Every* word counts
- Journalism, not academic writing, is best model for Web text
WRITING FOR THE WEB

Academic Writing

• Introduction
• Background & literature
• Explanation of research & methods
• Analysis of data
• Discussion of results
• Conclusion
Journalistic Writing

“Inverted pyramid”

1. Big picture/conclusions
2. Findings
3. Discussion
4. Background and depth
Edit for Brevity and Action

- Use active, not passive voice
- Simple, declarative and imperative sentence structures
- Don’t “noun-ify” good verbs
- Use second-person where possible
- Be precise—avoid ambiguity
- Kill all useless words without mercy
Other Guidelines

• Avoid self-promotion and jargon
• Short and direct = good
• Choppy = bad
• Focus on content, not interface
Be Consistent: Use Stylesheets

- Editorial stylesheets, not CSS
- Defines how you treat:
  - Numbers and measurements
  - Common, unusual, or technical terms
  - Abbreviations, titles, punctuation
- Helps keep multiple authors on same page
Developing the Web Site

for

PENN STATE School of Underwater Basket Weaving

SUBW
Who’s on your team?

• Member of marketing/PR office
• IT professional
• Staff from leadership offices
• Stakeholder
• Team Leader
  Impartial if possible
Educate

• History of the Web site
• How it currently works
• Resources—staff, budget, technology

Expect this team to be intimidated by the Web
Site Comparisons

• Show them constituent sites
• Explain what goes into those sites
• Find out what appeals to them
Brainstorm Sessions

• Who’s our audience
• What are they looking for
• What do we want them to do after they visit our site
• How will we measure success
• How will we maintain the site
$10 Million Gift Targets New Home for School of Underwater Basket Weaving

University Park—Penn State's plans to construct a new home for its School of Underwater Basket Weaving are now becoming reality thanks to a $10 million gift from Pittsburgh alumnus Isaac Swimalot. Swimalot, a 2002 Penn State graduate and a renowned weaver, is currently president of The AquaWeaving Corporation, a manufacturer of oxygen tanks and weight devices in Newark, New Jersey. While a student, Swimalot was president of the scuba club and captain of the (rare) polo team. He graduated with a 3.86 GPA and took over The AquaWeaving Corporation from his father, Ildi Swimalot, a 1972 graduate of the College of the Liberal Arts.

The University's Board of Trustees will be asked to recognize the donors' generosity and vision by naming the facility the Swimalot Building for the Underwater Basket Weaving, according to President Graham B. Spanier. Ground-breaking ceremonies were held March 29. Construction is scheduled for completion by August 2004. The building, to be located in front of Old Main, will be made of a special straw-like material which will be molded into the shape of a basket. Aqua-colored ground cover will surround the building, conveying a water-like appearance.

"Isaac has had a long relationship with Penn State ever since he was in tadpole classes," said Spanier. "He vigorously championed the idea for this new building, and it is his extraordinary philanthropy that will now make this structure a reality. The building is critically important to our academic programs and to the physical development of the University Park campus."

The total cost of this 190,000 gross-square-foot state-of-the-art building is anticipated at $23.5 million. Of this amount, the University must raise $5 million in private philanthropic support. Many prominent naming opportunities within the Swimalot Building exist for Penn State's corporate partners, alumni, and friends including hands-on water lab, swim-through atrium level, cafeteria, oxygen tank storage room, and the aqua dome.

"A new building is essential to supporting the level of academic excellence that our students, faculty and alumni expect from the School of Underwater Basket Weaving," Spanier said. "It will approximately double the space now available to the school's students and faculty, and will provide a model educational environment, both indoors and out. Future weavers and the population in general will benefit from the new space available."
The total cost of this 190,000 gross-square-foot state of the art building is anticipated at $23.5 million. Of this amount, the University must raise $5 million in private philanthropic support. Many prominent naming opportunities within the Swimalot Building exist for Penn State’s corporate partners, alumni, and friends including hands-on water lab, swim-through atrium level, cafeteria, oxygen tank storage room, and the aqua dome.
The total cost of this 190,000 square-foot building is anticipated at $23.5 million. Of this amount, the University must raise $5 million in private philanthropic support. Many prominent naming opportunities within the Swimalot Building exist, including:

- hands-on water lab
- swim-through atrium level
- cafeteria
- oxygen tank storage room
- and the aqua dome
Penn State's plans to construct a new home for its School of Underwater Basket Weaving are now becoming reality thanks to a $10 million gift from Pittsburgh alumnus Isaac Swimalot. Swimalot, a 2002 Penn State graduate and a renowned weaver, is currently president of The AquaWeaving Corporation, a manufacturer of oxygen tanks and weight devices in Newark, New Jersey. While a student, Swimalot was president of the scuba club and captain of the (marco) polo team. He graduated with a 3.86 GPA and took over The AquaWeaving Corporation from his father, Idid Swimalot, a 1972 graduate of the College of the Liberal Arts.
Penn State's plans to construct a new home for its School of Underwater Basket Weaving are now becoming reality thanks to a $10 million gift from Pittsburgh alumnus Isaac Swimalot, a 2002 Penn State graduate who currently leads The AquaWeaving Corporation. While a student, Swimalot was president of the scuba club and captain of the (marco) polo team. He graduated with a 3.86 GPA and took over The AquaWeaving Corporation from his father, Idid Swimalot, a 1972 graduate of the College of the Liberal Arts.
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Images/Graphs/charts

Artist rendering of the School of Underwater Basket Weaving’s Swimalot Building
$10 Million Gift Targets New Home for School of Underwater Basket Weaving

University Park—Penn State plans to construct a new home for its School of Underwater Basket Weaving, now becoming reality thanks to a $10 million gift from Pittsburgh alumnus Isaac Swaim. Swaim, a 1952 Penn State graduate and a renowned weaver, is currently president of The AquaWeaving Corporation, a manufacturer of woven bags and woven devices in Sweden, New Jersey. When a student, Swaim was president of the Alpha Delta and captain of the fraternities' polo team. He graduated with a 3.06 GPA and took over The AquaWeaving Corporation from his father, Paul Swaim, a 1972 graduate of the College of the Liberal Arts.

The University's Board of Trustees will be asked to recognize the donor's generosity and vision by naming the facility the Swaim Building for the Underwater Basket Weaving, according to President Graham B. Spanier. Groundbreaking ceremonies were held March 29. Construction is scheduled for completion by August 2004. The building, due to be located in front of Old Main, will be made of a special stone-like material that will be modified into the shape of a basket. A large wooden grand piano will surround the building, simulating a water-like appearance.

"I have had a long relationship with Penn State ever since I was a student," said Spanier. "He vigorously championed the idea for this new building, and it is his extraordinary philanthropy that will now make this endeavor a reality. The building is critically important to our academic programs and to the physical development of the University Park campus." The total cost of the 190,000 gross-square-foot space of the new building is anticipated at $21.4 million. Of this amount, the University would owe $10 million in private philanthropic support. Many prominent academic opportunities within the Swaim building exist for Penn State's corporate partners, alumni, and donors, including hands-on water lab, area-through atrium level, offices, oxygen tank storage room, and the eatery.

"A new building is essential to supporting the level of academic excellence that our students, faculty, and alumni expect of its School of Underwater Basket Weaving," Spanier said. "This will appreciably double the space now available to the school, students, and faculty, and will provide a needed educational environment, both indoors and in the water. We are confident that the university is seen and benefit from the new space available."
Our Common Task

Get our message to our audience!
Publications Provide

- Accurate, up-to-date news and information
- “How-to” instructions
- Virus alerts
- Information on service changes
Alternatives to Content Presentation

• ITS Academic Computing Newsletter
  – Printed version
  – Online version (HTML, PDF)
  – Information conveyed via
    • Abstracts
    • FAQ format
    • Concise information
ITS Academic Computing Newsletter

Spring 2003

Features

• Protecting Your Password
• Stu 200 Receives Award For Excellence in Online Cost Effectiveness
• Collaboration Goes Online as Researchers Look at Global Change Locally
• Discover Computing Interest Groups at Penn State
• ITS Donates Computers to Future Truck Project
• ITS Campaign Urges Compliance with Nation’s Copyright Laws
• TLT Assists with American Indian Housing Project
• Penn State Wins Award at ACM SIGUCCS Conference

Services

• Computer and Network Security 2003 Conference
• PrUthem (New Edison) Thesis Package Now Available
• Interested in Saving a Snapshot of Your Sponsored Project Account? Try AIMS!
• Patch It!
• Using GPG to Encrypt and Sign E-mail Messages
• University Expands Lion-XL, a High Performance Computing Cluster, to 176 Nodes
• Technologies for Learning Forum Seminars
• Free Technology Seminars Offered for Spring Semester
• Teaching with Technology Certificate Program Benefits Graduate Teaching Assistants
• Penn State Web 2003 Conference to be Held on June 18
• Digital Media Resources Bring Together Service, Developers and Users
• SCaRS to Hold Visualization and Virtual Reality Open House
• About This Newsletter

PDF Version

Text Version

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Alternative Media, Nonprint Distribution Statement
This site maintained by Computing & Support Services, Office of Information Technology Services.
Define Your Audience

• Manager, director, or administrator provided definition
  – Provide regular feedback to management
  – Be aware of policy change

• Audience feedback
Web Surfers Are Selfish!

• Want reliable, helpful, up-to-date information
• Dislike unwieldy, slow media presentations
• Thoroughly test a new site
• Identify key information first
Research Similar Web Sites

• Benchmark similar sites
  – What works or doesn’t work?
  – Similarities and differences in presentation

• Generate ideas from other universities
  – Big Ten schools
  – Similar size or demographics
Content

- Primary concern
- Accessible information
- Be clear and concise
- Enhanced by design and programming
- Enable fast information gathering
- Contact information on each page
New Ideas

• Write an abstract
• Browse other university web sites
• Add contact information
• Improve the content on one page
Managing Your Content-Rich Web Site

Without Going Insane
In the paper world...

- audience
- need
- message/medium
In the paper world...

audience: incoming & current students

need: they have to know which courses to take, so they can graduate and earn more money and drive better cars than we do

message/medium: a booklet of college-specific programs & course information, printed each fall
Managing Your Content-Rich Web Site

In the online world...

audience: administration
message & medium: bunch of Web pages
need: pages about themselves, strategic plan, other administrative info...

audience: prospective students and their families
message & medium: bunch of Web pages
need: need info on admission, events, recruiting events...

audience: faculty, administration & staff
message & medium: bunch of Web pages
need: need ADA-compliant pages, text-only material

audience: student organizations
message & medium: bunch of Web pages
need: need info on events, alumni networks, hiring grads...

audience: viewers with disabilities
message & medium: bunch of Web pages
need: need info on events, alumni networks, hiring grads...

audience: sponsors & stakeholders
message & medium: bunch of Web pages
need: need info on partnerships, philanthropy, advisory board...

audience: pets
message & medium: bunch of Web pages
need: need info about other pets, need personal Web space...

audience: visitors
message & medium: bunch of Web pages
need: need info on the organization, directions, maps...

audience: those with old browsers
message & medium: bunch of Web pages
need: need LCD interface

audience: current students
message: bunch of Web pages
need: need all current info on academics, advising, student organizations, internships & careers, scholarships, events, facilities...

audience: alumni
message & medium: bunch of Web pages
need: need info on events, alumni networks, hiring grads...

audience: prospective students and their families
message & medium: bunch of Web pages
need: need info on admission, events, recruiting events...

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audience: those with old browsers
message & medium: bunch of Web pages
need: need LCD interface
Managing Your Content-Rich Web Site

In the online world…

- high volume of content
- multiple audiences, multiple needs, skills…
- new content coming down the pike all the time
- constant updates
- legal issues surrounding out-of-date, inaccurate content
- different browser generations, plug-ins, screen sizes…

ada issues
So, how do you create & maintain all this online content for multiple audiences with multiple needs & keep your head?
Author for the statelessness of the Internet.

> Think “Internet” not “Paper.”
> Plan beyond Paper Dump.
> Rewrite Radon Content.
> Avoid making Promises in writing…that you might not keep.
> Steer clear of Calendar Hell.
> Stop Link Rot before it starts.
> Put the technology to work for you: with dynamic content.
“When, oh when shall we update the Web site?”

“Hey! Let’s hire a really sharp high schooler!”

Think “Internet” not “Paper.”

“How often shall we update our site?”

“Brochure’s all redesigned and printed and mailed. Time to update the site.”

“Let’s review the Web site every summer and put all updates in place by the start of the school year.”

“$120,000 should cover paper publication costs for 2003, leaving $2.68 in the Web site budget. That seems about right.”
Think “Internet” not “Paper.”
Forget the traditional “production schedule” for maintaining Web content.

There is none.

Updates need to happen as soon as new information is available…

…not as an afterthought.

A Web Site is not a toy. Hire professionals.
Plan beyond Paper Dump.

See page 16 of this brochure for admission requirements and an outline of required courses and electives for the Ph.D program.
Plan beyond Paper Dump.

A brochure will never a Web page be.
Plan beyond Paper Dump.
Plan beyond Paper Dump.

Use PDFs appropriately (don’t rely on them to drive important content).
Plan beyond Paper Dump.

Managing Your Content-Rich Web Site

Courses and Programs
Geospatial information (geoinformation), i.e. information pertaining to an identified place on or above the Earth, is a key ingredient in many branches of science, business and government. Geoinformation is being taken up as an increasing data to address real societal needs related to population demographics, epidemiology, climate change, location-based services, natural hazards, land use, and many others. Consequently, scientists are facing these issues from an integrated perspective, combining many types of geoinformation, gathered by disparate organizations, for a variety of different purposes. The specific content for this research relates to understanding the links between climate, the environment and human health outcomes, and is emerging as one of the most compelling challenges for science and society. Specifically, weather and climate are key components in the transmission of infectious diseases through their influence on disease vectors (e.g. ticks, mosquitoes and rodents). Likewise, human behavior and climate both affect health; which in turn imposes different threats and limitations on disease vectors. The nature and importance of the links between weather, climate and health outcomes demand that we develop a capability to monitor and anticipate health risks, and then to develop response planning that enables a more effective societal response. The challenge in creating this enhanced capability has many facets. First, the complexity of the pathways and linkages between climate and health requires integrated and focused effort to understand the associations between disparate scientific communities. Second, data from these communities is not currently shared, or even in a form that allows sharing. These data are collected and organized under a variety of different “world views” and, as such, there are large ontological differences that hinder the data communicability (see Figure 1). Third, proactive planning and intervention is not feasible; if, without integration, it is not possible to support forecasting and prediction in a timely fashion. Meeting this challenge requires new partnerships and a vigorous interaction between scientists and users. Fourth, the volume of data is massive, and the information that can be derived is incredible. The potential to discuss the implications of climate change for human health is incalculable. The potential to discuss the implications of climate change for human health is incalculable. The single most important step in this process is the integration of data. This integration is essential to understanding the complex interactions between climate, the environment and human health outcomes.
Plan beyond Paper Dump.

Shorten it.
Meet our 15 new faculty members
With plans to add 899 faculty within the next six months, we look to be the largest Liberal Arts college in the Universe.
Rewrite Radon Content.

Delete FutureSpeak.
Dr. Ivana Piper joins the school after a 35-year career in magazine publication. She will be assuming the role of Computer Engineering Department Head, replacing Dr. Eniac Prinze, who recently retired after 67 years.

A specialist in programming in iambic pentameter, Dr. Piper brings a unique perspective to the Computer Engineering curriculum. The department has been renamed Poetry and Programming and has undergone major restructuring to accommodate recently-added courses in haiku, Renaissance poetry, and naughty Limericks.
Rewrite Radon Content.

Translate - don’t regurgitate - material pulled from press releases.
Avoid making promises you might not keep.

This section of our Web site offers one-stop shopping for all the internships and careers information you, as an employer, will need.

More information coming soon!

An online application form will be available on this site next week.

You will receive a response from us within three days of your online request.
Avoid making promises you may not keep.

“One-Stop Shopping” went out with Woolworth’s.

Information almost never comes “soon.”

Or “next week.”

Or “within three days.”
Beware Calendar Hell.

The Six Levels of Calendar Hell

- Getting appropriate content and keeping it updated
- Getting others to contribute content and notify you of updates
- Obtaining events information from various resources (other calendars, newsletters, press releases, etc.)
- Maintaining multiple calendars (“calendaring”)
- Replicating calendar material in online newsletters, hotspots, home page, tattoos…
- Getting old stuff the heck off the calendar
Beware Calendar Hell.

3/29/2003 – Internship Workshop 6 p.m.  ?Where?

8/24/2002 – First-year students, don’t miss Orientation 2002, which runs from August 24 through August 28.


9/13/2002 – Happy birthday to Dr. Livermore, who turns 107 on September 13 of this year!

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Copyright The Penn State University, 2001
This page last updated June 9, 1991
Send all Hate Mail to Webmaster
Beware Calendar Hell.

One Solution:

news database & dynamic display populates:
- events
- press releases
- newsletters
- calendar of events
- online student newsletter
- faculty, staff, and friends newsletter
- custom news pages (e.g. Students in the News)
- portal.psu.edu (rss)
- events.psu.edu (rss in the works)
## Calendar

<table>
<thead>
<tr>
<th>Event</th>
<th>Commencement, Spring 2003</th>
</tr>
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<tbody>
<tr>
<td>Date of Event</td>
<td>5/17/2003</td>
</tr>
<tr>
<td>Time</td>
<td>4 p.m.</td>
</tr>
<tr>
<td>Location</td>
<td>Eisenhower Auditorium</td>
</tr>
<tr>
<td>Contacts</td>
<td>For more information and for possible location/schedule changes, see the Web site: ist.psu.edu/events/commencement/2003</td>
</tr>
<tr>
<td>Web Site</td>
<td><a href="http://ist.psu.edu/academic/academicdisplay.php?event=1499">http://ist.psu.edu/academic/academicdisplay.php?event=1499</a></td>
</tr>
</tbody>
</table>

- Event: IST Student Government and EPS MK
- Contact: Parvez Shamsi, Outreach Committee Chair - ps146@psu.edu
- Web Site: http://www.materi.org/groups/join_groups/?group_id=40390&users_key=29590290entials

- Event: Women in Information Sciences and Technology is proud to announce the officers for 2003/2004
- Home: This page for details...

<table>
<thead>
<tr>
<th>Event</th>
<th>Web 2003 Conference</th>
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<tbody>
<tr>
<td>Date of Event</td>
<td>4/28/2003</td>
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<tr>
<td>Time</td>
<td>(for Deadlines)</td>
</tr>
<tr>
<td>Location</td>
<td>Penn State Conference Center, University Park</td>
</tr>
<tr>
<td>Contacts</td>
<td>(814) 655-4753 - <a href="mailto:webconfer@psu.edu">webconfer@psu.edu</a></td>
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<tr>
<td>Web Site</td>
<td><a href="http://www.psu.edu/web2003conference">http://www.psu.edu/web2003conference</a></td>
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</tbody>
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Managing Your Content-Rich Web Site

Student Newsletter

ist.psu.edu/eKey

The eKey is the weekly online newsletter of the School of Information Sciences and Technology. It contains information essential to an IST student’s life that otherwise might be missing. Each Thursday during the academic year, students automatically receive news they can use to make academic decisions, find internships, prepare for their careers, get involved in IST organizations, and much, much more. It is prepared by the staff and students of the school to make student life in IST better! Use the contact information below to send information to the eKey.

News and Events | Academics and Advising | Scholarships | Internships and Career | Student Organizations

Announcing the First IST Yearbook
Announcing the first edition of the IST Yearbook, Bytes and Pieces...

Commencement, Spring 2003
IST Alumnae....

IST Student Government and NETAID
Would you like to lend your IT skills to developing countries to fight poverty....

Academics and Advising

Important Changes to the IST Curriculum for Freshman and Sophomores
Managing Your Content-Rich Web Site

Alumni, Partners Newsletter
ist.psu.edu/Networker
Managing Your Content-Rich Web Site

Press Releases

Ist.psu.edu/News
Managing Your Content-Rich Web Site

“Spotlight & “News”

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<th>In the Spotlight</th>
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<td>IST Graduation Attendance Form</td>
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<td>If you plan on attending, please complete this form</td>
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<td>Graduate Programs:</td>
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<td>Ph.D. and Masters Admissions and Program Information</td>
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<td>Penn State Campuses Offering IST</td>
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<td>University Park...47</td>
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<tr>
<td>Statewide: 100</td>
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<td>Enrollment</td>
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<td>Undergraduates: 2,446</td>
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<td>PhDs: 28</td>
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<td>Webmaster Certificate Online: Spring 2003...1,000</td>
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<td>Online IST: Through Fall 2002...5,103</td>
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<td>Internships</td>
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<td>Resources for students and instructors</td>
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<td>Participate in our IST-support community</td>
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<td>The Pennsylvania Governor's School for Information Technology</td>
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<td>For academically talented high-school students</td>
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<td>Our Educators and Researchers</td>
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<th><a href="mailto:News@ist.psu.edu">News@ist.psu.edu</a></th>
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<tr>
<td>IST Students Tackle Real-World Business Challenges...</td>
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<td>IST Students Show Their Skills in Course Competition...</td>
</tr>
<tr>
<td>IST Researchers Partner with Harrisburg Non-Profit for Oracle Grant...</td>
</tr>
<tr>
<td>Minority Women Perceive IT as Way to Promised Land...</td>
</tr>
<tr>
<td>EFF Donation Gives IST Students New Tools...</td>
</tr>
<tr>
<td>Other IST News Sources:</td>
</tr>
<tr>
<td>The Networker</td>
</tr>
<tr>
<td>The alley</td>
</tr>
</tbody>
</table>
Customized News Pages

IST Students in the News

IST Researchers Partner with Harrisburg Non-profit for Oracle Grant
An inner-city community development corporation has won a grant that will launch a summer computer camp for teens in Harrisburg to be taught in part by Penn State researchers using curriculum of the School of Information Sciences and Technology (ISTS). Full Story...

EFI Donation Gives IST Students New Tools
Electronic Imaging, Inc., a Carlisle-based technology company, has donated some of its core imaging equipment and software to the Penn State School of Information Sciences and Technology (ISTS). Full Story...

IST Students Show Their Skills in Course Competition
A summer solution to a facility’s change management process won top honors for seven students from Penn State Beaver in the School of Information Sciences and Technology’s first university-wide competition for IST seniors held Saturday, April 20. Full Story...

Grad Student Finds Chat Rooms May Lead to Student Success
Instructor-mediated chat rooms may enhance students’ learning and even result in higher test performances than the traditional class setting, according to research by BS student, a first-year doctoral student in the School of Information Sciences and Technology (ISTS). Full Story...

Students, Staff, Faculty Honored at 2003 IST Spring Formal
Over 100 students, faculty and staff gathered at Mt. Nittany Inn for the 2003 IST Spring Formal. Full Story...

Student Takes the Stage Out of Scheduling Blood Donations
Web-based system makes giving easier. Full Story...

IST Students Dancing in ’Thon 2003
Poor IST students still dance the night of Feb. 21 and 22 away as part of “Thon 2003.” Hope Rammends Us.” Full Story...

Gender Equality Exists in Technical Majors
Editor in The Daily Collegian, by Jessica Scott, Collegian columnist and sophomore majoring in IST and Spanish. Full Story...
portal.psu.edu points to rss file at ist.psu.edu

<table>
<thead>
<tr>
<th>My calendar</th>
<th>IST News</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2003</td>
<td>ist.psu.edu/news</td>
</tr>
<tr>
<td></td>
<td>ist.psu.edu/Networker</td>
</tr>
<tr>
<td></td>
<td>ist.psu.edu/eKey</td>
</tr>
</tbody>
</table>
Managing Your Content-Rich Web Site

events.psu.edu

rss capability in the works
Stop Link Rot before it starts.

404 Error: Page Not Found

The page you are looking for, http://www.personal.psu.edu/h/p/hpp4080/%20%harryspages/stuff/%%morestuff/New%Penn%State%Howard%Page, might have been removed, had its name changed, or is temporarily unavailable.
Stop Link Rot before it starts.

> Ephemeral hosting
> Sites housed on personal Web space
> Pages developed by temporary or borrowed developers
> Absolute links that should have been relative
> Links embedded throughout content
> Unmonitored external links
> Links to so-called “archives”
Stop Link Rot before it starts.

Solutions

- Use link-checking tools such as Sitemapper, DreamWeaver, WebTrends, ColdFusion...
- Employ site proofreaders (humans) to check links regularly
- Maintain unified hosting of all your pages (one site, one server)
- Follow (and train employees on) best-practice standards for:
  - directory structure
  - file naming
  - hyperlinks
- Separate content blocks from hyperlinks wherever possible
  - cross-linking within site
  - external links
Stop Link Rot before it starts.

Solutions

Dynamic Content
- keep links in separate database columns or tables
- display links uniformly across site (user-friendly, ease of proof reading)
- custom 404 error pages
- 404 error notification
Managing Links: Dynamic Content

<table>
<thead>
<tr>
<th>forms: academics</th>
</tr>
</thead>
<tbody>
<tr>
<td>academics and advising pages</td>
</tr>
<tr>
<td>add a page</td>
</tr>
<tr>
<td>edit a page</td>
</tr>
<tr>
<td>view academics</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
## Managing Links: Dynamic Content

<table>
<thead>
<tr>
<th>related web sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Site 1 Address</td>
</tr>
<tr>
<td>Web Site 2 Address</td>
</tr>
<tr>
<td>Web Site 3 Address</td>
</tr>
<tr>
<td>Web Site 4 Address</td>
</tr>
<tr>
<td>Web Site 5 Address</td>
</tr>
</tbody>
</table>
## Managing Links: Dynamic Content

<table>
<thead>
<tr>
<th>related web sites</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Link 1 Name</td>
<td><a href="http://ist.psu.edu/GraduationForm">http://ist.psu.edu/GraduationForm</a></td>
</tr>
<tr>
<td>Link2 Name</td>
<td>If you wish to attend the luncheon or graduation ceremonies, please fill out this form.</td>
</tr>
<tr>
<td>Link3 Name</td>
<td><a href="http://www.cpa.psu.edu/eisenhower_seats.html">http://www.cpa.psu.edu/eisenhower_seats.html</a></td>
</tr>
<tr>
<td>Link 4 Name</td>
<td>Eisenhower Auditorium Seating Guide</td>
</tr>
<tr>
<td>Link4 Name</td>
<td>Campus Map Showing Eisenhower Auditorium</td>
</tr>
<tr>
<td>Link 5 Name</td>
<td><a href="http://www.gouldcenter.psu.edu/visguide">http://www.gouldcenter.psu.edu/visguide</a></td>
</tr>
<tr>
<td>Link5 Name</td>
<td>Additional information such as parking, lodging and dining, at <a href="http://www.psu.edu">www.psu.edu</a>.</td>
</tr>
</tbody>
</table>
Managing Your Content-Rich Web Site

Managing Links: Dynamic Content

Commencement, Spring 2003


Links:
- If you wish to attend the luncheon or graduation ceremonies, please fill out this form.
- Eisenhower Auditorium Seating Guide
- Campus Map Showing Eisenhower Auditorium
- Additional information such as parking, lodging and dining, at www.psu.edu

Robert C. Jubelirer, Senator, 30th District, Commonwealth of Pennsylvania, will be the speaker at the School of Information Sciences and Technology Spring 2003 Commencement, to take place Saturday, May 17.

A resident of Hollidaysburg, Senator Jubelirer has been an advocate for transportation improvements, job creation, and rural opportunity. He is noted for his leadership on major issues such as labor arbitrage reform, open government, senior citizen legislation, economic development, education reform, and property tax relief. Senator Jubelirer, a graduate of Penn State and the Dickinson School of Law, sponsored legislation creating Pennsylvania’s Tuition Account Program and served as a member of the TAP Board. He was prime sponsor Pennsylvania’s current sunshine law. He led the fight for major child-protection measures known as “Ashley’s Law.”
Managing Links: Custom 404

The page you requested cannot be found at ist.psu.edu.

Please visit ist.psu.edu/search to find the information you are seeking, or contact information@ist.psu.edu to receive this information.

If you feel that you have reached this page in error, contact webmaster@ist.psu.edu.

discover network connection settings.
If you would like Windows to try and discover them, click Detect Network Settings.

- Some sites require 128-bit connection security. Click the Help menu and then click About Internet Explorer to determine what strength security you have installed.
- If you are trying to reach a secure site, make sure your Security settings can support it. Click the Tools menu, and then click Internet Options. On the Advanced tab, scroll to the Security section and check settings for SSL 2.0, SSL 3.0, TLS 1.0, PCT 1.0.
- Click the Go Back button to try another link.
Put the technology to work for you with dynamic content.

> Delegate management of content (Content Management System)

> Return management of content to primary authors (Content Management System)

> Turn professional writers-editors loose on content management (Content Management System)

> Make date stamps, dynamic calendars, do the maintenance for you.
Put the technology to work for you.

Link Check Tools

Macromedia Dreamweaver MX  macromedia.com

SiteMapper  www.trellian.com

WebTrends  www.netiq.com

ColdFusion  macromedia.com
Review

> Think “Internet” not “Paper” when planning workflow
> Plan beyond Paper Dump
> Rewrite Radon Content
> Avoid making Promises in writing…that you might not keep
> Steer clear of Calendar Hell
> Stop Link Rot before it starts
> Put the technology to work for you: with dynamic content
Resources

Sites

> Yale Web Style Guide [www.med.yale.edu/caim/manual](http://www.med.yale.edu/caim/manual)
> Web Pages That Suck [www.webpagesthatsuck.com](http://www.webpagesthatsuck.com)
> WebMonkey [hotwired.lycos.com/webmonkey](http://hotwired.lycos.com/webmonkey)
> Webmonkey Commentary on Writing for the Web [www.hotwired.lycos.com/webmonkey/99/32/index0a.html](http://www.hotwired.lycos.com/webmonkey/99/32/index0a.html)
> Poynter.org [www.poynter.org](http://www.poynter.org)
> Penn State Copyright Information [www.psu.edu/ur/copyright.html](http://www.psu.edu/ur/copyright.html)
> Dangerous Words [www.kbs.cs.tu-berlin.de/%7Ejutta/ht/writing/words.html](http://www.kbs.cs.tu-berlin.de/%7Ejutta/ht/writing/words.html)
> Writing Hypertext Copy: [www.kbs.cs.tu-berlin.de/%7Ejutta/ht/writing/text.html](http://www.kbs.cs.tu-berlin.de/%7Ejutta/ht/writing/text.html)
Managing Your Content-Rich Web Site

Resources
More Sites

> Penn State Copyright Information www.psu.edu/ur/copyright.html
> Penn State Web Styleguide and Related Styleguides www.psu.edu/ur/webstyleguide
> Yale Web Style Guide www.med.yale.edu/caim/manual
> Web Pages That Suck www.webpagesthatsuck.com
> WebMonkey www.hotwired.lycos.com/webmonkey
> Webmonkey Commentary on Writing for the Web www.hotwired.lycos.com/webmonkey/99/32/index0a.html
> Poynter.org www.poynter.org
> Dangerous Words www.kbs.cs.tu-berlin.de/%7Ejutta/ht/writing/words.html
Resources
More Sites
> Writing Hypertext Copy  www.kbs.cs.tu-berlin.de/%7Ejutta/ht/writing/text.html
> The Onion  www.theonion.com
> Common Errors in English  www.wsu.edu/%7Ebrians/errors/errors.html
> Web Pages That Suck  www.webpagesthatsuck.com
> Jacob Nielsen's Writing for the Web  www.useit.com/papers/webwriting
> 10 Elements of a Good Web Site  
Resources

Books
> Don’t Make Me Think: Common Sense Approach to Web Usability; by Steve Krug
> Writing for New Media: The Essential Guide to Writing for Interactive Media, CD-ROMs, and the Web; Andrew Bonime, Ken C. Pohlmann
> Designing Web Usability, Jakob Nielsen
> The Internet Writer's Handbook, Martha C. Sammons
> Writing for New Media, Bonime and Pohlmann
> Labyrinths, The Art of Interactive Writing and Design, Domenic Stansberry
> Killer Content, Strategies for Web Content and E-Commerce, Mai-lan Tomsen
> Web Design in a Nutshell: A Desktop Quick Reference, Jennifer Niederst
Resources

Tools

> Dynamic Scripting Languages: ASP, PHP, ColdFusion
> Dreamweaver MX
> Dynamic link-checking: Dreamweaver/Ultradev, ColdFusion, SiteMapper.com, WebTrends.com
Bye!