

# Web Savvy: Part 1 – The Basics



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# Step 1:

## Understand Your Audience



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A Deep, Philosophical Question  
About Having Web Pages ...

WHY?





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We have websites  
to share  
information.



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A Deep, Philosophical Question  
About the People Who Go To Your Web Page ...

# WHY?



People go to websites  
to accomplish tasks –  
to do *stuff*.



Remember:  
The user comes first.

Google



Google Search

I'm Feeling Lucky

**Live!** Vince Vaughn & Owen Wilson debut a new trailer in a [Hangout with Conan](#), 2p ET





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The user comes first.



# Who Are Your Users?

- Who goes to your site?
- What are they looking for?
- What are their priorities?



# What Do *They* Want To Do?

- Why do they visit?
- What are they looking for?
- How can help them?



[LOG IN TO MY DELTA](#) | [SIGN UP NOW](#) | [LOGIN HELP](#)
 SkyMiles#, Email or Username  Password or PIN 
☐ Remember Me

 Our bag fees have changed. For updates, see [baggage](#) and [services fees](#).

## MY TRIPS

 TRIPS, TOOLS & ACCOUNT  
INFO

## BOOK A TRIP

FLIGHT, HOTEL &amp; CAR

## FLIGHT STATUS

ARRIVALS &amp; DEPARTURES

## CHECK IN

 BOARDING PASS &  
BAGGAGE

## ESCAPE

 VACATION PACKAGES &  
DESTINATIONS

FLIGHT



HOTEL



CAR



Round Trip

One Way

Multi-city

FROM

 City or Airport


TO

 City or Airport

 Depart Date

 Return Date

☐ My dates are flexible

PASSENGERS

1


☐ Book award travel

Certificates and eCredits

[FIND FLIGHTS](#)
[More Search Options](#)

(Includes Flexible Airport &amp; Meeting Event Code)



# 30,000 BONUS MILES

FIRST BAG FREE AND PRIORITY BOARDING ON DELTA FLIGHTS.

[APPLY TODAY. ➤](#)
[◀ Advisory: Snow Storm in Amsterdam ▶](#)
[See All \(2\) ➤](#)
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*The*  
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*Style Tip: It's the perfect basic. A sweater you can layer under a jacket when it's cool — and over a tee (or woven shirt) as the weather warms.*





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The user comes first.



# Think User First

- Use your experience
- Ask people
- Refine as you go along



# Part One Review

- Put the user first. Understand:
  - Who they are
  - What they need
  - Organize your content for them





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# Step 2: Writing For The Web

# Guy Withawebite Says:



“Be cool. Writing  
for the Web is like  
writing for  
anything else.”



After a complete stop, you must yield the right-of-way to all other traffic and pedestrians at stop signs. Move forward only when the road is clear. At four-way stops, the first vehicle to stop should move forward first. If two vehicles reach the intersection at the same time, the driver on the left yields to the driver on the right.

Who has the right-of-way in Florida? The answer is no one! The law only says who must yield (give up) the right-of-way. Every driver, motorcyclist, moped rider, bicyclist and pedestrian must do everything possible to avoid a crash.

#### Stop Signs

You must yield the right-of-way to all other traffic and pedestrians at stop signs. Move forward only when the road is clear. At four-way stops, the first vehicle to stop should move forward first. If two vehicles reach the intersection at the same time, the driver on the left yields to the driver on the right.

#### Open Intersections

An open intersection is one without traffic control signs or signals. When you enter one, you must yield the right-of-way if:





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How we think people read  
our webpages ...





And this is how they really  
read our page ...



# How They Really Read

- Skimming for info
- Eight to 30 seconds
- Hunt to click

## Explore A Subject

### HOME

▷ Elementary

▽ Middle School

▷ Earth Science

▷ Earth's History

▷ Weather, Climate & Atmosphere

▷ Earth's Changing Interior

▷ Earth's Exterior & Resources

▷ Minerals & Rocks

▷ Planet Earth & the Solar System

▷ US History

▷ High School

▷ Parent Guide

## How Do I...

▷ Research the Big Bang?

▷ Explore Eras and Epochs?

▷ Read a Weather Map?

▷ Learn about Meteorology?

▷ Research Plate Tectonics?

▷ Learn to Conserve?

▷ Research the Rock Cycle?

▷ Become a Geologist?

▷ Research the Moon's Phases?

▷ Explore the Space Station?

## Try This!

Everything

Search

[Advanced Catalog Search >>](#)

HOME -> Middle School -> Earth Science

[Browse History](#)

## Check It Out



### Shaping the Earth

Many forces have shaped the Earth throughout time, from plate tectonics to humans. Take a trip from the past to the present with Shaping the Earth.

- Continental Drift

- The Greenhouse Effect

- 101 Amazing Earth Facts

## Animals in Their Environment

### Homes and Shelter



## Cool Links



**Savage Earth**  
When the Earth moves, watch out! Discover just how powerful an earthquake can be.



**Volcanoes**  
Melt rocks and use clues and maps to discover volcanoes around the world.



**Mountain Maker, Earth Shaker**  
Try your hand at plate tectonics!

## Fun & Games



**What on Earth?**  
Test your knowledge of Earth Science with this Jeopardy-style game!



**Continental Drift**  
How much do you know about the basics of plate tectonics?



**Sea Monsters**  
Travel through seven deadly seas and see if you can survive the sea





## Faculty & Staff

Click below

**Faculty**

**Staff**

Search One Stop

 

Search U of M People

 

Search U of M

 

[Help](#) [Advanced](#)

# Student One Stop Home Page

Use the Student Quick Links (right) to view e-mail, Web-CT, your student account or financial aid, register for classes and more.

[Information for students affected by Hurricane Katrina](#)

## Registration

[Registration Policy](#), [How to Change Your Registration](#), [Liberal Education](#)

## Financial Aid

[Financial Aid Award Notice \(eFAAN\)](#), [Financial Aid Satisfactory Academic Progress \(SAP\)](#), [Grants & Scholarships...](#)

## Tuition & Billing

[Tuition tax benefits](#), [Estimated Cost of Attendance](#), [Tuition Rates & Fee Information](#), [When to Pay...](#)

## Grades & Transcripts

[Registration for Full-Time or Half-Time Status](#), ...

## Graduation

[Graduation Application Procedures](#), [Diploma Mailing Information](#), [Graduate in Four](#)

## Calendars

[Final Exams](#), [Add and Drop](#), [Add Deadlines...](#)

## Services

[Academic and Advising Resources](#), [Computer and Internet Information](#), [Employment and Career Resources](#), [Getting Around Campus](#), [Libraries](#), [Other student resources...](#)

## Quick Links

- [APAS Report](#)
- [Check E-mail](#)
- [College Web Sites](#)
- [Course Evaluations](#)
- [Course Guide](#)
- [Direct Deposit](#)
- [Enrollment Summary](#)
- [Financial Aid Satisfactory Academic Progress \(SAP\) Status](#)
- [Financial Aid Status Forms Online](#)
- [Grades](#)
- [Holds](#)
- [Hospitalization Insurance](#)
- [IDL Registration Dates](#)
- [Parent Information](#)
- [Parent/Guest Access](#)
- [Personal Information](#)
- [Register for Classes \(hours\)](#)
- [Section Status Reports](#)
- [Student Account](#)
- [Textbook Search](#)
- [UM Pay](#)
- [University Catalogs](#)
- [Unofficial Transcript](#)
- [WebCT](#)
- [When Do I Register?](#)
- [Notes Pages requiring](#)



# Avoid the Wall O' Words

- Consider what users need
- Divide tasks by needs
- Keep it short

thru my window. I forget that Seattle is not Redmond. It was really being used as a glorified iPod, since I've been using my Windows Phone for over a year. Still, it would have been nice to keep, sell, or give away. It's missing the chip that makes it act as a phone, so they'll have a little more trouble using it. After the barhopping, I took the ferry over to Port Orchard and hung out at her parents' house, with some of her other Port Orchard friends. I'd been hoping to get a chance to talk to her one on one, but it didn't really happen. At the end, it was me, her dad, and her. Her dad and I played a game of chicken, and I lost. I was a little disappointed, until the next morning when Nicci told me that a lot of wounds between her dad and her were mended and that they were on significantly better terms, which were my prayers while driving on the way home, and had been for months before. God is good.

Frank was also in town, and the Quad had a good night of Apples to Apples, and dare I say it, Quelf. They are the only three people with which I could play that game, though perhaps on a different timeline, it'd be interesting with Goose as well. Much blackmail material was generated.

A lot of people, people older than me mostly, have suggested that I should become a technology teacher, or assume that's what I'm going for rather than math. It's really hard, and repetitive, to try to explain that there's a difference between computer science and technology, the same as there's a difference between math and accounting. I would *love* to teach computer science, but first I'd have to find a school that actually teaches it. That might involve working for a few years, and then coming up with my own curriculum. I don't know how good the AP CS curriculum is, but that might also be an option.

In order to become a masters student, you have to take the WEST-B and WEST-E tests. WEST stands for Washington Educators Skill Tests. The B is basic--reading, writing, and math. The E is endorsement, so in my case, math. I took the endorsement test first, and it was fun. I got something like a 78, but it's a pass-fail test with a 70% bar. The WEST-B, I got in the high 80s/low 90s for reading and writing, and a 98-ish in math. The scores they give you are on a 100-300 scale, so calculating, I'm guessing, is not a straight percentage.

In order to take the WEST-E, you can't bring anything except a calculator, and they give you lockers for your wallet, watch, cell phone, and anything else on your person. I thought I'd be smarter than that, and leave all my stuff in my car. Of course, that stuff included my keys. And my wallet, which normally has my backup car key. I do so love when I outsmart myself. One of the women who worked at the testing center was super gracious, and let me use her AAA membership to unlock my car. She even gave me a little cash for lunch while I waited for them. It's so great to meet people like that.

The SPU application was due February 1, but to beef it up a little, I was encouraged to volunteer at a couple schools. I set myself up to volunteer in a math classroom at a high school in Kirkland, but the Monday that week was Martin Luther King Jr Day, and Tuesday through Friday were snow days. The Civil Rights Movement strikes again! The next Tuesday, I went back to Port Orchard and volunteered in my favorite junior high math teacher's classroom on Wednesday, Thursday, and Friday. Wednesday was insane. Because of the snow, the kids were rowdy. Also, because of the days missed, they had pushed back the end of the semester to that Friday, which meant the kids' grades were basically set in stone. No failing student was going to pass, and no high A student was going to get a B. No passing student cares that much about a percentage point or two, nor will they fail. The kids basically had no perceivable incentive for listening. Further, Cedar Heights's schedule is such that on Wednesday, he didn't have a plan period. Last, and probably foremost, he's a little too lenient when it comes to keeping the kids quiet, so when he gives that inch and lets them talk during homework time, they take that mile and don't shut up when he's trying to teach. In one period, he even lost his temper and sent two instigators outside for the rest of the period. At the end of the day, I was wondering if I even wanted to teach anymore. Also, that day, my car was towed because it was parked awkwardly, yet a legal 6" from the curb. Neither that, nor the \$216 it cost to get it out of impound, helped. I decided to tough it out and stay Thursday. I wouldn't say it was a night and day difference, but a world of difference, nonetheless. The biggest thing, probably, was that I was ready for it. Second, he had his plan period, and during it, I went to my mom's classroom to see how she teaches. Her classroom management (crowd control) skills are significantly, well, better. It helps that she's been teaching longer, and also that her classes are all of a single grade, and thus she can reinvent her teaching style each year, whereas the math teacher's classes are mixed-grade, and students have expectations year-to-year. Also, apparently, the class I visited third period was her best, most respectful class. I finished that day thinking, "Ok, so this can be done." Still, the experience confirmed in me that I want to teach high school and not junior high.

It was good to see all the teachers I grew up with. Having lunch with them was fun, and interesting. I got the feeling that these particular days were hard for most of the teachers, probably due to the end of the semester, and a lot of the time was spent "discussing" student behavior. One interesting comment was that a girl had asked another girl out and was rejected. She ran out of the classroom, hurt, and I think went to the counseling office. The comment was that the girl who asked the girl out was committing sexual harassment. I'm thinking, "Really? How is that different than a guy asking a girl out?"

Friday was best of all, despite the Friday mayhem. During third period, I again visited my mom. She was teaching persuasive writing. The entry task was to pick a topic on the board and write a note to their parents trying to convince them of something. The topics were like "push back my bed time" or "let me dye my hair" or "give me more allowance". After a few minutes, my mom collected all the papers then redistributed them to other students. The task then was to write a reply as their parents, countering the arguments. I looked up at the board, read through the topics, and asked, "Do you realize you just put some kids on the wrong side of 'quit smoking'?" It got me a good laugh. I made a few more comments like that, and asked my mom at the end if I had been too disruptive. She said no, that having me had been good.

Some Saturday in January, I went to see Goose's play. She played Beatrice in *Much Ado About Nothing*. The part fits her almost perfectly; Goose is a nicer person. I went during a matinee because it was the last day, and I know that casts have parties after the last showing, which was that night. I wanted to see her afterward, but I didn't want to impose, having not seen her in a little over a year, and that being when she broke up with me. The play was fantastic, I thought. It was a new mishmash, but Shakespeare was brilliant. It kicked off a bit of a Shakespearean binge for me. I



## The Four Permission Levels

We have over 2.5 million users. And you're all different. Aaaaaand you all want completely different ways to assign users and permission levels. We know this because we've collected all your email feedback over the years that contain keywords like "access control, permissions, multi-user accounts, ACL, workflow, etc.," then read through and grouped them all into categories (with the help of an intern), then determined the levels of permission that would work for the most users. Our intent was to optimize this functionality for larger organizations, and/or creative agencies who work with those larger organizations.

Here are the account types we came up with:

1. **Admin:** Highest level access to everything in MailChimp. Most importantly: account settings, billing info, the ability to shut down the account, and the ability to add other user types.
2. **Manager:** Most of the essential functions of a MailChimp account (creating and sending campaigns, viewing lists and reports). Basically, managers can't access account settings, change billing, export lists, or invite other users.
3. **Author:** Can create campaigns and edit templates, but cannot send them. You might give this access to an in-house designer or writer, or even to an outside design agency.
4. **Viewer:** Only has the ability to view campaign reports. Grant this to someone in the company who needs to see campaign results, but doesn't need to be creating campaigns or fiddling with lists. If you used our VIP Reports feature in the past, you could invite people as Viewers instead, so you don't have to share reports each time you send a campaign.

For a detailed look at what each account type can do, [here's a KB article](#).

We *could've* added a million other sub-levels and super granular permissions management for individual features, but that would've added too much overhead to our code. If there's one thing we at MailChimp work hard to avoid, it's overhead. Overhead (like processeez, forked code, bureaucracy and wrapping "if-then" logic around every feature we code) kills innovation. And innovation is priority #1 for self-serve SaaS businesses like MailChimp (imho). We may add more granular permissions down the road, but *iteration* is another important principle for us: We just need to get this live, then refine more as time goes by and as customers send feedback.

## Interface Changes



## Around the Web

MailChimp Creative  
MailChimp on Facebook  
MailChimp on Flickr  
MailChimp on Posterous  
MailChimp on Twitter

## RSS

Subscribe to MailChimp Blog





# Writing Content

“Get rid of half the words  
on the page, then get rid of  
half of what’s left.”

*Steve Krug*



# How to write content

- Have clear titles
- Break text up with subtitles
- Answer questions
- Be conversational
- Use lists where appropriate



## Want to understand Florida? Check out these classics.

I started reading all the Florida books I could get my hands on a few years ago. In lieu of getting in the car and hitting the road back to my home state, books became my primary means of travel.

In the meantime, I've read dozens of books connected to Florida, and, in my opinion, these are the can't-miss ones, but there are a lot of more to read. [The Florida Humanities Council](#) put out a [list of 21 essential books](#), but 10 is a more manageable number to start, isn't it?

Consider this an open thread for Florida books discussion. I'm *always* looking for a new Florida book. What are your favorites?

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### 10 Essential Florida Books

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#### *10. The Swamp: The Everglades, Florida, and the Politics of Paradise*

Michael Grunwald

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Start here. *The Swamp* is a thorough, readable account of the last 1,000 or so years of Florida history. The characters that Grunwald will introduce you to — Nathaniel Reed, Marjory Stoneman Douglas, Henry Flagler — are essential to understanding Florida.

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#### *9. A Land Remembered*

Patrick D. Smith

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*A Land Remembered* makes every list of Florida books because it's a great piece of historical fiction. Floridians love this book — it ought to be handed out at the Florida/Georgia border on I-95. My grandmother might vote for *Shadow Country* by Peter Matthiessen, a book she loves and that is probably better written, but *Remembered* is indispensable.

Pauly Talks About Music:  
Stereolab is Terrible  
08 Feb 2013

Do We Need Another Book  
About The Smiths?  
06 Feb 2013

Where Does Quentin  
Tarantino Go After *Django  
Unchained*?  
31 Jan 2013

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#### Recent comments

Brian on I Love You Zooey  
Deschanel But You're  
Really Killing Me

Darren on 10 Essential  
Florida Books: Classic  
Sunshine State Reads

Craig Pittman on 10  
Essential Florida Books:  
Classic Sunshine State  
Reads

Christopher on Yes,  
Florida is Weird. We Can  
Handle It.

Kris Hulse on  
Remembering the Life and  
Music of Levon Helm





# How to link stuff

- Don't say “click here”
- Link logical items
- Make the links long and easy to click

# Be conversational

- Read it aloud!
  - Helps you find errors
  - Makes you sound human
  - Corrects awkward phrasing

# UNDERGRADUATE ADMISSIONS

Home / Admissions / Undergraduate Admissions

## Contact Information

Office of Admissions  
Location: Oneal-Sells  
Administration Building  
Phone: 817-531-4422  
Toll Free: 800-580-8980  
Fax: 817-531-7515  
Email: [admissions@txwes.edu](mailto:admissions@txwes.edu)  
Hours: Mon-Fri, 8am-5pm

### Reasons to Consider Texas Wesleyan

Here you'll find classes that are small in size on a campus situated in one of America's top metropolitan markets. The advantages are many...before and after graduation:

- Just minutes away from the big city opportunities of Fort Worth, Arlington and Dallas.
- A peaceful campus setting with a beautiful blend of historic buildings and modern facilities.
- Access to hundreds of small businesses and large corporations for resume-building internships and jobs that can lead to rewarding careers.

Our goal is for you to have the best experience possible in an affordable, private education. We offer:

- A 14:1 student-faculty ratio so you're a name, not a number.
- A peaceful campus setting with a beautiful blend of historic buildings and modern facilities.
- Access to hundreds of small businesses and large corporations for resume-building internships and jobs that can lead to rewarding careers.
- Classes led by full professors who care about your success.
- An energized campus with more than 50 clubs and organizations.
- Eleven social fraternities and sororities.
- Championship intercollegiate athletics and intramural sports.

Just as important, more than 80 percent of our students receive some form of financial aid. That means we're serious about helping you find scholarships, grants, loans and work study. In fact, your admission application automatically qualifies you for scholarship consideration.

### Admission Requirements

High school graduates will be reviewed for regular admission according to the following criteria: 1. Cumulative weighted high school grade point average (GPA) of 2.5 or above (on a 4.0 scale). 2. Minimum Scholastic Aptitude Test (SAT) score of 920 (combined Critical Reading and Math) or American College Testing (ACT) Composite score of 19. 3. Upper 50th percentile of the high school class ranking, where applicable.

The following distribution of high school units is strongly recommended for preparing to attend Texas Wesleyan University: English, 4; Mathematics, 4; Social Sciences, including 1 unit of American history, 3 1/2; Natural Science, 3; Foreign language, 2; Electives, 8. Non-academic vocational units should be limited to 2.



## Apply Now

## Undergraduate Admissions

### Undergraduates

- [How to Apply](#)
- [Majors & Degrees](#)
- [Visit Campus](#)
- [What Will it Cost](#)
- [Burleson Site](#)

### Transfers

### Graduate Students

### International Students



### How to Apply

We're as ready for you to come to Texas Wesleyan as you are. Let's get started.

- [Start Your Application](#)
- [Admissions Requirements](#)
- [International Students](#)

[Learn More](#) ▶



### Majors & Degrees

What do you want to study? Take our programs on a test drive and see what you like.

[Learn More](#) ▶



### Visit Campus

See yourself here. Schedule a visit to Texas Wesleyan today.

[Learn More](#) ▶



### What Will it Cost?

Affordability is important to you, and it's important to us. See why we're a top-tier value among private, regional universities.

[Learn More](#) ▶



### Burleson Site

## Apply Now

- [Send Me Info](#)
- [Visit Campus](#)
- [Meet Your Counselor](#)

## Meet Your Counselors



### E'Lyn Taylor

682-233-1325  
[ejtaylor@txwes.edu](mailto:ejtaylor@txwes.edu)  
Meet E'Lyn Taylor



### April Tillett

682-233-0042  
[aktillett@txwes.edu](mailto:aktillett@txwes.edu)  
Meet April Tillett



### Chad Wylie '07

817-531-6509  
[mwylie@txwes.edu](mailto:mwylie@txwes.edu)  
Meet Chad Wylie '07



### Jeff Green

817-531-4435  
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Meet Jeff Green



### Brittni Cockran

817-531-6513  
[brcockran@txwes.edu](mailto:brcockran@txwes.edu)  
Meet Brittni Cockran

[See More](#) ▶



# Part Two Review

- Organizing and Writing:
  - Divide by tasks and be brief
  - Use titles, lists and sections
  - Use links correctly
  - Be conversational