

Clean Up Your Website... and I Mean It.

A serious talk about your content

Our new website!



Our new website after 6 months...



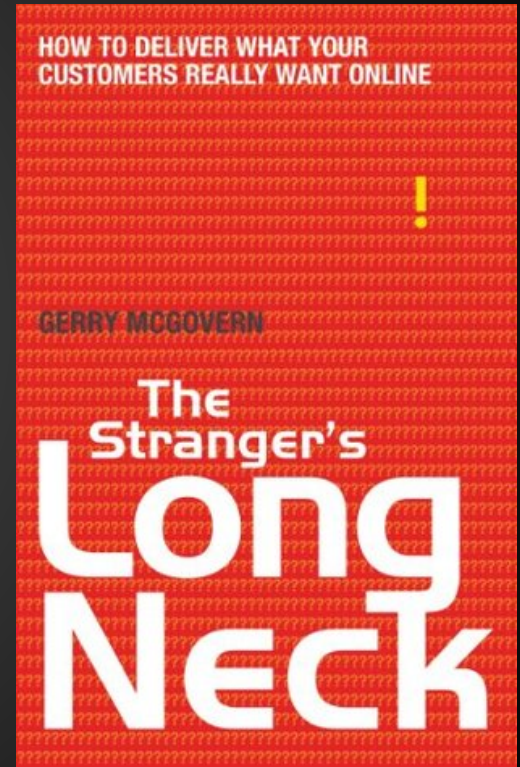
HERE'S THE PROBLEM

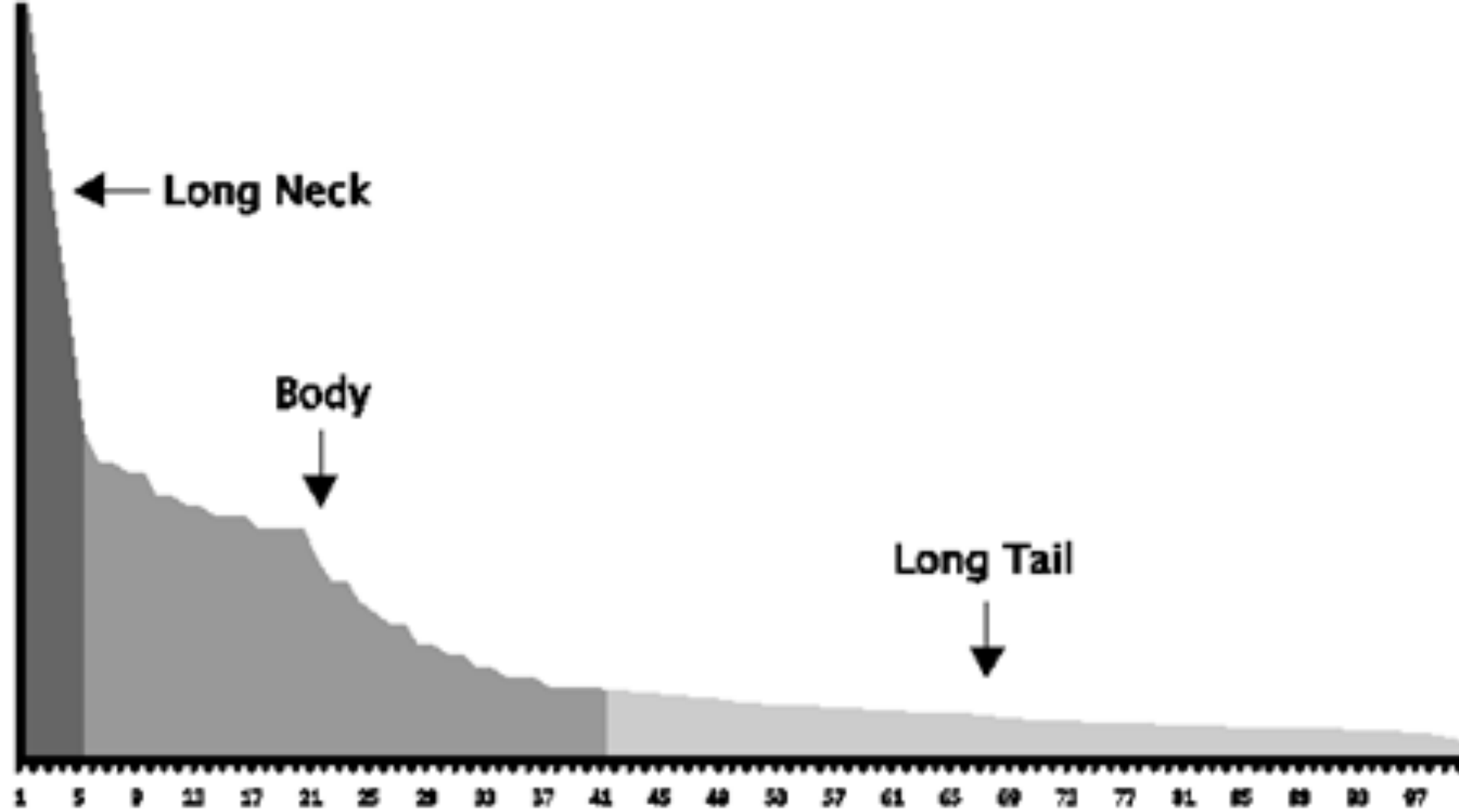
**YOU GOT WAYYYY TOO MUCH
CONTENT!**

Focus on Top Tasks

“If your customers can't complete the top task they came to your website to complete, your website fails.”

- *Gerry McGovern*

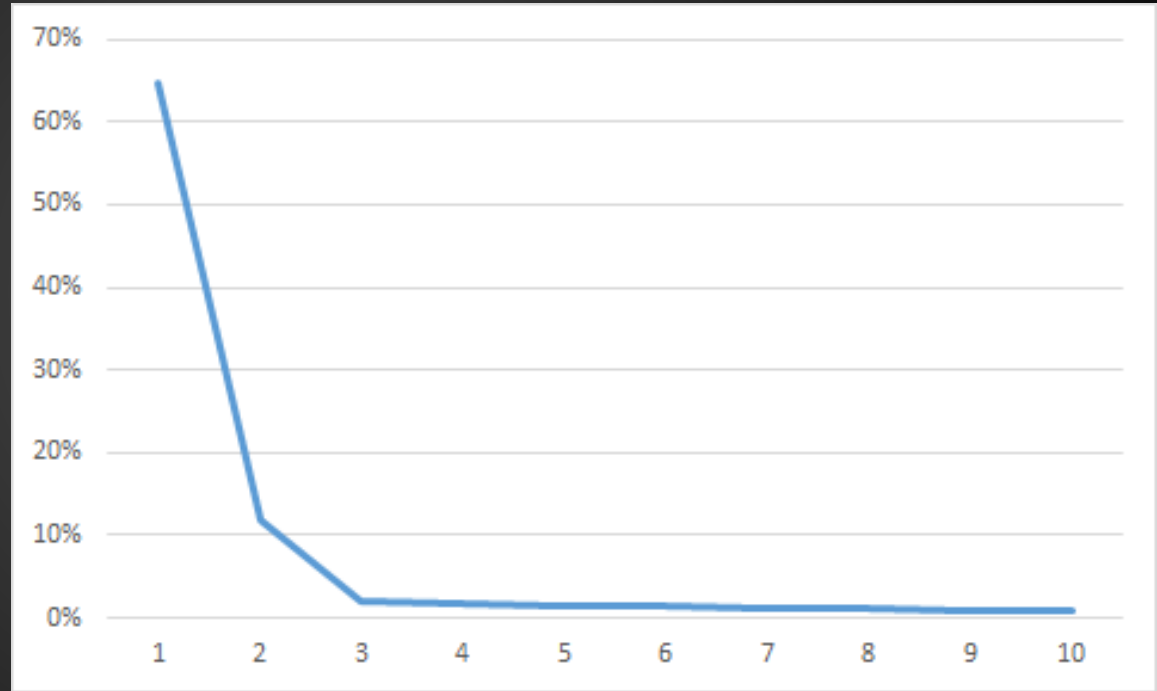




Child Support - Top 10 pages

Top 10 pages
account for
**87% of all
page views**

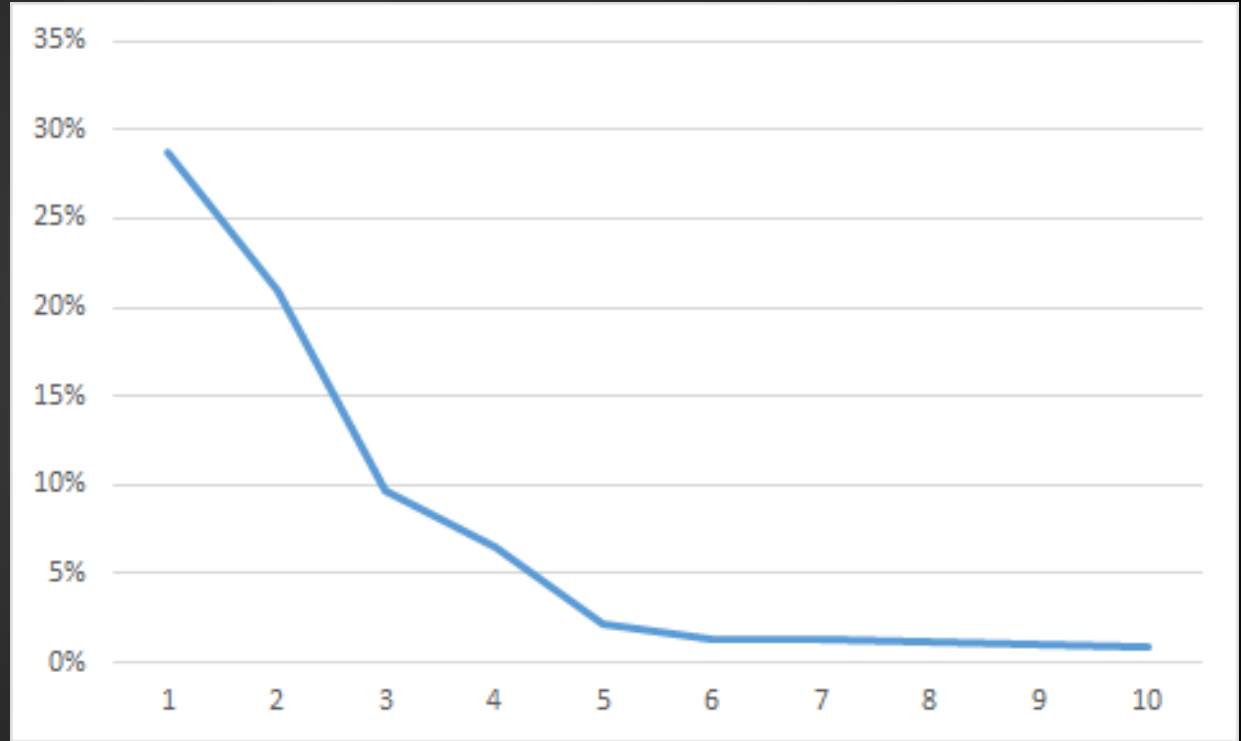
(620 pages total)



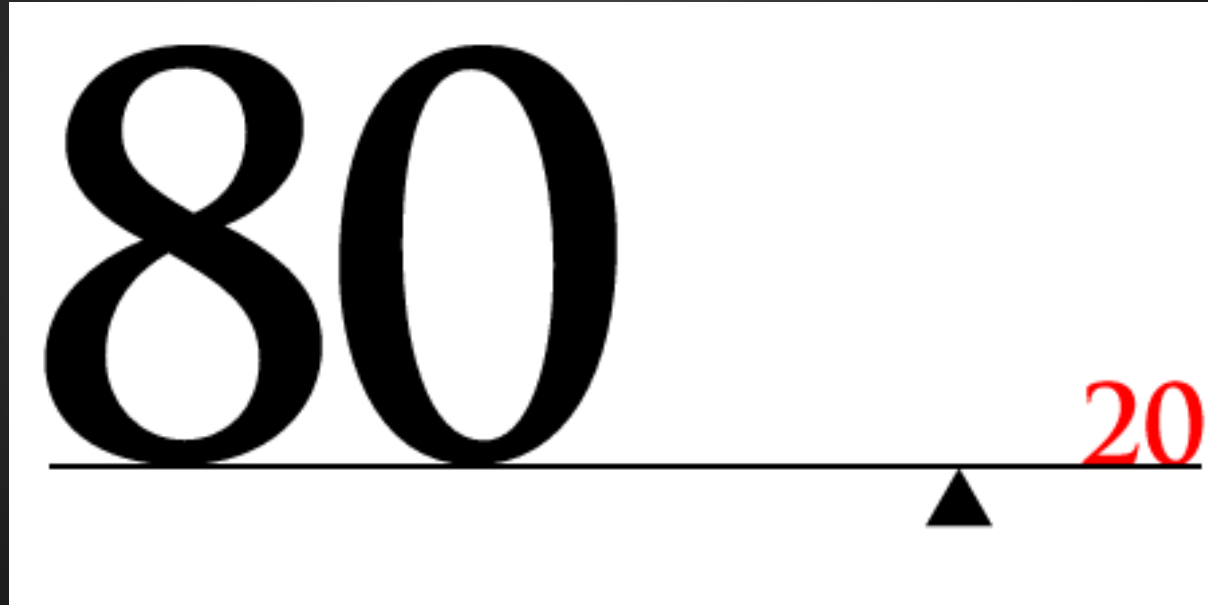
GTA

Top 10 pages
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(1,000 pages
total)



Meet 80% of your users' needs with 20% of the content.



Columbia College

36,000 pages

97.4% decrease!!!!



944 pages

82% increase in web
inquiries!



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THE
JAPANESE
SENSATION –
1.5 MILLION
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SOLD

THE LIFE-CHANGING
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Marie Kondo

A SIMPLE, EFFECTIVE WAY TO BANISH CLUTTER FOREVER





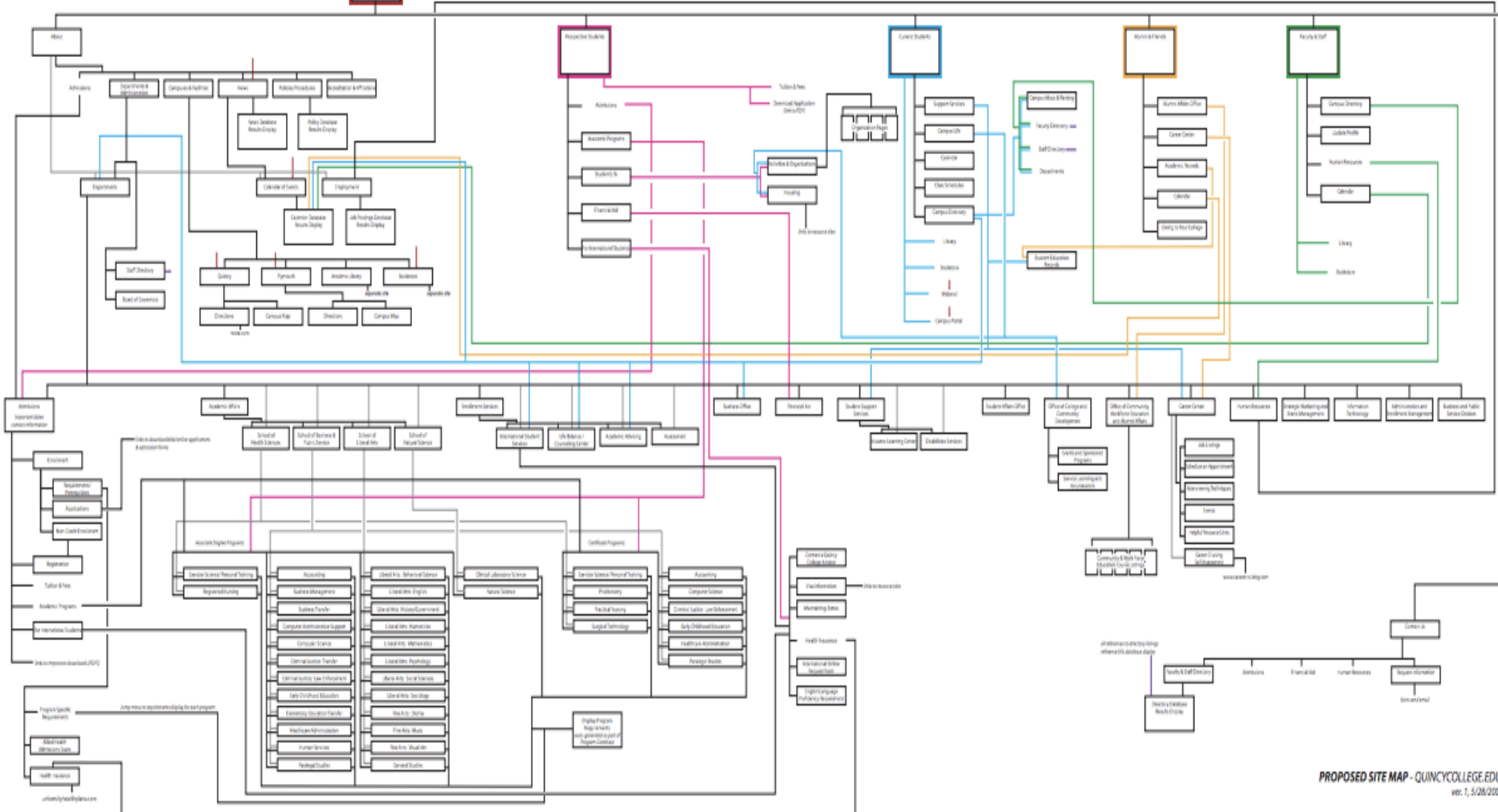
Content Inventory

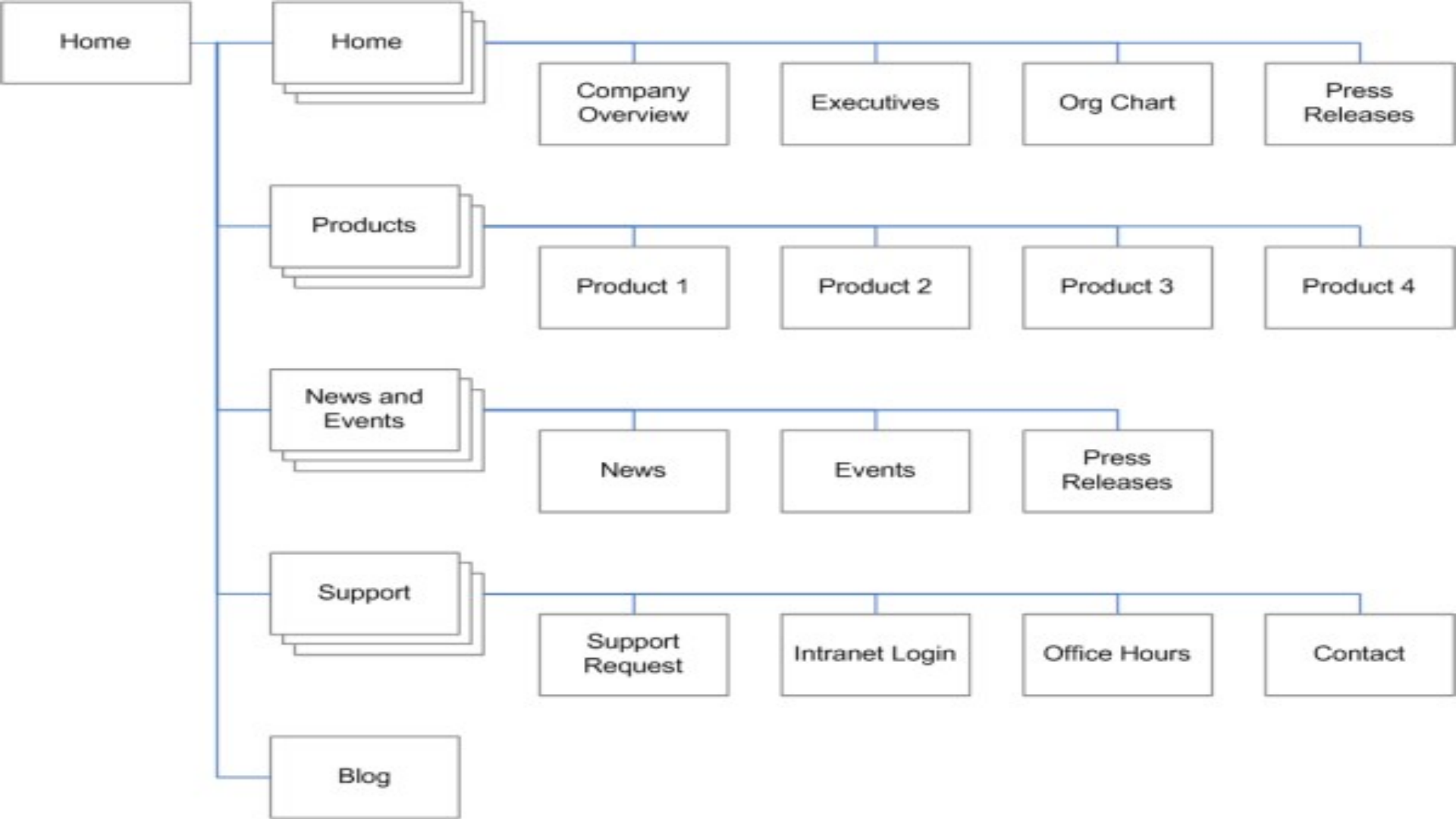
	A	B	C	D	E	F	G	H	I
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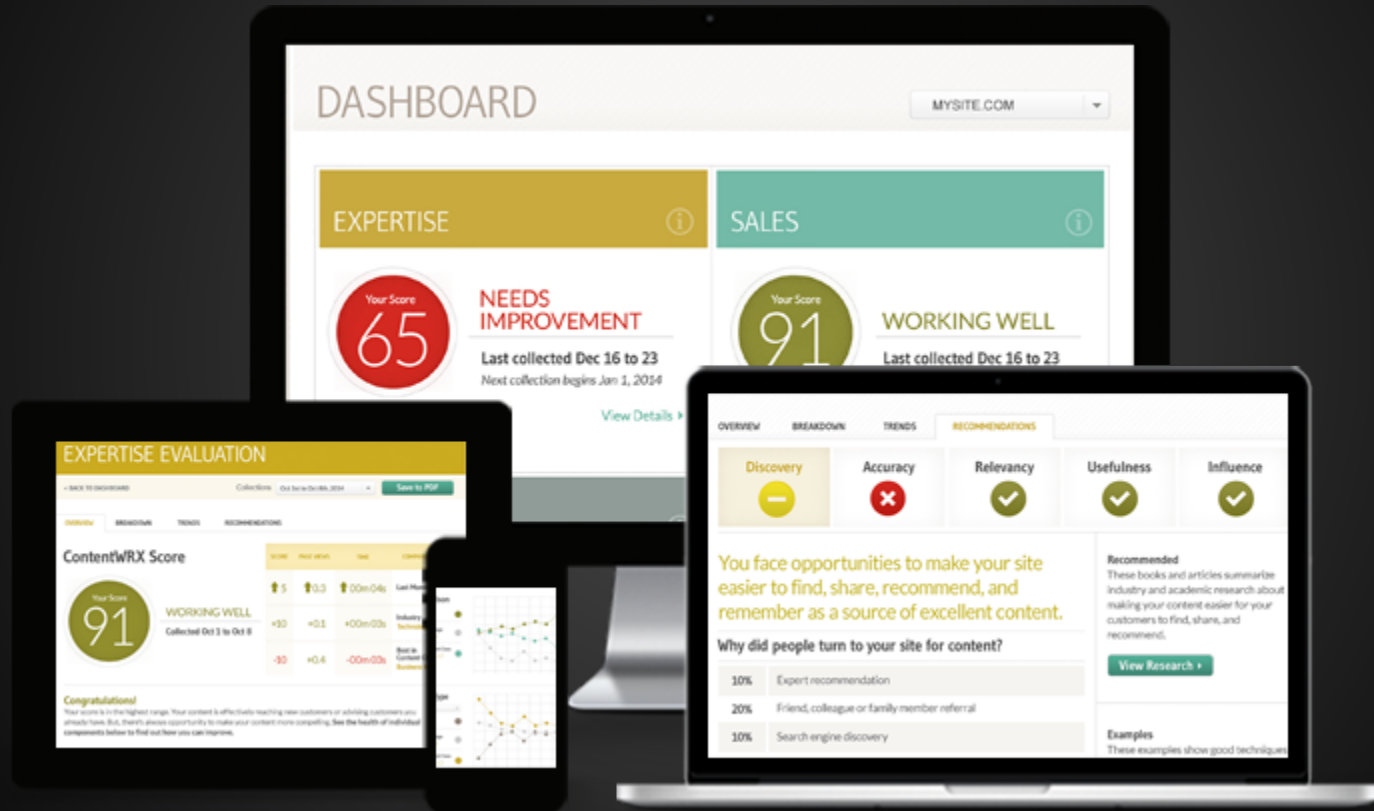
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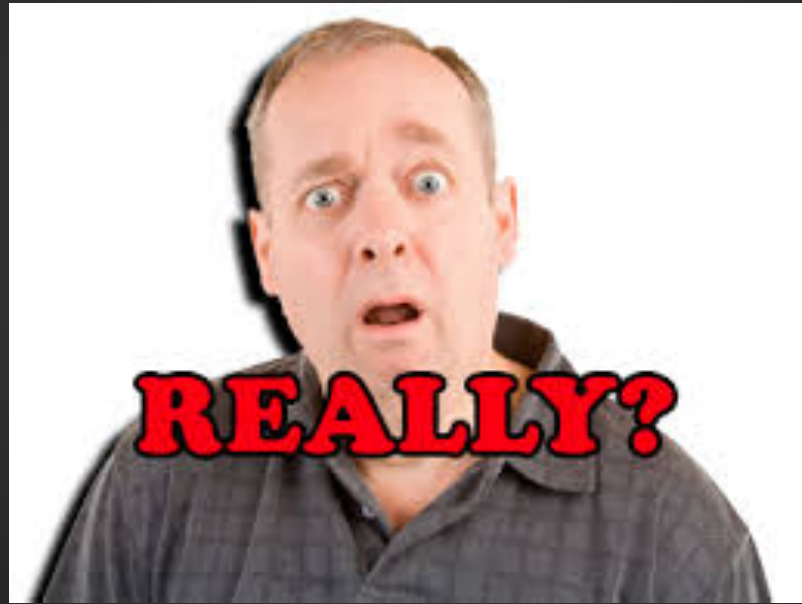


**Use Google Analytics to make tough
decisions.**

Is your content useful?



Now, cut the number of words in half.



Less is More

- Less than 20% of the text content is actually read on an average web page. (Jakob Nielsen, 2008)
- Most visitors scroll through about only 50-60% of an article page. (Chartbeat, 2013)
- Concise, scannable and objective copywriting resulted in 124% better usability. (Nielsen)

Medicare Fraud Letter

Before:

Investigators at the contractor will review the facts in your case and decide the most appropriate course of action. The first step taken with most Medicare health care providers is to reeducate them about Medicare regulations and policies. If the practice continues, the contractor may conduct special audits of the providers [sic] medical records. Often, the contractor recovers overpayments to health care providers this way. If there is sufficient evidence to show that the provider is consistently violating Medicare policies, the contractor will document the violations and ask the Office of the Inspector General to prosecute the case. This can lead to expulsion from the Medicare program, civil monetary penalties, and imprisonment.

After:

We will take two steps to look at this matter: We will find out if it was an error or fraud.

We will let you know the result.

75% reduction!!!

Writing/Editing Tips

~~Omit Needless Words~~

Wordy	Less wordy
The speedy dog ran quickly...	The dog sped...
This is a subject that...	This subject...
The reason why is that...	Because...

Small Words are Better than Big Words

Bigger	Smaller
Consume	Eat
Collaborate	Work together
Individuals	People
In close proximity to	Near

Active, not passive

Passive

The decision was made by the committee to close the school.

Active

The committee decided to close the school.

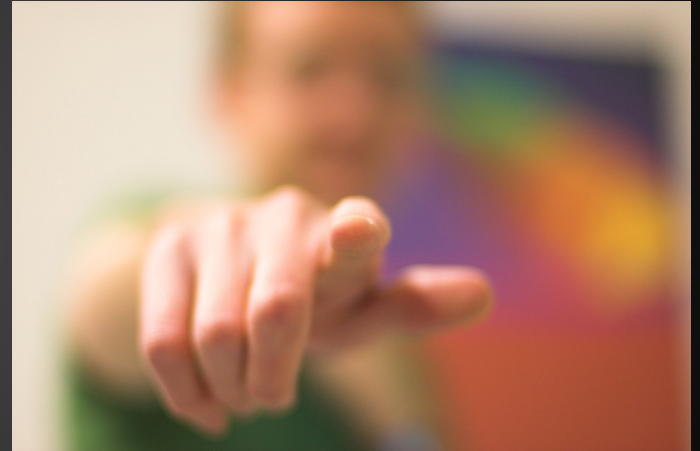
You!

Impersonal:

Customers are required to sign in before being seen by a caseworker.

Personal:

Please sign in, and a caseworker will see you.



A few more...

- Bullet points
- **Bold words** and phrases

A Picture is NOT worth a thousand words.



Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster



Popular on GOV.UK

[Universal Jobmatch job search](#)

[Renew vehicle tax](#)

[Log in to student finance](#)

[Book your theory test](#)

[Employment and Support Allowance](#)

[Benefits](#)

Includes tax credits, eligibility and appeals

[Births, deaths, marriages and care](#)

Parenting, civil partnerships, divorce and Lasting Power of Attorney

[Business and self-employed](#)

Tools and guidance for businesses

[Disabled people](#)

Includes carers, your rights, benefits and the Equality Act

[Driving and transport](#)

Includes vehicle tax, MOT and driving licences

[Education and learning](#)

Includes student loans, admissions and apprenticeships

[Housing and local services](#)

Owning or renting and council services

[Money and tax](#)

Includes debt and Self Assessment

[Passports, travel and living abroad](#)

Includes renewing passports and travel advice by country

PDFs are NOT your friend.



C. Design/Environmental Activities

1. Are minority members of the community invited to participate in public hearings? How do you go about doing that?
2. Are accessibility of locations, adequate time, and translation services considered during the coordination of hearings? Was any other effort made to promote maximum attendance by those affected by the project, including member of minority communities?
3. Is the Hearing Coordinator keeping records in attendance? Is the information broken down by race, color, national origin, sex, (by visual identification)?
4. Have location and design manuals, directives, operational procedures, guidelines, and policies been reviewed for Title VI compliance purposes?
5. Is statistical data being collected on race, color, national origin, and sex on communities affected by a construction project?

D. Right of Way Activities

1. Are DBE goals for real estate appraisers being met? If not, what provisions have been taken to help reach these goals?
2. Is Title VI language being incorporated in all acquisition, negotiation, property management communications, and contracts?
3. Are Title VI language and assurance statements being included in all surveys for property owners and tenants after the conclusion of all business?
4. Are all values and communications associated with appraisals conducted in an equitable fashion?
5. Do deeds, permits, and leases contain Title VI compliance clauses?

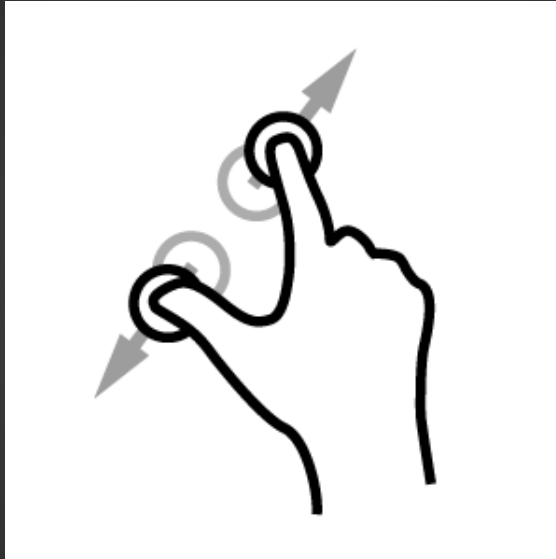
6. Is statistical data being gathered on race, color, national origin, and sex for all relocates?

D. Construction and Maintenance Activities

C. Design/Environmental Activities

1. Are minority members of the community invited to participate in public hearings? How do you go about doing that?
2. Are accessibility of locations, adequate time, and translation services considered during the coordination of hearings? Was any other effort made to promote maximum attendance by those affected by the project, including member of minority communities?
3. Is the Hearing Coordinator keeping records in attendance? Is the information broken down by race, color, national origin, sex, (by visual identification)?
4. Have location and design manuals, directives, operational procedures, guidelines, and policies been reviewed for Title VI compliance purposes?
5. Is statistical data being collected on race, color, national origin, and sex on communities affected by a construction project?

D. Right of Way Activities



**VERIZON WIRELESS MESSAGING SERVICES
ACCOUNT AGREEMENT**

(“AAA”) OR BETTER BUSINESS BUREAU (“BBB”) AS DESCRIBED BELOW. (IF CUSTOMER’S LOCAL SMALL CLAIMS COURT OFFERS ARBITRATION, CUSTOMER MAY ALSO USE THAT PROCESS FOR ANY DISPUTE THAT QUALIFIES.) THIS DOES NOT CHANGE CUSTOMER’S SUBSTANTIVE RIGHTS, JUST THE POTENTIAL FORUMS FOR RESOLVING DISPUTES. IN ADDITION, CUSTOMER CAN STILL BRING ANY ISSUES CUSTOMER MAY HAVE TO THE ATTENTION OF APPROPRIATE FEDERAL, STATE, OR LOCAL GOVERNMENT AGENCIES AND THEY CAN STILL, IF THE LAW ALLOWS, SEEK RELIEF AGAINST CARRIER ON CUSTOMER’S BEHALF.

22.2 FOR CLAIMS OVER \$10,000, THE AAA’S WIRELESS INDUSTRY ARBITRATION (“WIA”) RULES WILL APPLY. FOR CLAIMS BETWEEN \$2,500 AND \$10,000, THE AAA’S ARBITRATION RULES FOR THE RESOLUTION OF CONSUMER-RELATED DISPUTES (THE “CONSUMER RULES”), WHICH INCLUDE A SMALL CLAIMS COURT OPTION, WILL APPLY. FOR CLAIMS UNDER \$2,500, THE COMPLAINING PARTY CAN CHOOSE EITHER THE CONSUMER RULES OR THE BBB’S RULES FOR BINDING ARBITRATION. AN ARBITRATOR MAY, UNDER ANY OF THESE RULES, REQUIRE EACH PARTY TO EXCHANGE RELEVANT EVIDENCE IN ADVANCE. IN LARGE/COMPLEX CASES UNDER THE WIA RULES, THE ARBITRATORS MUST APPLY THE FEDERAL RULES OF EVIDENCE AND THE LOSER MAY HAVE THE AWARD REVIEWED BY A PANEL OF THREE (3) NEW ARBITRATORS.

22.3. CUSTOMER CAN OBTAIN RULES AND FEE INFORMATION FROM THE AAA (www.adr.org), THE BBB (www.bbb.org) OR FROM CARRIER. IF CUSTOMER CANNOT PAY THE REQUIRED ARBITRATION FEES, IF ANY, THERE ARE FEE WAIVER PROGRAMS. EVEN IF CUSTOMER DOES NOT QUALIFY FOR A FEE WAIVER, CARRIER WILL PAY ALL BUT \$100 OF ANY COMBINED FEES CUSTOMER WOULD BE REQUIRED TO PAY FOR FILING AND A FIRST DAY OF ARBITRATION IF CUSTOMER COMPLETES CARRIER’S MEDIATION PROGRAM. MEDIATION IS A PROCESS FOR MUTUALLY RESOLVING DISPUTES. A MEDIATOR CAN HELP PARTIES REACH AGREEMENT, BUT DOES NOT DECIDE THEIR ISSUES. IN CARRIER’S MEDIATION PROGRAM, CARRIER WILL ASSIGN SOMEONE (WHO MAY BE FROM CARRIER’S COMPANY) NOT DIRECTLY INVOLVED IN THE DISPUTE TO MEDIATE. THAT PERSON WILL HAVE ALL THE RIGHTS AND PROTECTIONS OF A MEDIATOR. NOTHING SAID IN THE MEDIATION CAN BE USED IN A LATER ARBITRATION OR LAWSUIT. COMPLETING THE MEDIATION PROGRAM MEANS PARTICIPATING IN GOOD FAITH IN AT LEAST ONE TELEPHONIC MEDIATION SESSION. CUSTOMER CAN CONTACT CARRIER AT www.verizonwireless.com OR THROUGH CUSTOMER SERVICE TO FIND OUT MORE.

22.4. ONLY AN ARBITRATOR CAN DECIDE WHETHER AN ISSUE IS ARBITRABLE. AN ARBITRATOR CAN ALLOCATE THE FEES AND COSTS OF ARBITRATION IN AN AWARD. IF AN APPLICABLE STATUTE PROVIDES FOR AN AWARD OF ATTORNEY’S FEES, AN ARBITRATOR CAN AWARD THEM, TOO. ANY ARBITRATION AWARD MADE AFTER COMPLETION OF AN ARBITRATION IS FINAL AND BINDING AND MAY BE CONFIRMED IN ANY COURT OF COMPETENT JURISDICTION. AN AWARD AND ANY JUDGMENT CONFIRMING IT ONLY APPLIES TO THE ARBITRATION IN WHICH IT WAS AWARDED AND CANNOT BE USED IN ANY OTHER CASE EXCEPT TO ENFORCE THE AWARD ITSELF.

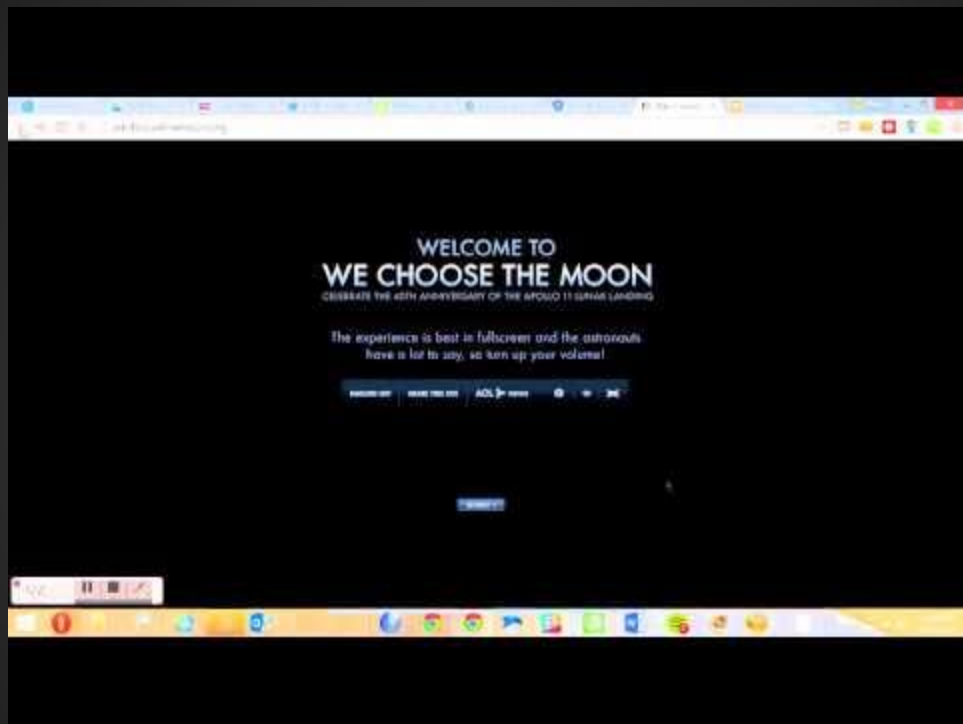
22.5. IF FOR SOME REASON THESE ARBITRATION REQUIREMENTS DON’T APPLY, EACH PARTY WAIVES ANY TRIAL BY JURY.

23. **Entire Agreement:** This Agreement, together with the Attachment 1, if applicable, contains the full and complete understanding between the parties, supersedes all prior agreements and understandings, whether written or oral pertaining to the services and cannot be modified except by a written instrument signed by both parties.
24. **Governing Law:** This Agreement shall be governed by the laws of the State of New York regardless of any conflicts of laws or rules that would require the application of the laws of another jurisdiction. Disputes requiring arbitration shall be resolved in New York City or Dallas, TX for customers with ten (10) or more wireless devices in service and in the largest U.S. city within 200 miles of customer’s billing address for those customers with less than ten (10) devices in service.
25. **Execution of Agreement:** This Agreement may be executed in several counterparts, a copy of which shall be considered an original for all purposes whatsoever.

Google will
NOT index
this!

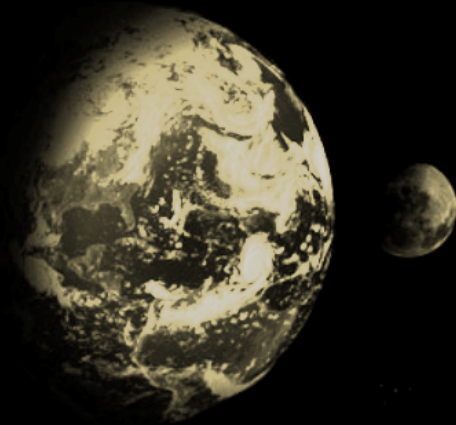
No Flash. Zero. None.





WE CHOOSE
THE MOON

CELEBRATE THE 40 YEAR ANNIVERSARY OF THE
APOLLO 11 LUNAR LANDING



JOHN F. KENNEDY PRESIDENTIAL LIBRARY & MUSEUM

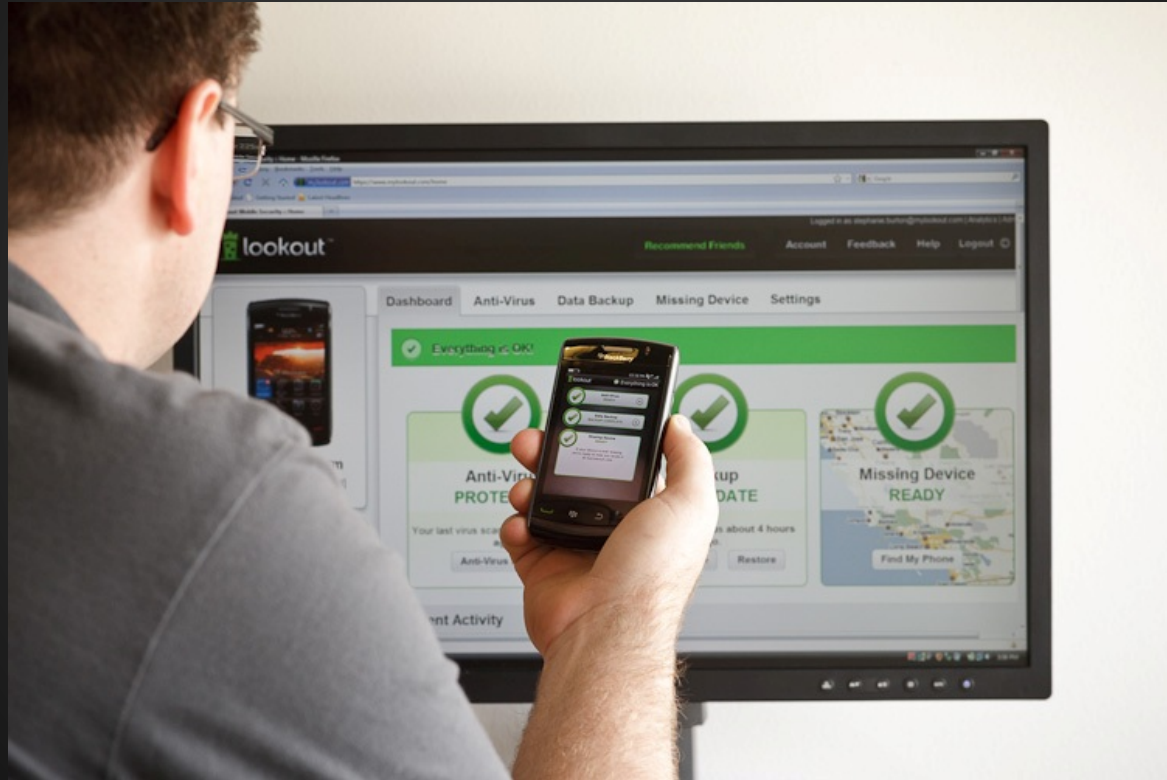
Thank you for visiting wechoosethemoon.org, in order to view this site
you will need flash player 10, which you can download [here](#).

 [CLICK HERE TO GET FLASH](#)

Why are we doing this?



Mobile Matters.



Make your pages tiny.

1. Cut the content

2. Optimize photos and videos

<http://jpeg-optimizer.com/>

3. Optimize PDFs if you have them

<http://smallpdf.com/compress-pdf>

Content Vetting

Make tough decisions about adding content

- Content Request Form
- Governance body



Why are we doing this?



Public Trust in Government, 1958 to 2010

People who say they trust government just about always or most of the time



Source: Pew Research Center



CUSTOMER

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A serious talk about your content

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Our new website after 6 months...



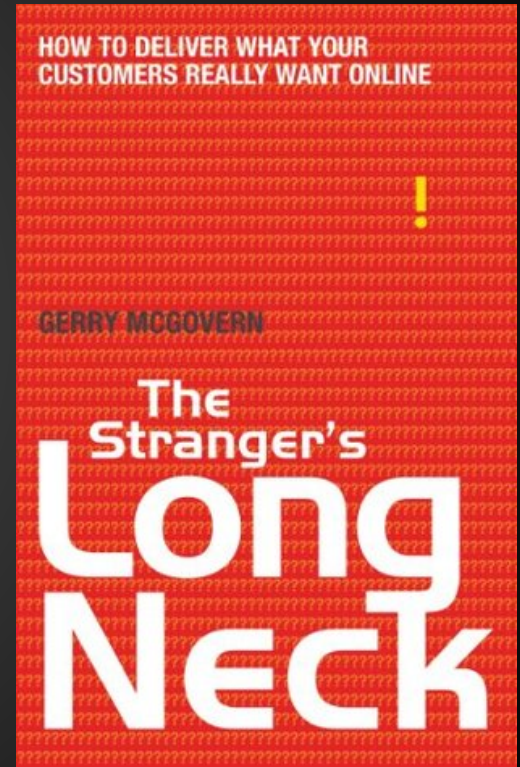
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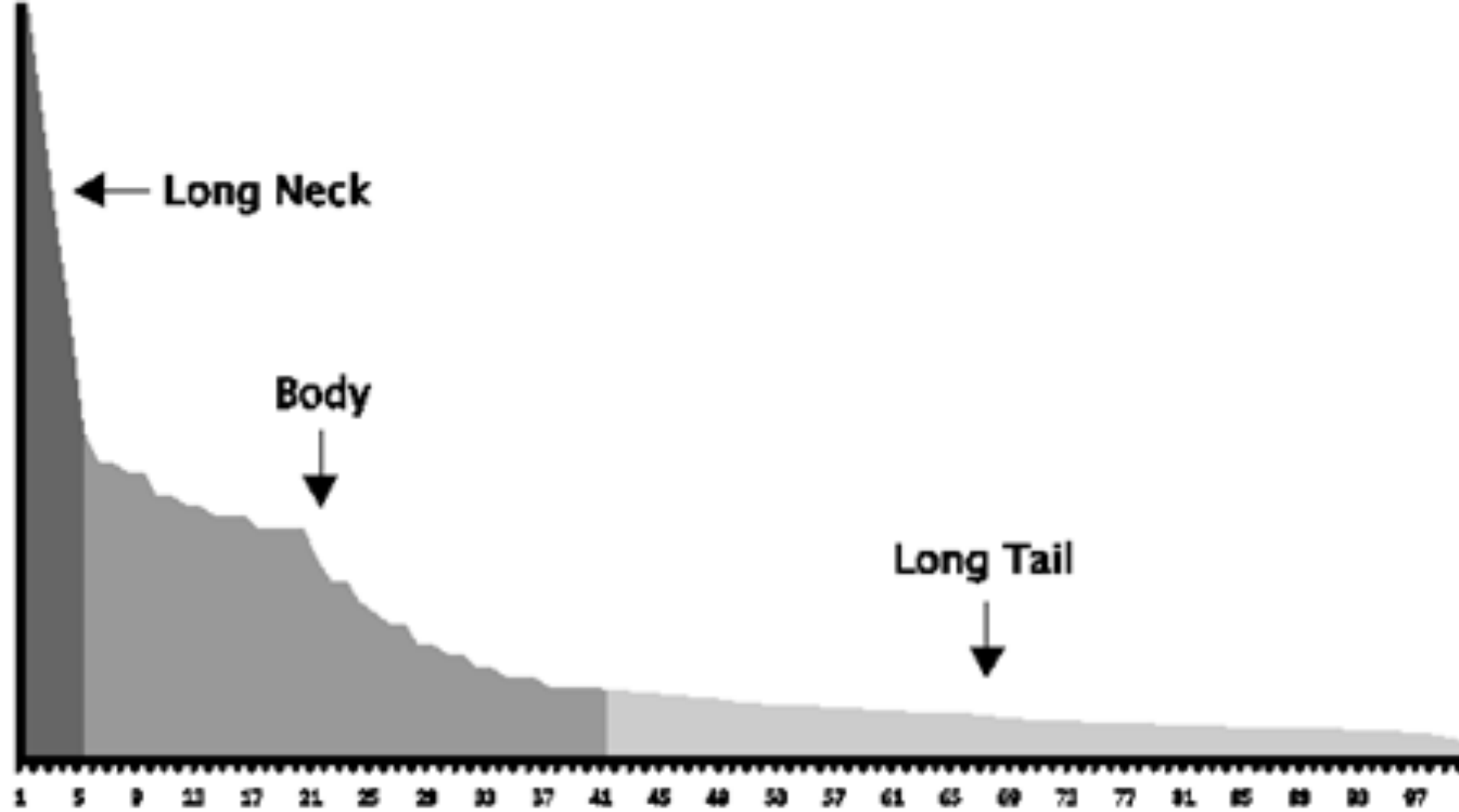
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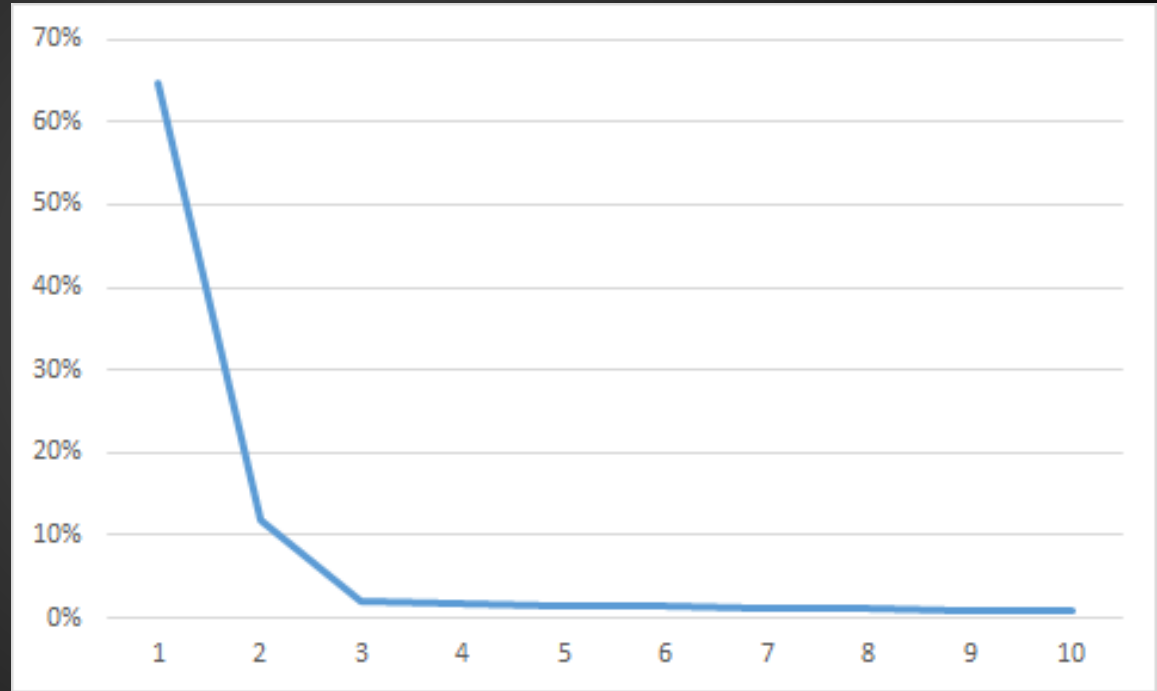




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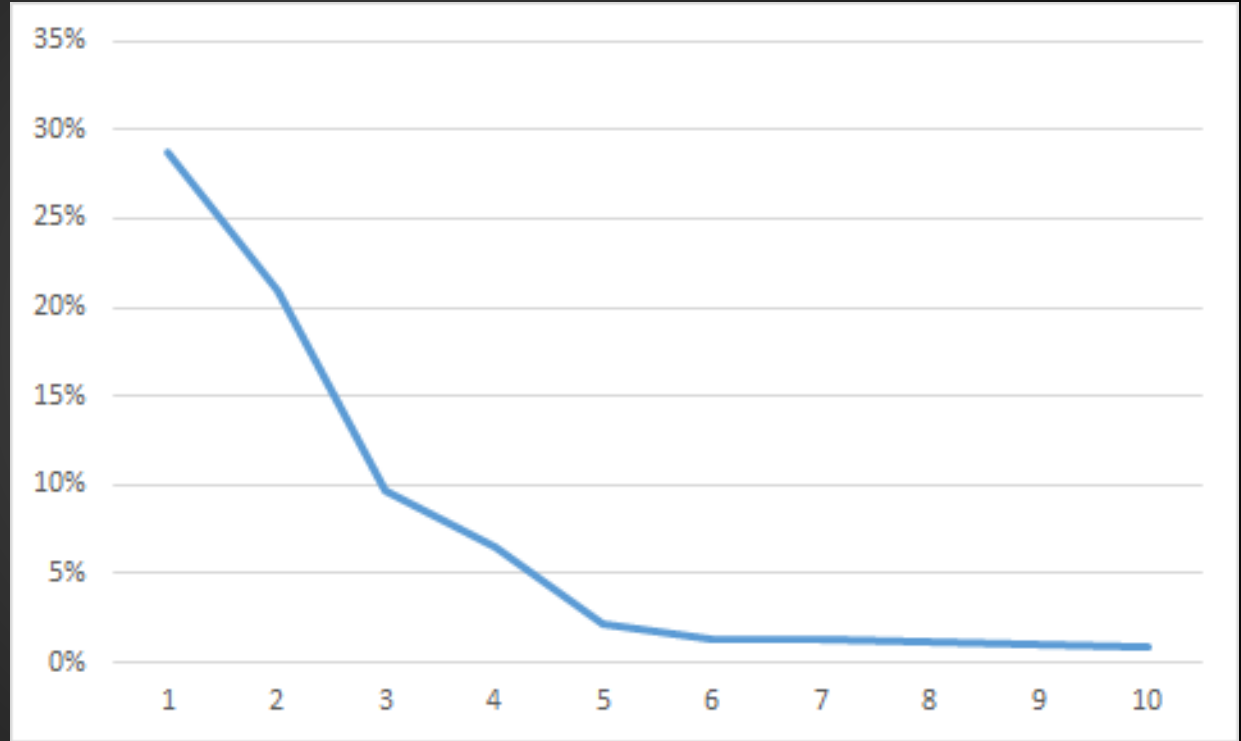
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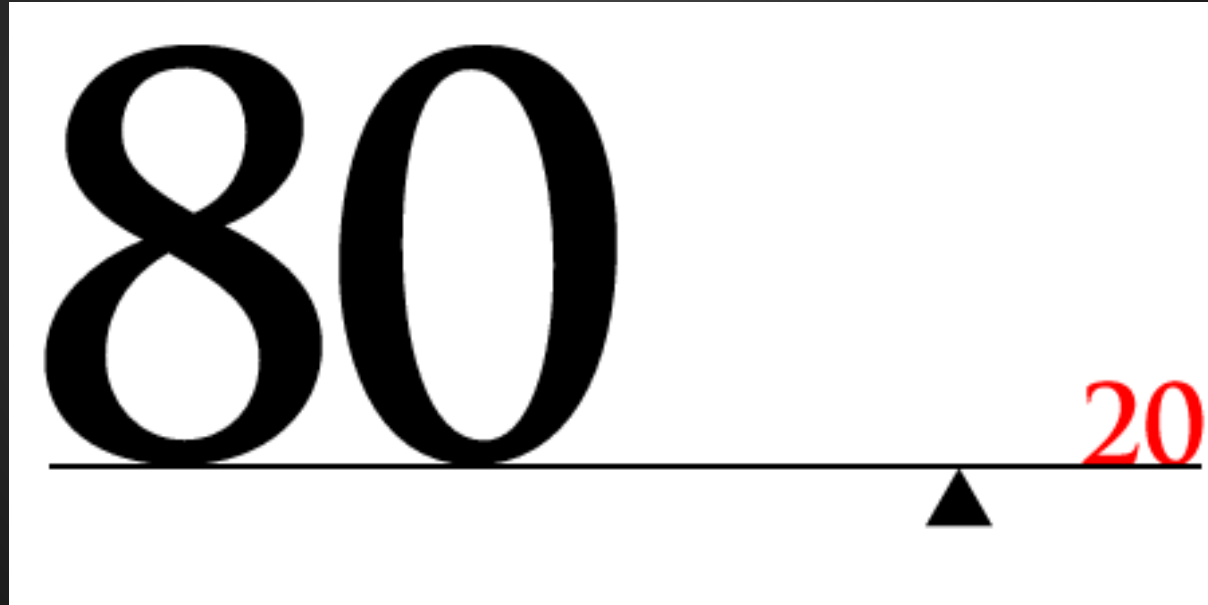
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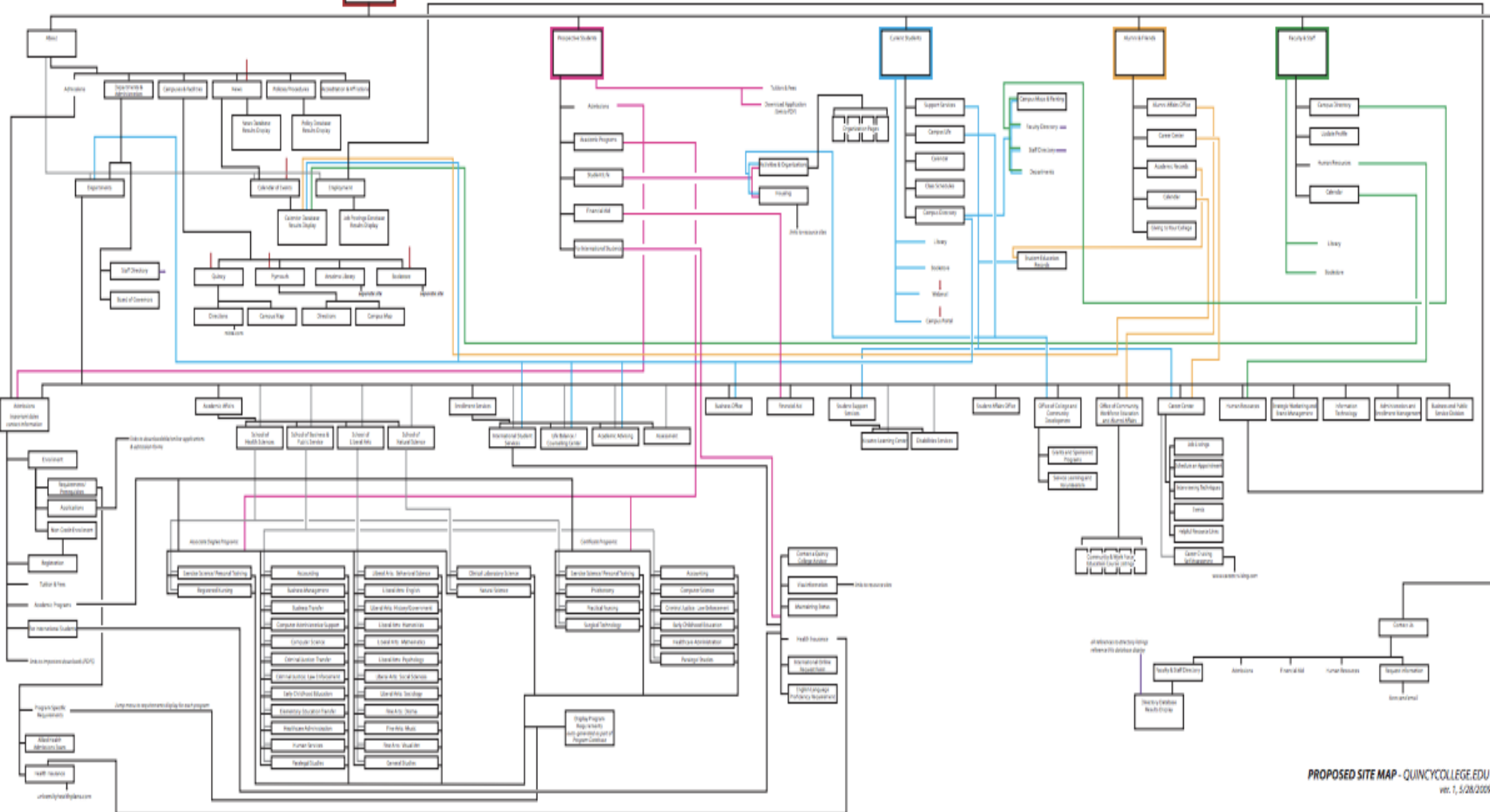
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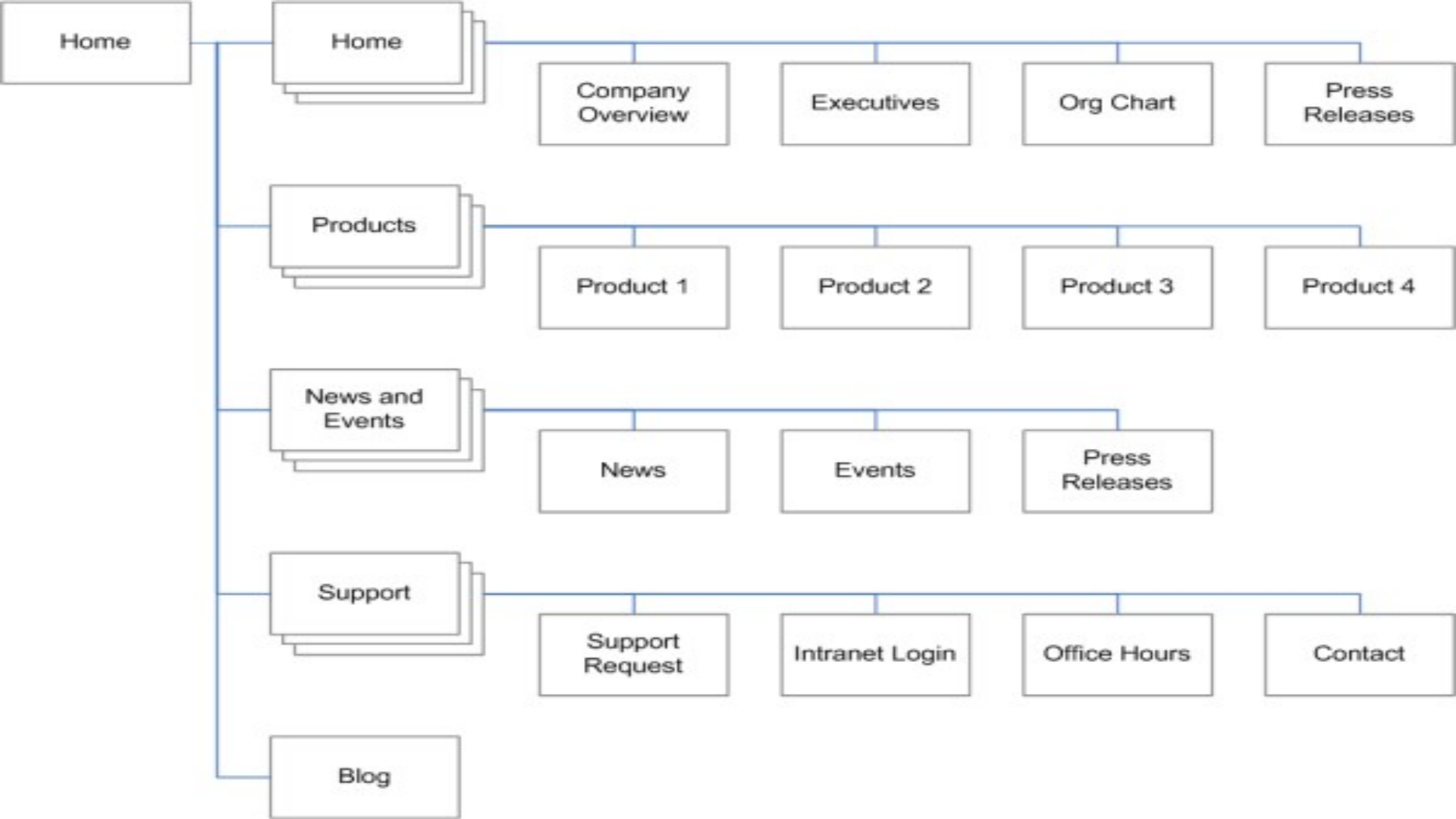
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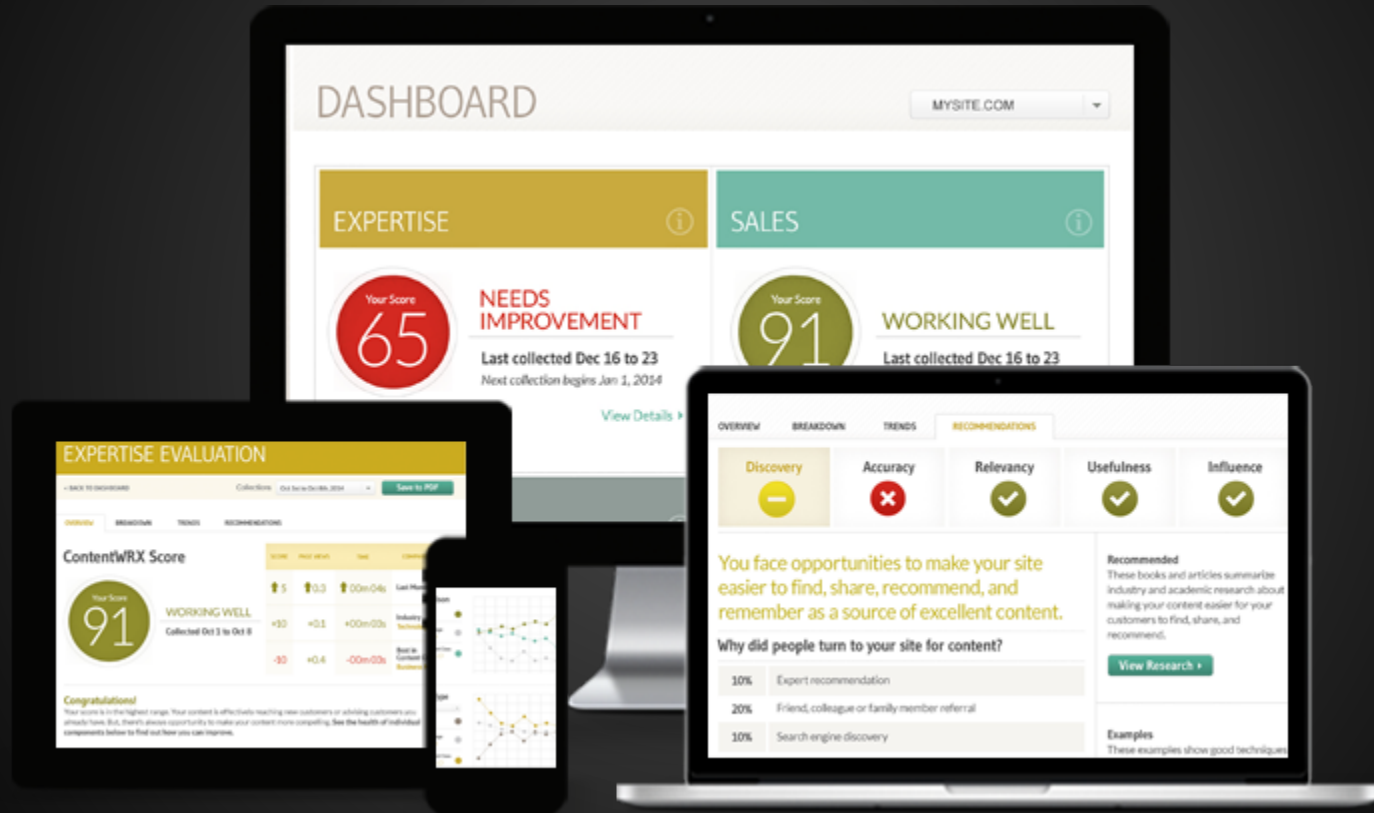
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Before:

Investigators at the contractor will review the facts in your case and decide the most appropriate course of action. The first step taken with most Medicare health care providers is to reeducate them about Medicare regulations and policies. If the practice continues, the contractor may conduct special audits of the providers [sic] medical records. Often, the contractor recovers overpayments to health care providers this way. If there is sufficient evidence to show that the provider is consistently violating Medicare policies, the contractor will document the violations and ask the Office of the Inspector General to prosecute the case. This can lead to expulsion from the Medicare program, civil monetary penalties, and imprisonment.

After:

We will take two steps to look at this matter: We will find out if it was an error or fraud.

We will let you know the result.

75% reduction!!!

Writing/Editing Tips

~~Omit Needless Words~~

Wordy	Less wordy
The speedy dog ran quickly...	The dog sped...
This is a subject that...	This subject...
The reason why is that...	Because...

Small Words are Better than Big Words

Bigger	Smaller
Consume	Eat
Collaborate	Work together
Individuals	People
In close proximity to	Near

Active, not passive

Passive

The decision was made by the committee to close the school.

Active

The committee decided to close the school.

You!

Impersonal:

Customers are required to sign in before being seen by a caseworker.

Personal:

Please sign in, and a caseworker will see you.



A few more...

- Bullet points
- **Bold words** and phrases

A Picture is NOT worth a thousand words.



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Includes student loans, admissions and apprenticeships

[Housing and local services](#)

Owning or renting and council services

[Money and tax](#)

Includes debt and Self Assessment

[Passports, travel and living abroad](#)

Includes renewing passports and travel advice by country

PDFs are NOT your friend.



C. Design/Environmental Activities

1. Are minority members of the community invited to participate in public hearings? How do you go about doing that?
2. Are accessibility of locations, adequate time, and translation services considered during the coordination of hearings? Was any other effort made to promote maximum attendance by those affected by the project, including member of minority communities?
3. Is the Hearing Coordinator keeping records in attendance? Is the information broken down by race, color, national origin, sex, (by visual identification)?
4. Have location and design manuals, directives, operational procedures, guidelines, and policies been reviewed for Title VI compliance purposes?
5. Is statistical data being collected on race, color, national origin, and sex on communities affected by a construction project?

D. Right of Way Activities

1. Are DBE goals for real estate appraisers being met? If not, what provisions have been taken to help reach these goals?
2. Is Title VI language being incorporated in all acquisition, negotiation, property management communications, and contracts?
3. Are Title VI language and assurance statements being included in all surveys for property owners and tenants after the conclusion of all business?
4. Are all values and communications associated with appraisals conducted in an equitable fashion?
5. Do deeds, permits, and leases contain Title VI compliance clauses?

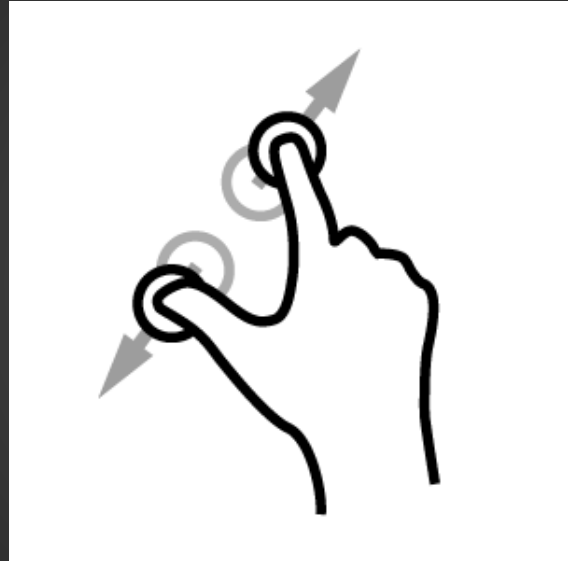
6. Is statistical data being gathered on race, color, national origin, and sex for all relocates?

D. Construction and Maintenance Activities

C. Design/Environmental Activities

1. Are minority members of the community invited to participate in public hearings? How do you go about doing that?
2. Are accessibility of locations, adequate time, and translation services considered during the coordination of hearings? Was any other effort made to promote maximum attendance by those affected by the project, including member of minority communities?
3. Is the Hearing Coordinator keeping records in attendance? Is the information broken down by race, color, national origin, sex, (by visual identification)?
4. Have location and design manuals, directives, operational procedures, guidelines, and policies been reviewed for Title VI compliance purposes?
5. Is statistical data being collected on race, color, national origin, and sex on communities affected by a construction project?

D. Right of Way Activities



**VERIZON WIRELESS MESSAGING SERVICES
ACCOUNT AGREEMENT**

(“AAA”) OR BETTER BUSINESS BUREAU (“BBB”) AS DESCRIBED BELOW. (IF CUSTOMER’S LOCAL SMALL CLAIMS COURT OFFERS ARBITRATION, CUSTOMER MAY ALSO USE THAT PROCESS FOR ANY DISPUTE THAT QUALIFIES.) THIS DOES NOT CHANGE CUSTOMER’S SUBSTANTIVE RIGHTS, JUST THE POTENTIAL FORUMS FOR RESOLVING DISPUTES. IN ADDITION, CUSTOMER CAN STILL BRING ANY ISSUES CUSTOMER MAY HAVE TO THE ATTENTION OF APPROPRIATE FEDERAL, STATE, OR LOCAL GOVERNMENT AGENCIES AND THEY CAN STILL, IF THE LAW ALLOWS, SEEK RELIEF AGAINST CARRIER ON CUSTOMER’S BEHALF.

22.2 FOR CLAIMS OVER \$10,000, THE AAA’S WIRELESS INDUSTRY ARBITRATION (“WIA”) RULES WILL APPLY. FOR CLAIMS BETWEEN \$2,500 AND \$10,000, THE AAA’S ARBITRATION RULES FOR THE RESOLUTION OF CONSUMER-RELATED DISPUTES (THE “CONSUMER RULES”), WHICH INCLUDE A SMALL CLAIMS COURT OPTION, WILL APPLY. FOR CLAIMS UNDER \$2,500, THE COMPLAINING PARTY CAN CHOOSE EITHER THE CONSUMER RULES OR THE BBB’S RULES FOR BINDING ARBITRATION. AN ARBITRATOR MAY, UNDER ANY OF THESE RULES, REQUIRE EACH PARTY TO EXCHANGE RELEVANT EVIDENCE IN ADVANCE. IN LARGE/COMPLEX CASES UNDER THE WIA RULES, THE ARBITRATORS MUST APPLY THE FEDERAL RULES OF EVIDENCE AND THE LOSER MAY HAVE THE AWARD REVIEWED BY A PANEL OF THREE (3) NEW ARBITRATORS.

22.3. CUSTOMER CAN OBTAIN RULES AND FEE INFORMATION FROM THE AAA (www.adr.org), THE BBB (www.bbb.org) OR FROM CARRIER. IF CUSTOMER CANNOT PAY THE REQUIRED ARBITRATION FEES, IF ANY, THERE ARE FEE WAIVER PROGRAMS. EVEN IF CUSTOMER DOES NOT QUALIFY FOR A FEE WAIVER, CARRIER WILL PAY ALL BUT \$100 OF ANY COMBINED FEES CUSTOMER WOULD BE REQUIRED TO PAY FOR FILING AND A FIRST DAY OF ARBITRATION IF CUSTOMER COMPLETES CARRIER’S MEDIATION PROGRAM. MEDIATION IS A PROCESS FOR MUTUALLY RESOLVING DISPUTES. A MEDIATOR CAN HELP PARTIES REACH AGREEMENT, BUT DOES NOT DECIDE THEIR ISSUES. IN CARRIER’S MEDIATION PROGRAM, CARRIER WILL ASSIGN SOMEONE (WHO MAY BE FROM CARRIER’S COMPANY) NOT DIRECTLY INVOLVED IN THE DISPUTE TO MEDIATE. THAT PERSON WILL HAVE ALL THE RIGHTS AND PROTECTIONS OF A MEDIATOR. NOTHING SAID IN THE MEDIATION CAN BE USED IN A LATER ARBITRATION OR LAWSUIT. COMPLETING THE MEDIATION PROGRAM MEANS PARTICIPATING IN GOOD FAITH IN AT LEAST ONE TELEPHONIC MEDIATION SESSION. CUSTOMER CAN CONTACT CARRIER AT www.verizonwireless.com OR THROUGH CUSTOMER SERVICE TO FIND OUT MORE.

22.4. ONLY AN ARBITRATOR CAN DECIDE WHETHER AN ISSUE IS ARBITRABLE. AN ARBITRATOR CAN ALLOCATE THE FEES AND COSTS OF ARBITRATION IN AN AWARD. IF AN APPLICABLE STATUTE PROVIDES FOR AN AWARD OF ATTORNEY’S FEES, AN ARBITRATOR CAN AWARD THEM, TOO. ANY ARBITRATION AWARD MADE AFTER COMPLETION OF AN ARBITRATION IS FINAL AND BINDING AND MAY BE CONFIRMED IN ANY COURT OF COMPETENT JURISDICTION. AN AWARD AND ANY JUDGMENT CONFIRMING IT ONLY APPLIES TO THE ARBITRATION IN WHICH IT WAS AWARDED AND CANNOT BE USED IN ANY OTHER CASE EXCEPT TO ENFORCE THE AWARD ITSELF.

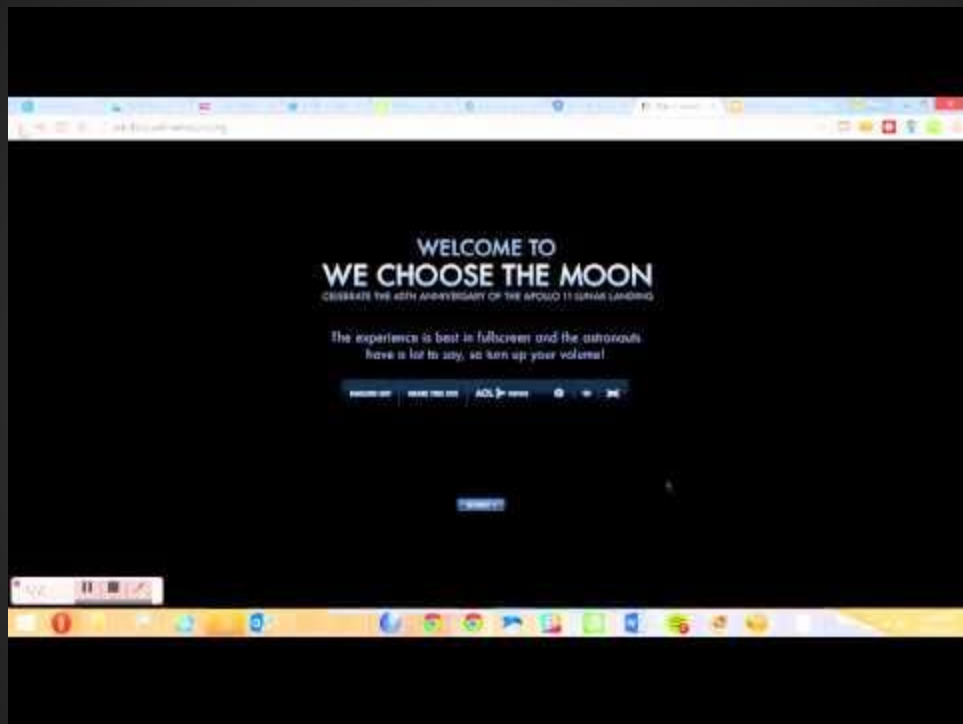
22.5. IF FOR SOME REASON THESE ARBITRATION REQUIREMENTS DON’T APPLY, EACH PARTY WAIVES ANY TRIAL BY JURY.

23. **Entire Agreement:** This Agreement, together with the Attachment 1, if applicable, contains the full and complete understanding between the parties, supersedes all prior agreements and understandings, whether written or oral pertaining to the services and cannot be modified except by a written instrument signed by both parties.
24. **Governing Law:** This Agreement shall be governed by the laws of the State of New York regardless of any conflicts of laws or rules that would require the application of the laws of another jurisdiction. Disputes requiring arbitration shall be resolved in New York City or Dallas, TX for customers with ten (10) or more wireless devices in service and in the largest U.S. city within 200 miles of customer’s billing address for those customers with less than ten (10) devices in service.
25. **Execution of Agreement:** This Agreement may be executed in several counterparts, a copy of which shall be considered an original for all purposes whatsoever.

Google will
NOT index
this!

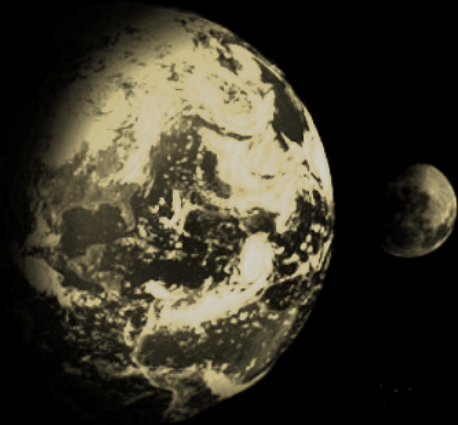
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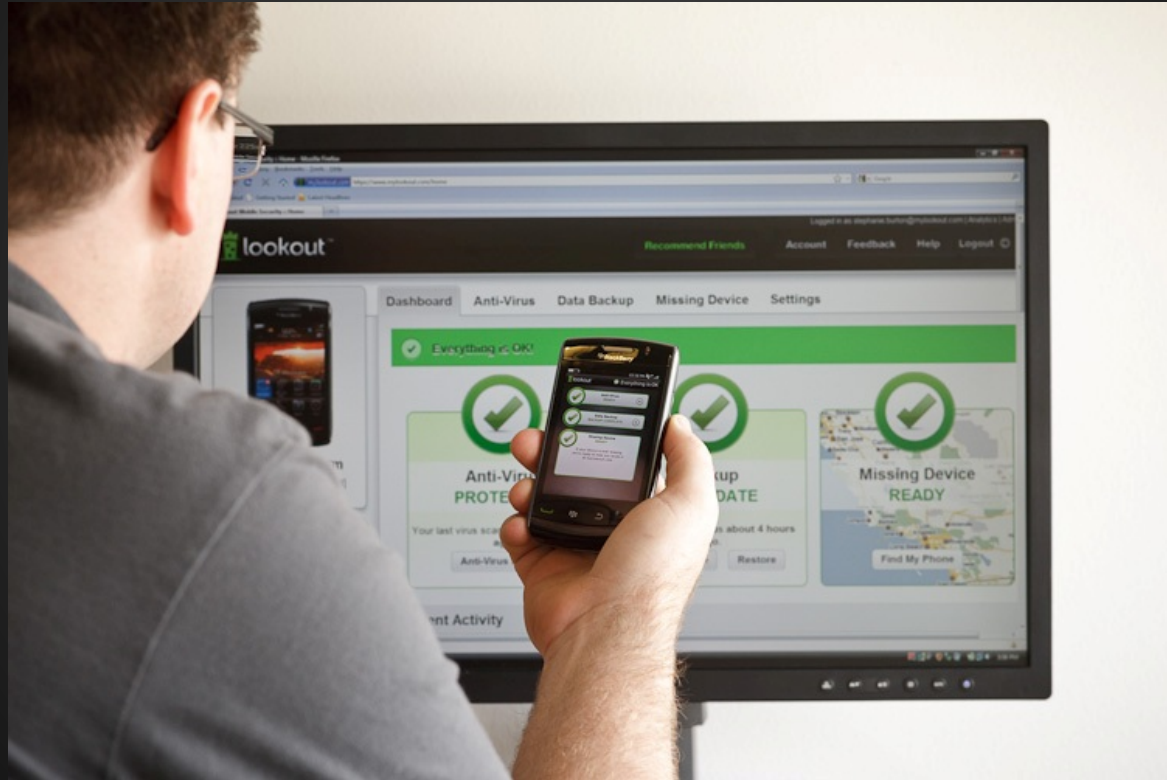
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- Governance body



Why are we doing this?



Public Trust in Government, 1958 to 2010

People who say they trust government just about always or most of the time



Source: Pew Research Center



CUSTOMER