

Web content design and writing for the best user experience

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How we do it

- How our team is structured to focus on digital content design
- Everyone has a role to play in designing content:
 - Content writer
 - Content publisher
 - Content editor
 - UX designer
 - Digital designer
 - Developer
 - Business analyst
 - Information architect

A digital writers toolkit

- Your organisation's writing style guide
- Your organisation's pattern library
- Digital content toolkit (handout)
- Editorial evaluation checklist (handout)
- Digital practice standards
- WCAG 2.1
- Other tools you can use:
 - The Writer's Diet (writersdiet.com)
 - Hemmingway App (www.hemingwayapp.com)
 - Readability score (readability-score.com)
 - ProWritingAid (prowritingaid.com)

Digital writing best practice

- Pages should be single purpose.
- Concise words, sentences, paragraphs and pages.
- Use bullet points on lists with more than two items. Bullet points work best with up to six items. After six items you should consider chunking the content into sections.
- Frontload headings with key information and terms to make the content easy to find on the page and in search engines.
- Use sub-headings, great for scanning behaviours, an opportunity to add more keywords, break up long content, great for screen-reading technology.
- Use plain English – it isn't the same as dumbing down.
- Be consistent - consistency invokes comfort, trust and the impression that a business is professional and organised. It enhances overall user experience.

Pattern library

- Pattern library (patternlibrary.aucklandcouncil.govt.nz)

Pattern library

Buttons

Standard primary button

Standard secondary button

 Primary button icon left

 Secondary button icon left

Primary button icon right 

Secondary button icon right 

Or locate things near me 

Or locate things near me 

Pattern library

Status

● Ready to adopt

Happening now

● Open for feedback

until 7 August 2016

Happening now

● Open for submissions

until 20 October 2016

[Submit feedback online](#)

● Coming up

opens 3 July 2016

Pattern library

Cards

Call out

You should know

Before you start

We will need to know:

1. The location of the illegal dumping
2. A photo or description to help us assess the problem and location
3. If witnessed, a description of the offender or their vehicle can help us identify them
4. Your contact details are optional, but we will let you know when it has been cleared.

Tip

Tip

Websites like the New Zealand Kennel Club are a great resource for researching the suitability of different dog breeds online.

Friendly penalty

Why council does this

Inspecting works in progress gives you peace of mind your new deck is being built to the highest standard. Catching substandard work early will allow construction to get back on track before it's too late.

If you don't

Without inspections you won't know if your deck is being built according to regulations, and won't be able to get a Code Compliance Certificate once it is completed.

You may also be liable a fine, find it difficult to get insurance or be forced to dismantle it.

Pattern library

Documents

Available documents for this consultation

Select all

 **Download all** View as  

Cras justo odio

PDF 100KB

Dapibus ac facilisis in

PDF 100KB

Morbi leo risus

PDF 100KB

Porta ac consectetur ac

PDF 100KB

Vestibulum at eros

PDF 100KB

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