

Bienvenidos . . . Welcome . . . Bienvenidos . . . Welcome

Me and My Web: Online Interactivity or More Bad TV?

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Introduction

TERMS

- Interface
- Design
- Content
- Navigation
- Usability

TÉRMINOS

- Interface
- Diseño
- Contenido
- Navegación
- Utilidad, acceso

Estado de Puebla

Mapas
Ligas de Interés



Desarrollo Económico
Zona Geográfica
Infraestructura
Arte y Cultura
Universidades
Museos
Gastronomía
Gobierno
Regiones
Turismo
Historia



Critics and Content Builders

Models for content review

➤ Where do we start?

- Awesome amounts of data
- Research biases
- Inadequacy of print models
- Unique Web capabilities for content delivery

➤ Ask the practitioners.

Critics and Content Builders

Web content essentials

Communication	Comunicación
Context	Contexto
Credibility	Credibilidad
Currency	Actualidad

Communication:

- Effective writing integrated with content and design for maximum usability

Critics and Content Builders

What does the writer contribute?

- **Inviting language**
- **Substantive content**
- **Integration of content and design**
- **Context**
- **Credibility**

The Writer's Techniques

Build usability into the content.

- **Define your target audience.**
- **Learn what your readers look for.**
- **Select content based on its value to readers.**
- **Provide for reader feedback.**
- **Use links that indicate their targets.**

The Writer's Techniques

Build in credibility.

➤ **Reveal your agenda.**

- State the site purpose.
- Disclose your identity, perspective, and interests.

➤ **Respect the online community.**

- Identify key content contributors.
- List key sources, with links to their sites.
- Respect copyrights.

Standards for Web Content?

Practitioners' advice: Summary

- Write for clarity.
- Build awareness of readers.
- Build context.
- Build credibility.
- Build currency.
- Develop international awareness.