

Writing for the web

Mark Green

Web Producer

National Railway Museum

nrm.org.uk



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MEDIA TELEVISION
RADIO MUSEUM WEB
PHOTOGRAPHY



BT Vision

Disney

GAME

Nintendo®

NRM York and Shildon

Steam and diesel shuttle weekends

17-18 and 24-25 September 2011

Soak up the atmosphere on one of our specially chartered return journeys from the National Railway Museum York to Shildon.

[Buy shuttle tickets](#)



Pause

Welcome

National Railway Museum



What's on

Buy prints from the NRM collection





Nat. Railway Museum

@railwaymuseum York, UK

The National Railway Museum in York is the largest Railway Museum in the world! Mark in Web and the marketing team write the tweets.

<http://www.nrm.org.uk>

+ Follow

Text follow **railwaymuseum** to your carrier's shortcode

Tweets

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railwaymuseum Nat. Railway Museum

Great blog post from our Assistant Curator of Image Collections about the conservation process for paintings.
nationalrailwaymuseum.wordpress.com/2011/09/08/pai...

1 hour ago



railwaymuseum Nat. Railway Museum

@robgawthorp Yes it is!

7 Sep



NIKJACEK Nikolaus Morris ↻ by railwaymuseum

Popped into the @railwaymuseum after lunch today, always forget it's a goal kick from York city centre. Inspiring feats of engineering & art

5 Sep



railwaymuseum Nat. Railway Museum

Our restaurant chef just had an email from Australia - a family who visited loved our tomato and basil soup so much, they wanted the recipe!

2 Sep



andyfoulsham Andrew Foulsham ↻ by railwaymuseum

Really impressed by science show @railwaymuseum this afternoon. #York

21 Aug



railwaymuseum Nat. Railway Museum

We're looking for luggage. If you've any old suitcases or trunks, they could become part of display in Station Hall

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[← Railfest 2012: readying the prototype HST](#)

[Celebrating the Jubilee: royal photos from our archives →](#)

Preparing for Railfest

Posted on [May 28, 2012](#) by [Bob Gwynne](#)



This is one of a series of blog posts we'll be bringing you in the run-up to our huge 9-day [Railfest 2012](#) festival in June 2012. [More blog posts about Railfest 2012](#)

The sun is shining and a whole team of people are hard at work preparing for [Railfest](#) as 2 June gets closer.

Here is the team working on laying a 15" gauge track ready for Hawk and Synolda, under the watchful eye of a member of the Kirklees Light Railway.



The views in the posts on this blog are those of the respective writer only and do not reflect the views of NMSI, the National Railway Museum, co-workers or affiliates. All information on this site is provided as is with no warranties or guarantees.

Share this blog

Latest NRM website updates

- [New event page added for Flying Scotsman model display](#) May 3, 2011
- [New blog post – If you're sick on the train...](#) May 3, 2011
- [New press release - Museum on](#)

Railfest

2-10 June 2012



National Railway Museum

18,070 likes · 2,240 talking about this · 21,599 were here

✓ Liked

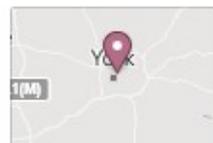
Message



Museum
Leeman Road, York, GB.
0844 815 3139
Today 10:00 - 18:00



18,070



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Write something...

National Railway Museum
27 minutes ago

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Connected to National Railway Museum

26 friends like this.



3 friends were here

+ Create A Page

Now

May

2012

2011

2010

2009

Joined Facebook

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National Railway Museum



Like · Mark Green

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Ch...

East Coast 91110 naming ceremony at Railfest 2012

NatRailwayMuseum

+ Subscribe

67 videos ▾



Like | Comment | Add to | Share | Embed

199 views

Published on 5 Jun 2012 by NatRailwayMuseum

19 likes, 0 dislikes

On 2 June, Railfest was formally opened with East Coast No.91110 being renamed 'Battle of Britain Memorial Flight'; Carol Vorderman unveiling the loco; and a flypast by the RAF Battle of Britain Memorial Flight.

Show more

All Comments (3)

see all



Respond to this video...

Has anyone noiced that the logo that have used for 91110 is the same or very similar design that they used on the West Country locos the Bullied Light



RAFBBMF flypast at Railfest 2012 (2/3) by NatRailwayMuseum 203 views



RAFBBMF flypast at Railfest 2012 (3/3) by NatRailwayMuseum 484 views



RAFBBMF flypast at Railfest 2012 (1/3) by NatRailwayMuseum 156 views



Carol Vorderman at Railfest 2012 by NatRailwayMuseum 412 views



naming ceremony of 91110 (full ceremony) by jules46443 76 views



Railfest at NRM, York 2nd June 2012 by EastCoastHST1 490 views



NRM Railfest, East Coast 91110's New by GRANDCENTRAL43067 100 views



BBMF Loco 91110 Naming by RobbBishop 46 views



Railfest 2012 Flypast and Naming Ceremony

10

**tips for better
web writing**

Or...

website writing
in 30 minutes
and 19 cute
animal pictures

Or...

**website writing
in 30 minutes
and 19 cute
animal pictures**

**Cute
animal
pics**

00



huh?

**Cute
animal
pics**

01

Hi world!



1 know who's
out there

Cute
animal
pics

02

**Q. what's different
about your
web
audience?**



A. nothing

A. also, something

**Cute
animal
pics**

03

**your visitors are
trying to get at
something**



**Cute
animal
pics**

04

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BT has launched its fastest ever broadband speeds, eight times faster than the UK average.

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4.2 MB



For broadband customers >
3.2 MB



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4.3 MB

 The latest BT update leaflets are now available for download in PDF format

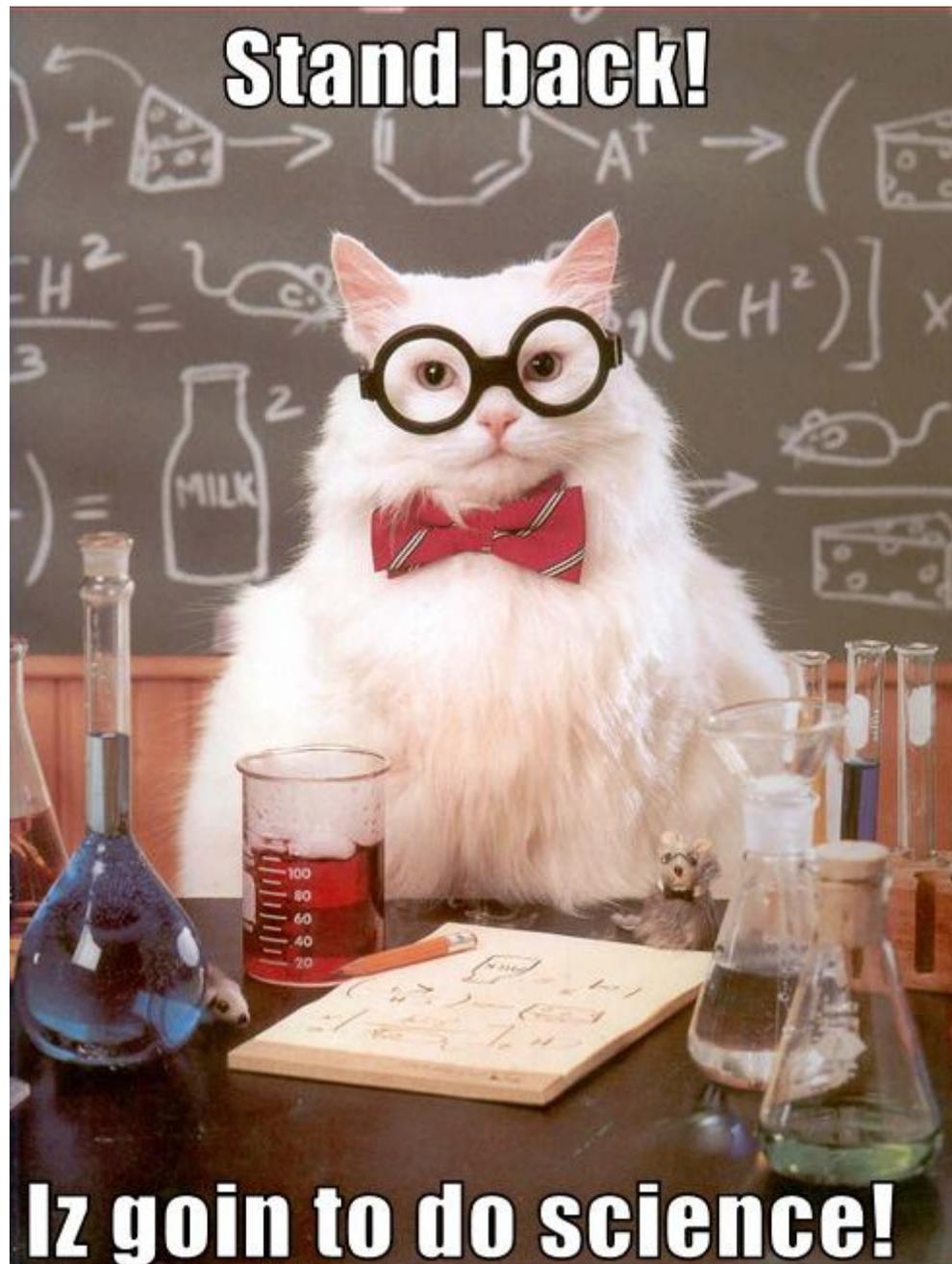
A photograph of a brown and white tabby cat hanging upside down from a blue and white mesh hammock. Inside the hammock, there is a white dog, two red toys, and a pink toy. The background is a wooden wall with several framed pictures of cats.

surfin' the net

ur doin it wrong

**Cute
animal
pics**

05



Cute
animal
pics

06

research findings

reading from computer screens
is about **25% slower** than
reading from paper

79% scan every new page

users **read only 20-28%** of the
content on the average
web page

The Pet Museum

The Pet Museum explores our relationship with domestic animals. From the first interactions of wild dogs and ancient man to working dogs on farms and Chihuahuas in handbags.

The noble horse, the humble hamster and a huge variety of more exotic animals – they are all celebrated here.

Our exhibits include 12 stunning photo galleries, objects used by and made for animals and a petting pet zoo where you can meet some of our furry, feathered or more flamboyant friends. Cats are not included as they are evil.

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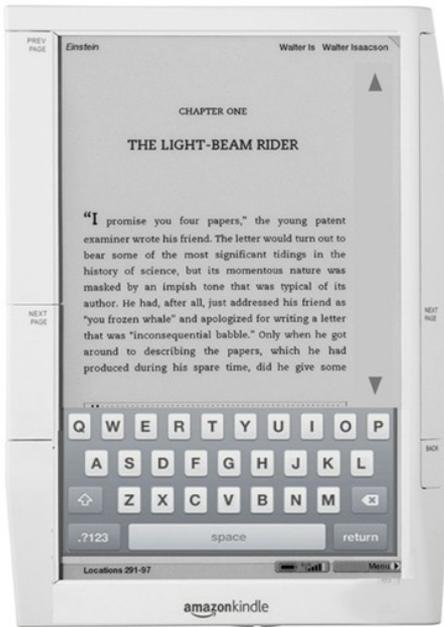
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“Reading in the traditional open-ended sense is not what most of us... do on the internet.”

“What we are engaged in – like birds of prey looking for their next meal – is a process of swooping around with an eye out for certain kinds of information.”

Susan Jacoby, *The Age of American Unreason*







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Does the Euro Have a Future?

George Soros

OCTOBER 13, 2011

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Michele Tartussi/Bloomberg via Getty Images

German Chancellor Angela Merkel and Portuguese Prime Minister Pedro Passos Coelho, Berlin, September 1, 2011

The euro crisis is a direct consequence of the crash of 2008. When Lehman Brothers failed, the entire financial system started to collapse and had to be put on artificial life support. This took the form of substituting the sovereign credit of governments for the bank and other credit that had collapsed. At a memorable

ALSO IN THIS ISSUE

After September 11: Our State of Exception
Mark Danner

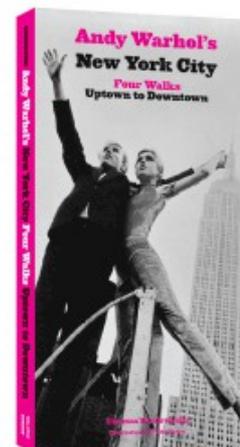
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NYR **BLOG**

Circus Elephants

Lorrie Moore



**Andy Warhol's
New York City:
Four Walks,
Uptown to Downtown**

★
“... one of ten reasons to
love New York this
summer.” —*Vogue.com*

★
“A guidebook is not a

[close](#)

- A A +

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G T H V

[defaults](#)

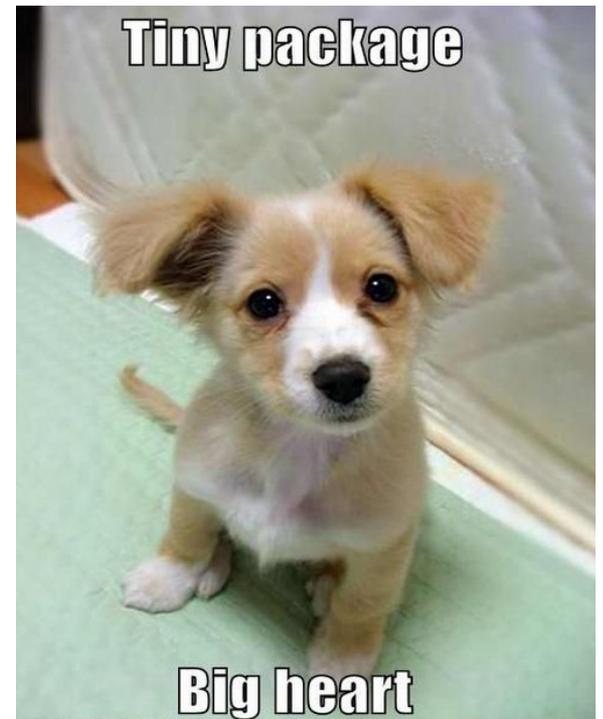
Michele Tantussi/Bloomberg via Getty Images

German Chancellor Angela Merkel and Portuguese Prime Minister Pedro Passos Coelho, Berlin, September 1, 2011

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2

be brief
and keep
it simple



Cute
animal
pics

07

If you can't find the image online, a personal visit to Search Engine at the Museum may be required to search through our negative registers and albums of reference prints.

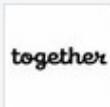
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**If you can't find the image
online, a personal visit to
Search Engine at the
Museum may be required to
search through our
negative registers and
albums of reference prints.**



If you can't find the image online, you can come to the museum and look through our picture albums.



Gerry McGovern — Keynote: Manage the tasks, not the content

by Together London [PLUS](#) 8 months 2 weeks ago

**Most websites
need to get rid
of 90% of their
content**

3

**say the
important
stuff first**



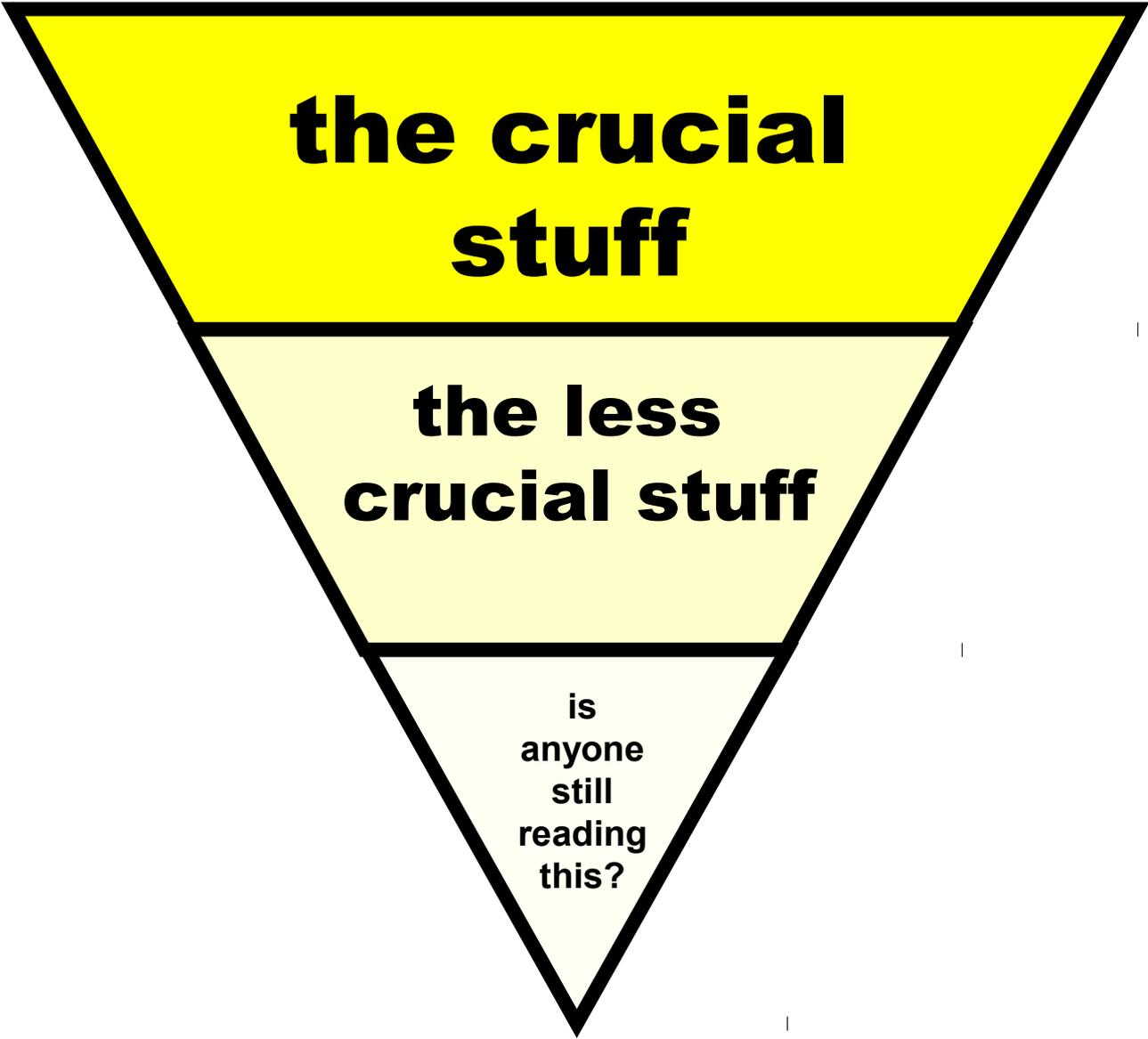
**Cute
animal
pics**

08



**Cute
animal
pics**

09



**the crucial
stuff**

**the less
crucial stuff**

is
anyone
still
reading
this?



ANATOMY	THE DEEP	THE SQUID FILES	BUILD A SQUID	EXHIBITION	RESOURCES
-------------------------	--------------------------	---------------------------------	-------------------------------	----------------------------	---------------------------

WELCOME TO THE COLOSSAL SQUID EXHIBITION

Te Papa's [colossal squid exhibition](#) is open! Find out about the [anatomy of the colossal squid](#). Learn the difference between a colossal squid, a giant squid and an octopus. Explore the colossal squid's habitat in the [deep ocean of Antarctica](#).

Relive the [capture, thaw and examination](#), caught on 'squid cam'. You can even [make your own squid](#) and play all the interactives.

Check out videos, websites, and [blogs](#) about squid on the [Resources](#) page.

EXPLORE THE EXHIBITION INTERACTIVES ONLINE!



BUILD A SQUID

Build your own squid and set it free! Built a squid already? The only complete colossal squid on display. Explore the Find it here ... [read more](#)



ANATOMY

The only complete colossal squid on display. Explore the anatomy of the squid, inside and out ... [read more](#)



THE SQUID FILES

Follow the colossal squid's journey from Antarctica to Te Papa ... [read more](#)



THE DEEP

The cold, dark waters of the Southern Ocean are home to the colossal squid ... [read more](#)



COLOSSAL SQUID MERCHANDISE

Buy colossal squid merchandise online. Visit www.tepapastore.co.nz, for soft toys, T-shirts and more.



EXHIBITION INFORMATION

To find out more information about the exhibition ... [click here](#)



Captain's Blog

Reflections from the Ross Sea

TE PAPA WISHES TO THANK THESE GENEROUS SPONSORS:



CHECK OUT TE PAPA'S BLOG » FIND OUT THE LATEST COLOSSAL SQUID NEWS!



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- www.tepapa.govt.nz
- www.newzealand.govt.nz

13 December 2008 through 2011

See the only colossal squid specimen on display in the world, right here at Te Papa.

The *Colossal Squid* exhibition is located within *Mountains to Sea* on Level 2 of Te Papa's Cable Street building.

Entry is free.

The Museum is open from 10am to 6pm every day of the year and until 9pm on Thursdays.

what – and why should i care?

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**what – and why
should i care?**

where

Entry is free.

The Museum is open from 10am to 6pm every day of the year and until 9pm on Thursdays.

what – and why

should i care?

where

how

I lernz bai



osmozzis

4

**structure
your info**

**Cute
animal
pics**

10

Easter fun for families

3-18 April 2010

Spend the day together as a family...If you're looking for something fun and free for all the family to do during the Easter break then come along to Museum of London for a great day out that everyone can enjoy, from under 5s to over 60s! Ever wondered what it was like to be a Roman soldier, jester or plague doctor? Find out in our fun events looking at jobs through the ages.

The plague doctor

Sat 3 & Sun 4 Apr, 11.30am – 1pm & 1.30-3pm

Doctors during the Plague wore nose gays - long pointy beak masks full of sweet smelling flowers and herbs. They thought it would stop them getting the disease, but it did nothing but disguise the smell. Make your own nose gay and step back into the medical world of London in 1665.

FREE 5+

Working hats

Sat 3, Sun 4 & Mon 5 Apr, 12.30-2pm & 2.30-4pm

Get inspired by hats from the past. From firefighters' helmets to nurses' bonnets, hats can be a distinctive part of a uniform. Create your own hat from the past, or one for a new job in the future.

FREE 5+

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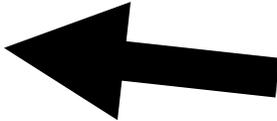
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<h1>



<h2>



<p>



<h2>

Journey through our magnificent **butterfly house**, explore habitats and continents across the world and discover the spectacular butterflies that live there.

Butterfly Explorers is on the Museum's east lawn and features:

- expedition passport given at the entrance to stamp at borders on the trail
- butterfly house filled with 100s of live butterflies, and a feeding table
- 4 different habitat zones in the butterfly house: South America, North America, Asia and Africa
- 2 hatchery windows to observe pupae and emerging butterflies
- outdoor British garden with tips on how to attract butterflies at home
- maze, tree-house and play area in the outdoor garden
- fun interactive activities and colourful information panels throughout
- shop with great gifts for butterfly fans

On your journey, spot different butterfly species and the stages in their life cycles. Find out why some species are under threat and what might be in your own back garden.

Butterfly Explorers is suitable for families and children aged 5 to 11.

Book Butterfly Explorers tickets online 

Tickets

Adult £6

Hands On desks

A unique opportunity to handle objects from the Museum's collection. Volunteers will help you and answer your questions.

Daily, 11.00–16.00

Enlightenment Gallery	Room 1
Temporary exhibitions	Room 2
Living and Dying <i>The Wellcome Trust Gallery</i>	Room 24
China, India, South Asia and Southeast Asia <i>The Joseph E Hotung Gallery</i>	Room 33
Roman Britain	Room 49
Money <i>The HSBC Gallery</i>	Room 68

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Page last updated at 21:37 GMT, Thursday, 11 March 2010

E-mail this to a friend

Printable version

Flying Scotsman tested on East Lancashire Railway

One of Britain's most iconic steam locomotives will return to the rails with the help of Greater Manchester heritage railway enthusiasts.

The Flying Scotsman will undergo testing and trials on the East Lancashire Railway (ELR) when its six-year overhaul is finally complete.

It is hoped it will be used to pull passenger trains on the line as part of the trials next year.

Andy Coward from ELR said the train would be a massive draw.

"It's one of those names that anyone whether interested in trains or not, will connect with.

"It is an honour and a privilege for us to be involved in the testing of the Flying Scotsman," he said.

The class A3 Pacific locomotive was built in 1923 and became the flagship of the London and North Eastern Railway.

It became the first steam locomotive to officially record speeds of



An overhaul of the Flying Scotsman is nearly complete

SEE ALSO

- ▶ Historic canopy saved for railway
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17 Aug 07 | North Yorkshire
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04 Jun 07 | North Yorkshire
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5
make
key
stuff
jump
out

Cute
animal
pics

11



Hey Mum! Look Mum!

Mum? You looking?

I ar' Dansin

It helps readers a lot if you **bold up important stuff** so that they can **scan the page more easily** and find what they're looking for.



**Cute
animal
pics**

12

links

Check out these pictures of a very happy dog:

www.animals.com/crazy/cats/384602340

This dog is having a good day. [Find it more](#)

To see a happy dog [click here](#)

Check out this very [happy dog](#)

A close-up photograph of a dachshund puppy running on a green lawn. The puppy is holding a large, vibrant green leaf in its mouth. The background shows a chain-link fence and some trees. The text "i iz bringing the spring" is overlaid at the top in a white, bold, sans-serif font with a black outline.

i iz bringing the spring

to you!!

**Cute
animal
pics**

13

6

avoid clever / funny headlines



Cute
animal
pics

14

**(a brief
diversion
about blogs)**

obvious

does not

equal

lazy

February 24, 2010

**Egyptian Objects Before Egyptology:
Discoveries in the Wilbour Library**

▶ **'My dreams have come true': Miley Cyrus's joyful tweets after engagement to Liam Hemsworth (shame about the garish ring)**

A 3.5-carat diamond



▶ **The leather dress that couldn't contain Kim Kardashian's curves**

Reality star's dress ripped ahead of TV appearance



▶ **Those Happy Days are long gone! Erin Moran downgrades her California home for a rundown trailer park**
Actress is 'pretty much broke'



January 29, 2010

The Week of the Brick

7

weed out
clichés

**if you like [X],
you'll love
[example of X].**

**if you like games
about dogs being
dressed up as
McDonald's food
items, you'll love
this.**



Cute
animal
pics

15

**you'll have to
excuse me, I'm
just off for
another go!**

**Come and join
us for a great day
out – for all ages!**

**Come and join
us for a great day
out – for all ages!**

Come and join us for a great day out – for all ages!



Get stuck into...

Grab your chance...

Dive in...

Experiment with...

Treat yourself to...

Let us...

Find out why...

**Our exciting
exhibition offers
some amazing
sights.**

**Our exciting
exhibition offers
some amazing
sights.**

**Our exhibition offers
some amazing
sights**



Nobody came...



**Cute
animal
pics**

16

“fun and exciting”

**Fast big tactile dizzying colourful
ancient shiny illuminating bumpy
talked-about bumpy surprising
electrifying expert much-loved
comprehensive popular scary deep
eye-widening explosive bulging
dazzling beautiful must-see rare
unusual uplifting delicious addictive**

8

**work fast
and check
your text**



**Cute
animal
pics**

17

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14 July 2011 Last updated at 02:09

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Spelling mistakes 'cost millions' in lost online sales

[COMMENTS \(622\)](#)**By Sean Coughlan**

BBC News education correspondent

An online entrepreneur says that poor spelling is costing the UK millions of pounds in lost revenue for internet businesses.

Charles Duncombe says an analysis of website figures shows a single spelling mistake can cut online sales in half.



9

don't be scared of SEO



Cute
animal
pics

18

content should...

**make everyone
who sees it say
'wow', and want
to share it**

content should...

**not be buffeted
by advertising, or
make you click
'next', 'next',
'next'...**

content should...

**attract a lot of
diverse traffic to
your site**

SEO =

content

10

**try testing
stuff**

“They unanimously **said
they wanted 30...**

**... providing 30 results
was 20 per cent slower
than providing 10, and
**what users really
wanted was speed.”****

“What begins with intuition is fuelled by insights...”

“That’s the beautiful thing about data – it can either back up your instincts or prove them totally wrong.”

Steve Krug

DON'T MAKE ME

THINK



A Common Sense Approach to Web Usability

SECOND EDITION

Updated
with new
examples

A Common Sense Approach to Web Usability

SECOND EDITION



- 1. know who's out there**
- 2. be brief and keep it simple**
- 3. say the important stuff first**

4. structure your info

**5. emphasise key
points**

6. avoid the funny

7. weed out cliches

8. work fast

9. good content = seo

10. try testing stuff

and we're done



CAT, GET OFF THE INTERNET

**ITS NOT EVEN PLUGGED IN
AND YOU ARE A CAT**

**Cute
animal
pics**

19

picture credits

- F is for Fast: Jakob Nielsen, www.useit.com
- Cupcake puppy: Elizabeth B, cuteoverload.com
- Iz goin to do science: conbarbie, icanhascheezburger.com
- Caption Serious: jedi201
- I buyed u a pespi: ilak with goggie Dioji, icanhascheezburger.com
- I has a purdy: breeeeeeee, icanhascheezburger.com
- Bunny pyramid: Craigfaelossie, Flickr
- Stalker kitteh: unknown source, icanhascheezburger.com
- I lernz bai osmozzis: kitkatcal/Circey, icanhascheezburger.com
- Amityville pet: unknown source, icanhascheezburger.com
- I iz bringing spring to you: Lilee Rose, icanhascheezburger.com
- Shuttlecat is not amused: Tom, icanhascheezburger.com
- Mcdonald's dogs: Flickr
- Nobody came: unknown source, icanhascheezburger.com
- U wont take me alive coppahs: unknown source, icanhascheezburger.com
- Alternative universe dog: unknown source, icanhascheezburger.com
- I has a bukkit: icanhascheezburger.com
- teamwork: mauispiderweb / k / icanhascheezburger.com
- I fix puppy: momofzoo / icanhascheezburger.com
- Dey nvr look in ridin helmit: misspage, icanhascheezburger.com
- Cat, get off the internet: doggetdownfromthere.tumblr.com
- Hi world: unknown source, icanhascheezburger.com
- Hey mum, I ar dansin: The_Fish, icanhascheezburger.com