

# Writing for the web

**Mark Green**

Web Producer

National Railway Museum

[nrm.org.uk](http://nrm.org.uk)



FILM NATIONAL  
MEDIA TELEVISION  
RADIO MUSEUM WEB  
PHOTOGRAPHY

SCIENCE  
MUSEUM

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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Following

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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...](http://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

### Follow Nat. Railway Museum on Twitter

Don't miss any updates from Nat. Railway Museum. Sign up today and follow your interests!

Sign up »

### Curious how Nat. Railway Museum uses Twitter?

Discover who [@railwaymuseum](#) follows



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393

Tweets

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# National Railway Museum blog

*Behind the scenes at the biggest  
railway museum in the world*



[Home](#) [About us](#)

[← 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

About

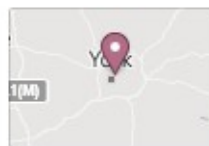


Photos



18,070

Likes



Map



Events

1

Highlights



Status



Photo / Video



Offer, Event +

Write something...



National Railway Museum

27 minutes ago

27 Friends

Connected to National Railway Museum

26 friends like this.



3 friends were here

+ Create A Page

Now

May

2012

2011

2010

2009

Joined Facebook

Put Your Ad Here

National Railway Museum



Like · Mark Green  
this.

Promote Your Page

People

## East Coast 91110 naming ceremony at Railfest 2012

NatRailwayMuseum

+ Subscribe

67 videos ▾



Like Add to Share

199 views

Published on 5 Jun 2012 by [NatRailwayMuseum](#)

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.

19 likes, 0 dislikes

[Show more](#)

All Comments (3)

[see all](#)



Respond to this video...

Has anyone noticed 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**



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**



## BT Infinity just got even faster!

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

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### Get more with BT

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Download our free app for easy access to 4 million wi-fi hotspots.

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As a BT customer you can get great discounts on many of our BT phones.

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Get TV with BT and access on demand films, TV shows and sport from £4 a month.

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#### BT Infinity is now even faster!

If you're a BT Infinity customer, you can now upgrade to our new, faster speeds. Plus, we'll do it all for you at **no extra cost**.

[Find out more >](#)

**Explore Flat 6.** Meet Simon, Anna and Joe, the new residents of flat 6 – see how BT Infinity has changed their lives.

[Find out more >](#)

**Want to learn more about staying safe online?** Check out our new pages for advice on protecting you and your family from computer viruses, online fraud and email scams.

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### Catch up with BT updates



For phone customers >  
4.2 MB




For broadband customers >  
3.2 MB



For TV customers >  
4.3 MB



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

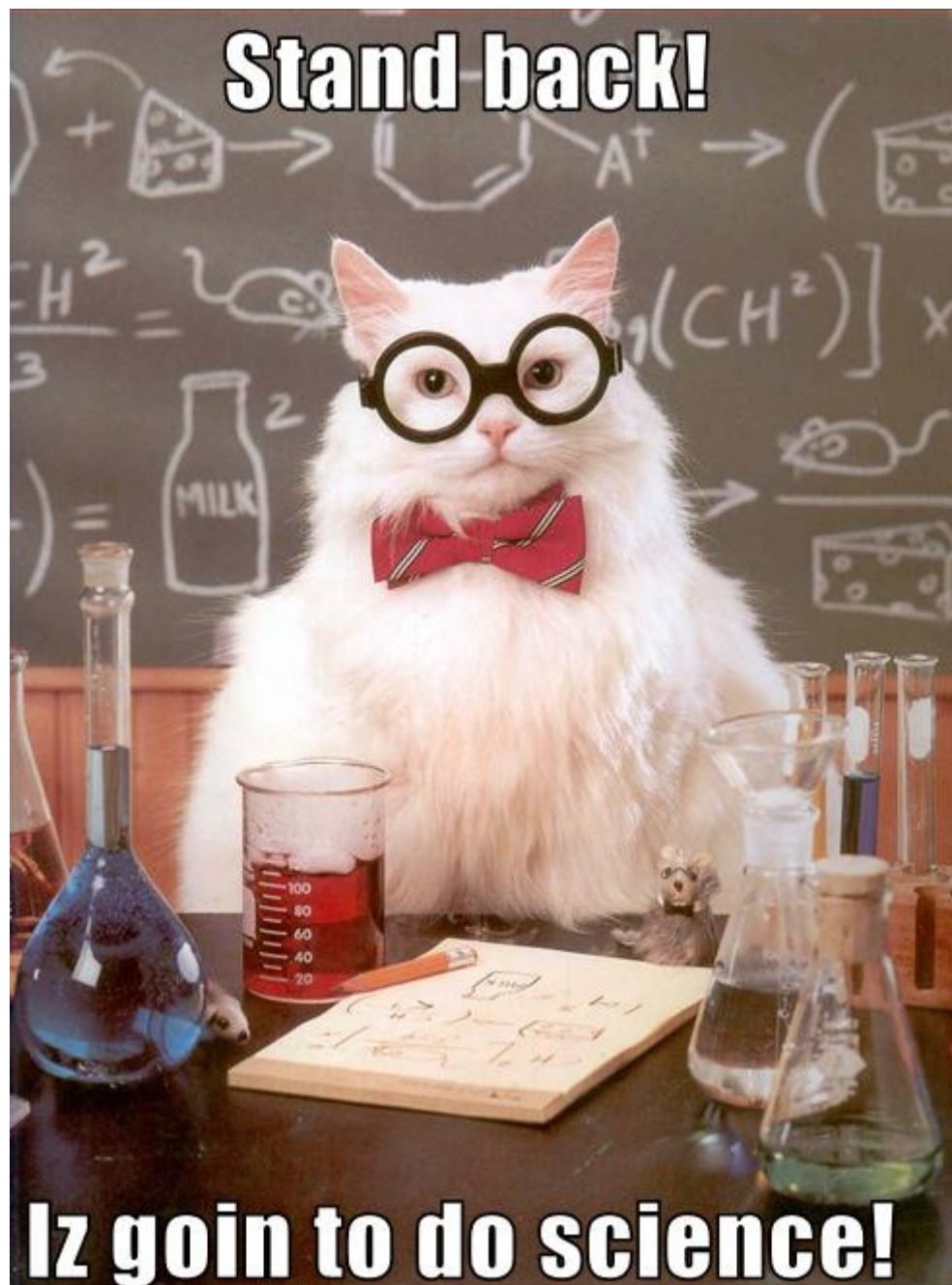


**surfin' the net**

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

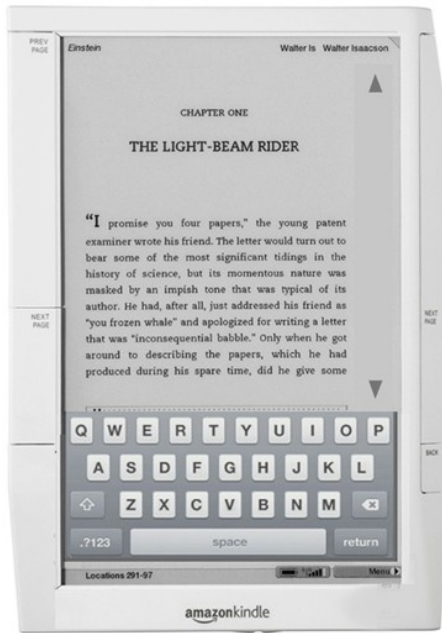
**Our exhibits include 12 stunning photo galleries, objects used by and made for animals and a petting pet zoo where you can meet some of our furry, feathered or more flamboyant friends. Cats are not included as they are evil.**



**“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***







Analytics HD



Reambi



OmniGraffle



Quick Chart



Soulver



DocsToGo



ToDo Map HD



Todo



GoToMeeting



WebEx



Evernote



Outliner



Idea Boards



Peculimate



Adobe Ideas



Daily Notes



ClickView HD



2Screens



Note Taker HD



Art of War



Mail



Calendar



Settings



App Store



Twitterrific



Safari



## 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

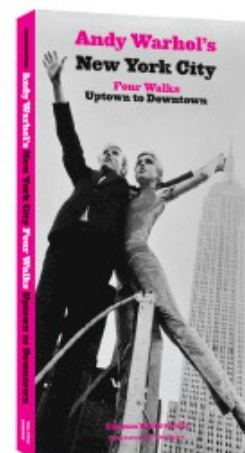
Mark Danner



**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 +

==



G T H V

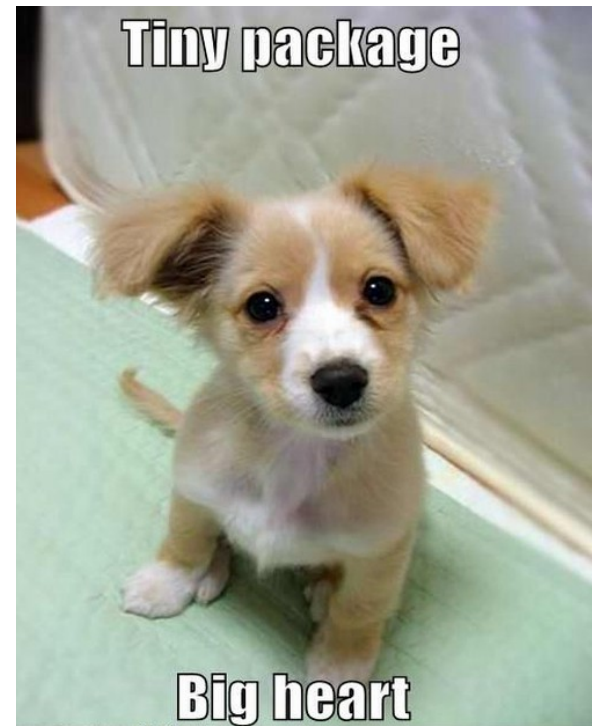
[defaults](#)

Michele Tantussi/Bloomberg via Getty Images

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

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 meeting of European finance ministers in November 2009, the leaders agreed that the euro zone would

**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.**



**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, 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, 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.**





together

## 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](#)

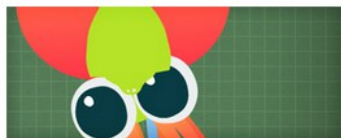
## WELCOME TO THE COLOSSAL SQUID EXHIBITION

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

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](http://www.tepapastore.co.nz), for soft toys, T-shirts and more.



#### EXHIBITION INFORMATION

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



TE PAPA WISHES TO THANK THESE GENEROUS SPONSORS:



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

[Home](#)[Anatomy](#)  
[The Deep](#)  
[The Squid Files](#)  
[Build A Squid](#)[Exhibition](#)  
[Resources](#)  
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[Accessibility](#)  
[Te Papa Blog](#)[www.tepapa.govt.nz](http://www.tepapa.govt.nz)  
[www.newzealand.govt.nz](http://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**

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**what – and why**  
**should i care?**  
**where**  
**how**



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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<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

<b>Enlightenment Gallery</b>	Room 1
<b>Temporary exhibitions</b>	Room 2
<b>Living and Dying</b> <i>The Wellcome Trust Gallery</i>	Room 24
<b>China, India, South Asia and Southeast Asia</b> <i>The Joseph E Hotung Gallery</i>	Room 33
<b>Roman Britain</b>	Room 49
<b>Money</b> <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  
23 Feb 10 | Manchester
- ▶ In pictures: The Flying Scotsman  
23 Feb 10 | History
- ▶ Cash plea for iconic steam engine  
21 Jan 09 | North Yorkshire
- ▶ First passenger trip for new loco  
19 Jan 09 | England
- ▶ Flying Scotsman forges cufflinks  
17 Aug 07 | North Yorkshire
- ▶ Anniversary of steam railway line  
25 Jul 07 | Lancashire
- ▶ Delay to Flying Scotsman overhaul  
04 Jun 07 | North Yorkshire
- ▶ Archive treasure for railway fans  
04 Dec 05 | North Yorkshire

## RELATED INTERNET LINKS

- ▶ National Railway Museum

The BBC is not responsible for the content of external internet sites





**5**  
**make**  
**key**  
**stuff**  
**jump**  
**out**

Cute  
animal  
pics

**11**



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](http://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](#)**

**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

## NEWS EDUCATION &amp; FAMILY

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14 July 2011 Last updated at 02:09

12,993 [Share](#) [f](#) [t](#) [✉](#) [📄](#)

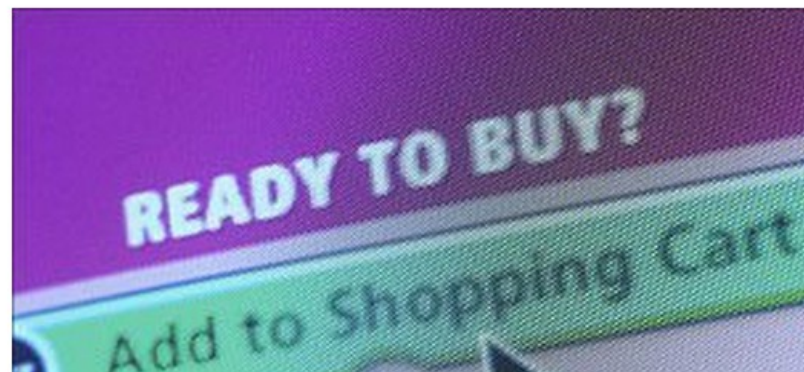
# Spelling mistakes 'cost millions' in lost online sales

[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**

**SECOND EDITION**

A Common Sense Approach to Web Usability



- 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



**Cute  
animal  
pics**

**19**

# picture credits

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