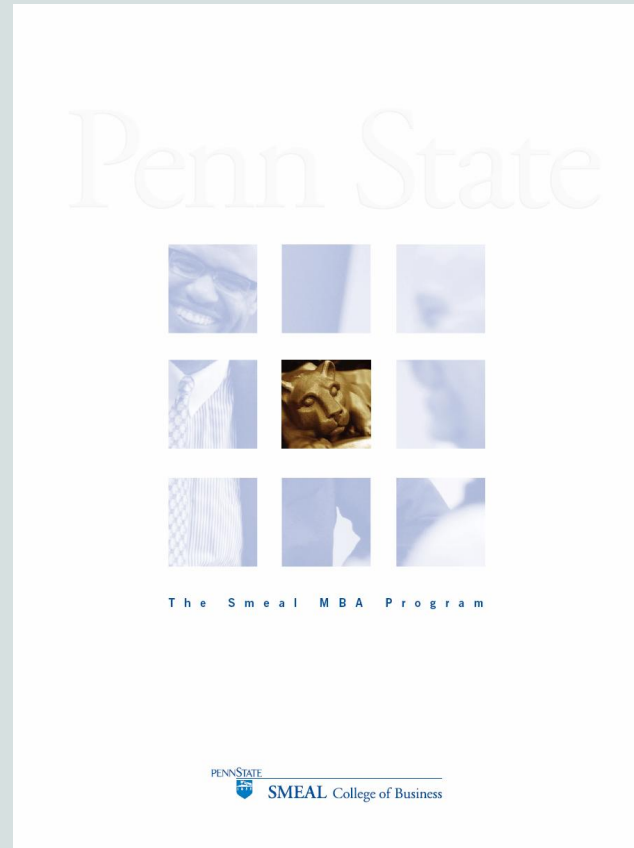


Editing Printed Content for the Web:

How to Make It Work

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How to go from here ...



To here

The screenshot shows the Penn State Smeal College of Business MBA Program website. The header includes the Penn State logo and navigation links for Directors, Calendar, Contact Us, About Us, and Site Map. The main heading is "MBA Program".

MBA Program

- Academics
- Leadership Development
- Career Services
- Student Life
- Admission Process
- For Corporate Recruiters
- For Alumni
- For Admitted Students Only
- For Current Students, Faculty, and Staff

Vast Resources. Personal Focus.

The Penn State Smeal College of Business features vast resources.


Our MBA program is internationally ranked. Our faculty is world-class. Our new building is the largest academic building on campus. We're part of one of the most recognized education brands in the world. And our alumni network stretches around the globe, opening doors for thousands of Penn State graduates from Boston to Bangalore.

We focus all these resources on your individual needs.

At Smeal we offer a top-notch business education with one deciding factor—attention on you.

We keep your class sizes small. And Smeal's esteemed professors are accessible without having to elbow your way past fellow students.

You'll build one-on-one relationships with alumni advisors from the world's top companies, and have career coaches with the experience and perspective to help you thrive.



It's the kind of intense personal attention that polishes talent, maximizes potential, and fuels confidence. It's a special approach.

And it's a special program. Along with our focus on core business fundamentals, we have pioneered many innovations including a year-long course in leadership.

Contact Us >>>

Experienced the vast resources and personal focus of Smeal. Contact us for more information.

Upcoming Events

- October 22-24: Module 2 & 3 Final Exams
- October 27-28: Dimension Week

Where You'll Find Us

- Two Ph.D. Programs
- Full Part-Time
- Summer: Smeal has Top Quality Chair Program
- Smeal MBA has Penn State's largest Endowment

Web Vs. Print

Web

- Electronic
- Very Difficult to Target Audience
- Non-Linear Flow (“web”-like structure)

Print

- Paper and Ink
- Targeted Audience
- Linear Flow (Table of Contents and Pages 1, 2, 3)

Use PDF's Sparingly

- PDF's are often very difficult to read online

SOLUTION: Use the content for your Web pages. **THEN** add the PDF (if you must).

Cut Content in Half

- Jakob Nielsen recommends cutting written content by 50%.
(<http://www.useit.com/alertbox/9703b.html>)

SOLUTION: Identify and keep the most important concepts, including the “benefits.”

[Smeal MBA Site](#)

Replace the “Table of Contents” with a “Web”

- Print content is organized in a linear fashion and outlined in a Table of Contents.
- Web content is much more “web”-like.

SOLUTION: Organize the content according to your navigation “buckets.”

[Smeal MBA Site](#)

Remove References to the Printed Medium

- References such as “on page 13,” “above,” or “below” can show up.

SOLUTION: Edit your content carefully.

Avoid “Temporal Disturbances”

- Printed materials can contain temporal references that can date a web page.

SOLUTION: Edit your content carefully.

Incorporate Interactive Media

- The Web allows for interactive media that can help you tell the complete story.

SOLUTION: Investigate how video, audio clips, slide shows, etc., can successfully enhance your Web presence.

[Smeal MBA Site](#)

Accept Loss of Control

- With print, you can target a single audience through distribution.
- With the Web, many different audiences will visit.

SOLUTION: Give multiple audiences clear navigation choices.

[Smeal MBA Site](#)

Tips for Successful Conversions

- Use PDF's sparingly
- Cut content in half
- Replace the "Table of Contents" with a "Web"
- Remove references to the printed medium
- Avoid "temporal disturbances"
- Incorporate interactive media
- Accept loss of control

Conclusion

Your print and Web efforts should work together.

They often deliver the same MESSAGE with the same GOAL.

Just respect the medium when telling your story.

Questions?

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