



Rewriting Rules for Better Content engagement

Sachin Shenoy

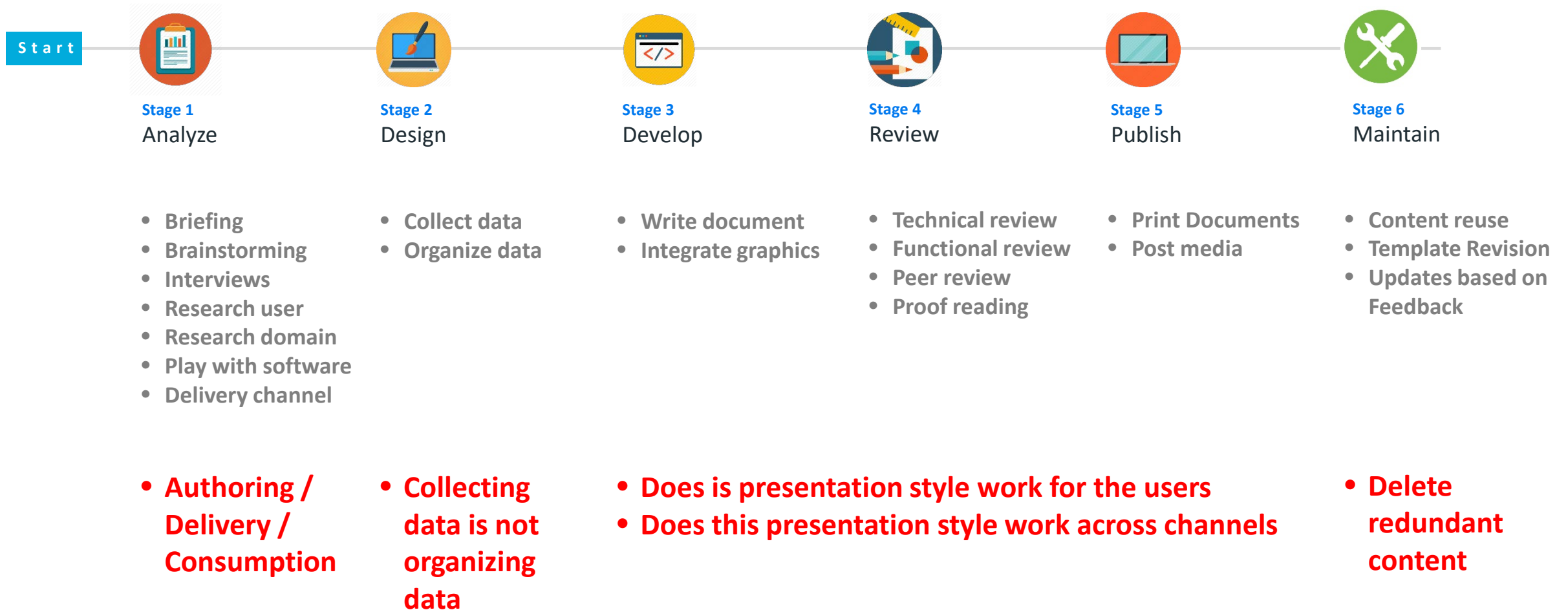


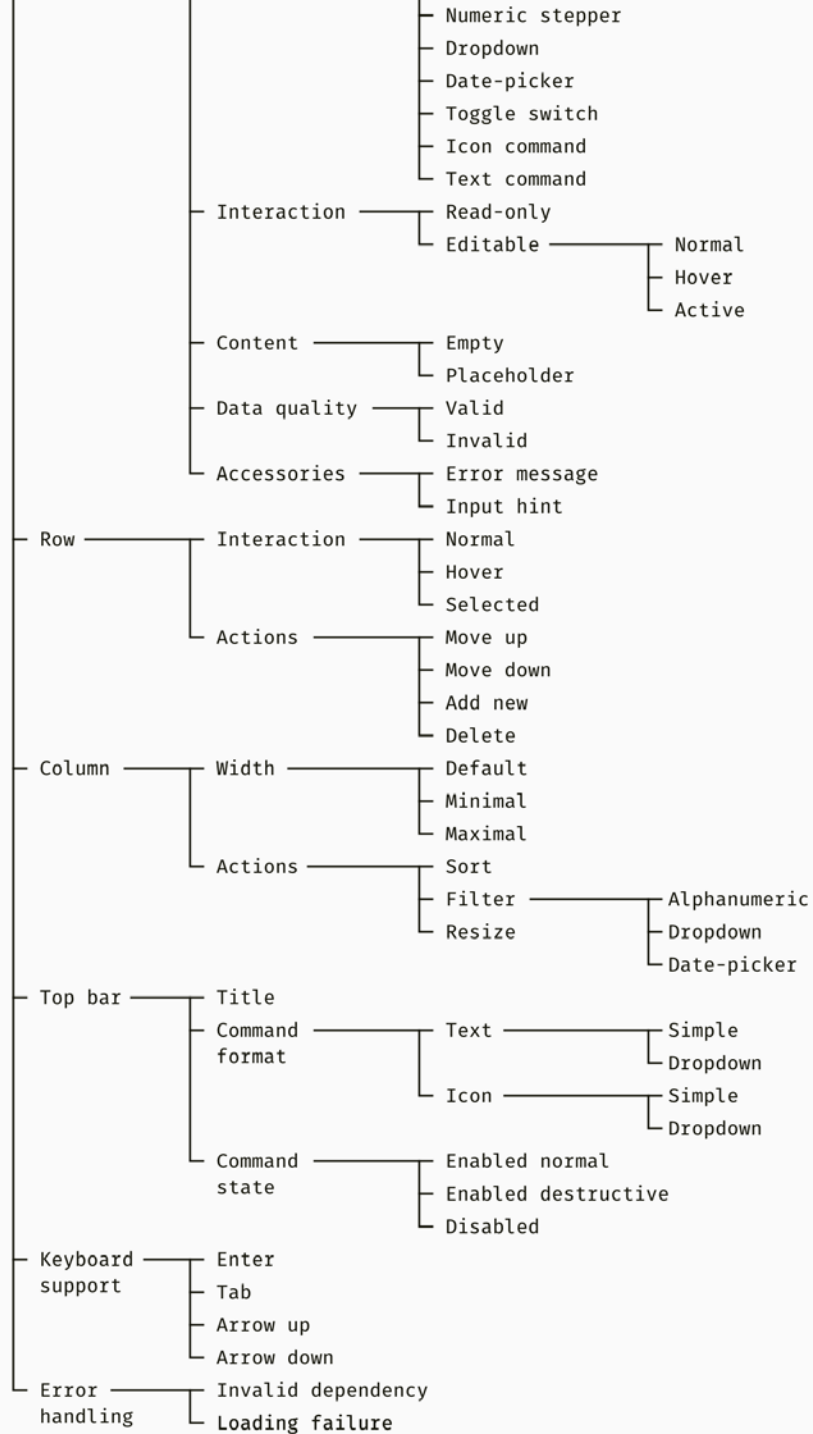


VS



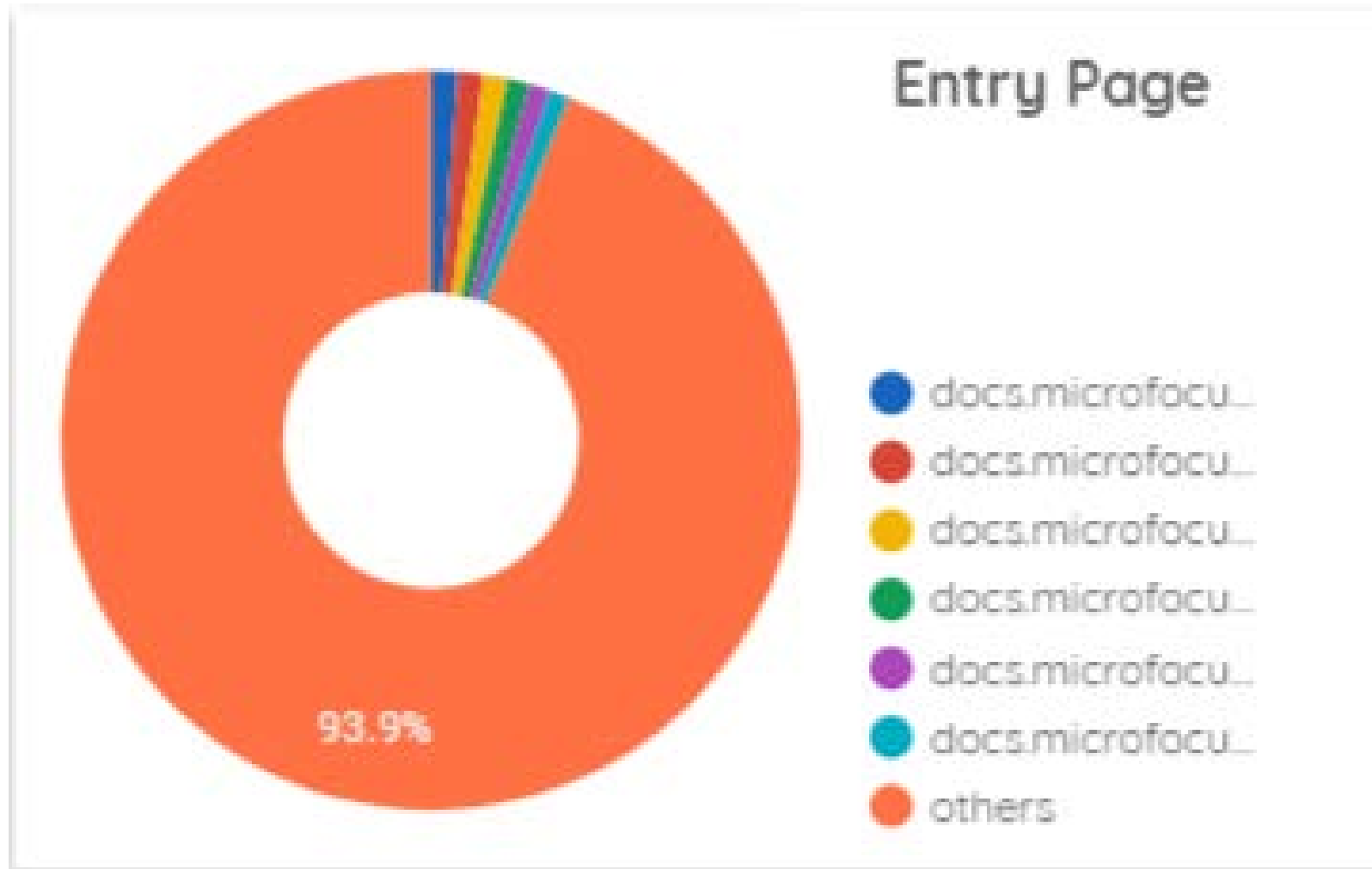
Document development life cycle (DDLC)





Landing pages / Home pages / Table of Content / Nesting / Hierarchy

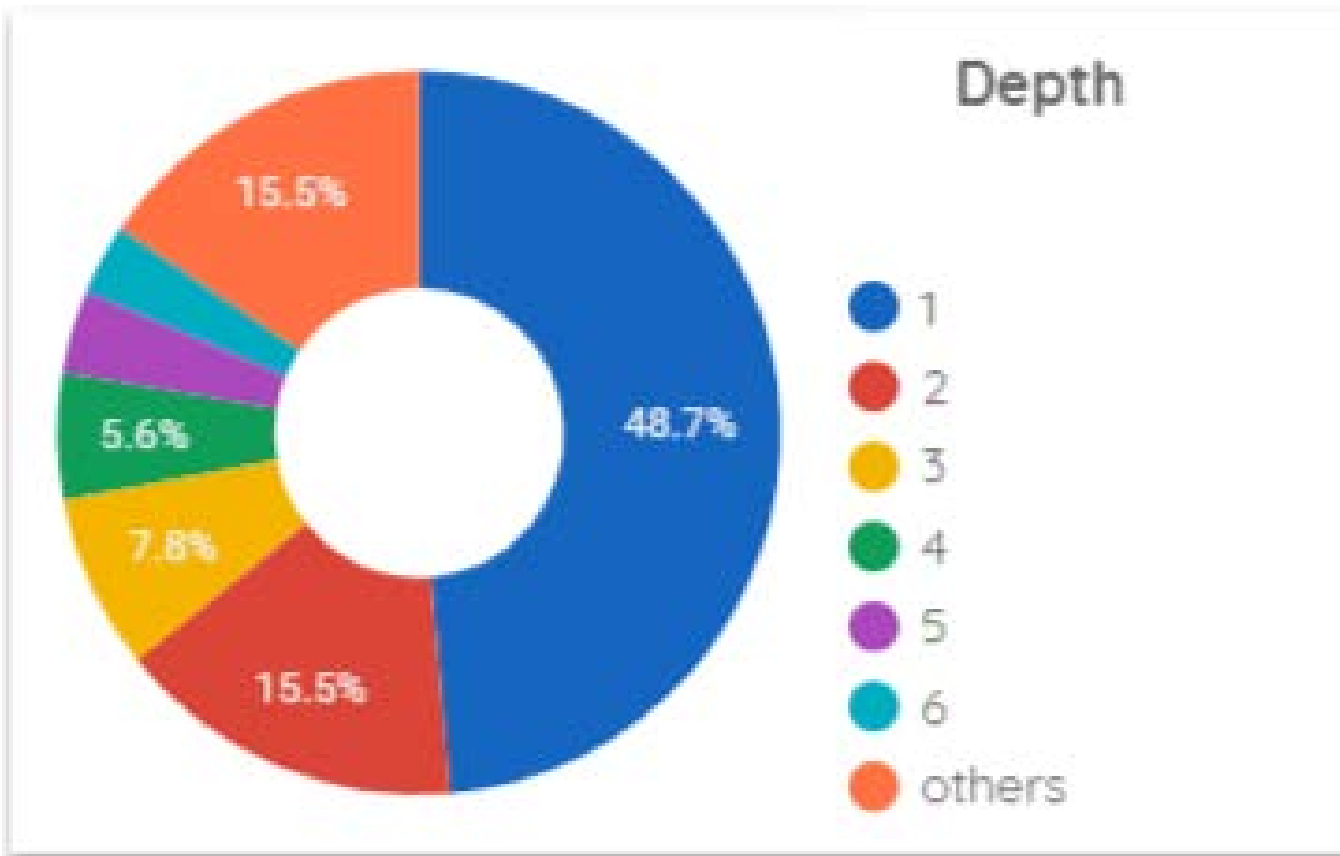
Homepage / landing page



- Home page is not the starting point
- Less than 1% of the audience is landing on the homepage

Homepage / landing page and nested TOC levels

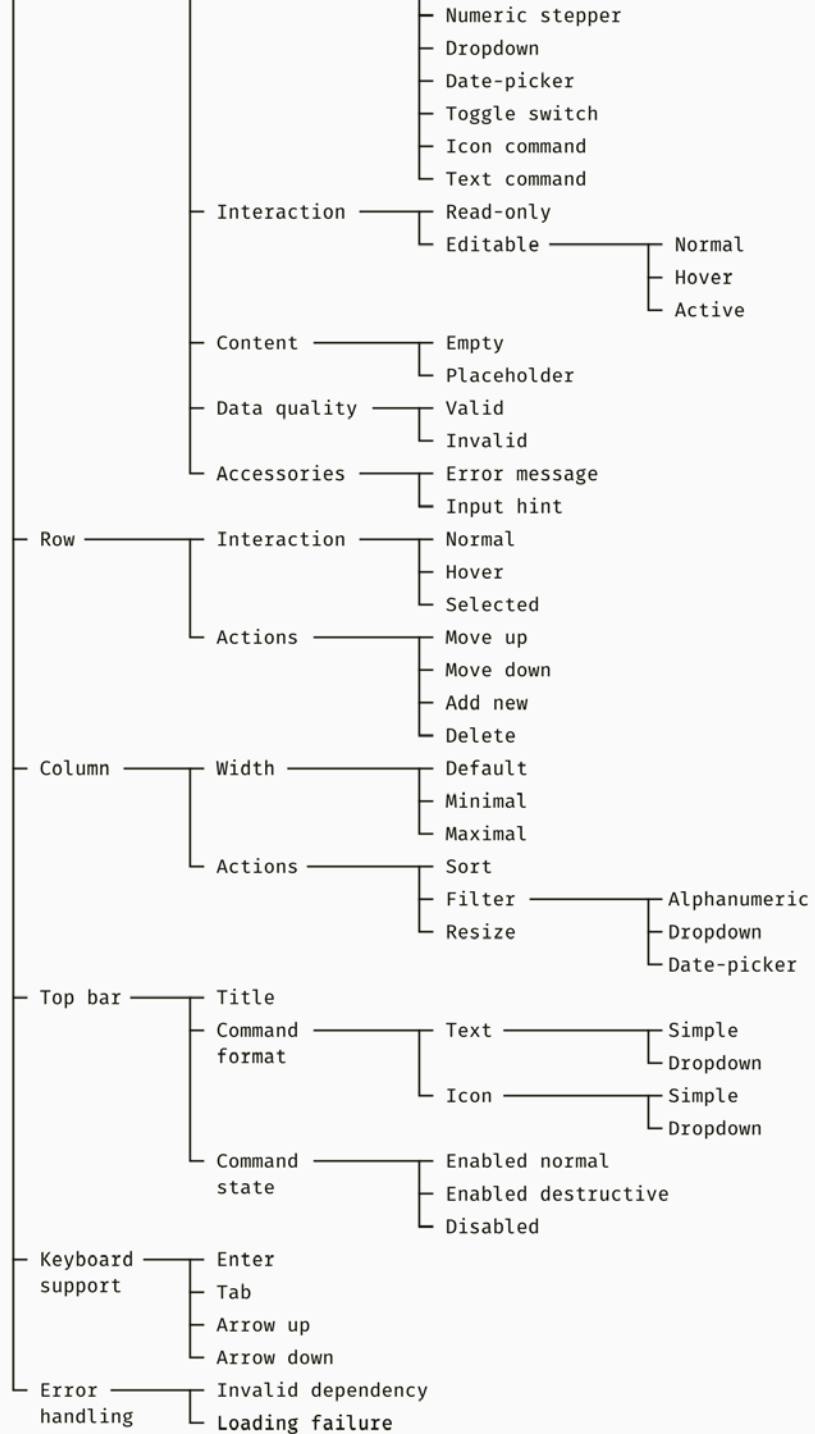
Administer > Post install configuring > Setup options > Lightweight Directory Access Protocol (LDAP) > Enable an integration to LDAP > Enable LDAP over SSL > Setup SSL > Enable LDAP > Test configuration



- More than 70% of the users do not click more than 3
- More than 70% of the users do not drilldown more than 2 levels.

Learnings from this exercise

- Bubble up the topics. Remove nesting.
- Do a bottoms up approach to organizing the content. TOC is a top down approach.
- Every page is page one. Make them self contained.



Page structure and minimalism

I searched the internet to find the recipe of Pho

This is the introduction on one of the pages:

Pho or pho is a **Vietnamese soup** consisting of **broth**, **rice noodles**, a few **herbs**, and **meat**, primarily made with either **beef** or **chicken**. Pho is a popular **street food** in **Vietnam** and the specialty of a number of **restaurant** chains around the world.

Meat is **animal flesh** that is eaten as **food**.


Street foods, ready-to-eat **food** or **drink** sold in a **street**

Example from technical documents

Compare Snapshots

This task describes how to take a snapshot of a view, and to compare two snapshots of a specific view taken at different times.

1. Take a Snapshot of a View

- a. Select a view in IT Universe Manager or a Topology report in the Reports module.
- b. Click the **Snapshot**  button and select **Save Snapshot** to take a snapshot of the view and save it.
For details, see [Compare Snapshots Report](#).

2. Save Snapshots on a Periodic Basis

Optionally, you can schedule snapshots to be taken of a certain view at specific times by defining a task. For details, see [Schedule Report/Snapshot Dialog Box](#).

3. Compare Snapshots

Compare the snapshots of a view ~~taken at different times~~. Select **Modeling > Reports** and create a Compare Snapshots Report. For details, see [Compare Snapshots Report](#).

Apply minimalism

Minimalism means that the message is directly clear to the audience. Help the customer work out how to do something, in the least possible time.

Learnings from this exercise

- Avoid inline links
- Group content. For example, consider adding content of pages like 'create user' 'edit user', and 'delete user' to a single page called "User".
- Remember every page is page one, so make sure the navigational links are added before and after.
- Make pages self contained. They should be able to stand by themselves and still make sense.

Rejoice! I am going to summarize this.
This is THE list.

1. Step 1
 - a. Step 1 subStep a
 - b. Step 1 subStep b
 - c. Step 1 subStep c
 - i. Step 1 subStep c sub subStep I
 - ii. Step 1 subStep c sub subStep II
 - iii. Step 1 subStep c sub subStep III
 - d. Step 1 subStep d
2. Step 2
3. Step 3
4. Step 4
 - a. Step 4 subStep a
 - b. Step 4 subStep b
 - i. Step 4 subStep b sub subStep I
 - ii. Step 4 subStep b sub subStep II
 - c. Step 1 subStep d
5. Step 5
6. Step 6
7. Step 7

Lists

Nested lists

Steps to install the product

1. Step 1
 - a. Step 1 subStep a
 - b. Step 1 subStep b
 - c. Step 1 subStep c
 - i. Step 1 subStep c sub subStep I
 - ii. Step 1 subStep c sub subStep II
 - iii. Step 1 subStep c sub subStep III
 - d. Step 1 subStep d
2. Step 2
3. Step 3
 - a. Step 3 subStep a
 - b. Step 3 subStep b
 - i. Step 3 subStep b sub subStep I
 - ii. Step 3 subStep b sub subStep II
 - c. Step 3 subStep d
4. Step 4

1. Imagine having your voice assistant read this out
2. Imagine how an Robotic process automation tool read this.
3. The situation becomes even worse when it's a bulleted list and not numbered.
4. The leading sentence rarely explains the relationship of this nesting

Definition and benefits of lists

Definition

List is a number of connected items written consecutively, typically one below the other.

Benefits of lists

- Lists organize similar items together in a linear way.
- Lists with numbers help define sequence.
- Lists are easy to read and act upon.
- Lists help provide focus to items that may get lost in a lengthy paragraphs.

Nested lists

People in my office:

1. Bruno
2. Bruno's team
 - a. Ray
 - b. Jerry
 - c. Remi's team
 - i. Edward
 - ii. William
 - iii. Maggie
 - d. Catherine
3. Jagan's team
 - a. Manjunath
 - b. Abish
 - i. Mathew
 - ii. Wilson
 - c. Rajesh
4. Pratap

1. Imagine having your voice assistant read this out
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Nested lists

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1. Bruno
2. Ray
3. Jerry
4. Edward
5. William
6. Maggie
7. Catherine
8. Manjunath
9. Abish
10. Mathew
11. Wilson
12. Rajesh
13. Pratap

Teams in my office:

1. Bruno's team
2. Remi's team
3. Jagan's team

People in Bruno's team:

- a. Ray
- b. Jerry
- c. Edward
- d. William
- e. Maggie
- f. Catherine

Learnings from this exercise

- Avoid nested lists
- Group items at the same level
- Consider consumption models before deciding on the usage
- Leading sentence must define the relationship/use/context of the list accurately

Tables

							available for Windows/MacOS or another browser that still supports applets.											
							11.x							on Mac OS	supported ²⁰³³⁾			
							10.x							on Mac OS	supported ²⁰³³⁾			
Database	Platforms The Operations Bridge Express Edition Suite does not entitle you to use a Microsoft SQL Server or Oracle database. With Operations Bridge Express Edition licenses, only PostgreSQL is supported as database.	Microsoft SQL Server Enterprise Edition Standard Edition (1967)	2016 64bit Supported with OMi 10.62+.													supported ^{1939) 2207) 24}		
		Developer Edition (2122)	2014 64bit														supported ^{1939) 2207) 24}	
			2012 64bit req. SP1 or higher															supported ^{1939) 2207) 24}
		Oracle Enterprise Edition (1968)	12c 64bit															supported ¹⁹³⁹⁾
			11gR2 64bit															supported ¹⁹³⁹⁾
		Oracle RAC Enterprise Edition (1968)	12c 64bit															supported ¹⁹³⁹⁾
			11gR2 64bit															supported ¹⁹³⁹⁾
		PostgreSQL	9.6															supported ^{1939) 2209) 24}
			9.5															supported ^{1939) 2209) 24}
			9.4															supported ^{1939) 2209) 24}
9.3																supported ^{1939) 2209) 24}		
Management Server	Coexistence	Data Flow Probe Use Data Flow Probe version that is part of OMi media or OMi patch.														supported		
		OMi BVD	10.1+											In distributed OMi environments or HA OMi environments it is recommended to install BVD on a separate system. For small non-HA environments or evaluation, test and demonstration use cases BVD can be installed on an OMi Gateway, OMi DPS or OMi GW/DPS server. BVD embedded PostgreSQL DB cannot be used if another PostgreSQL DB is already installed - use already installed PostgreSQL DB (or remote PostgreSQL DB) for BVD.	supported			

Why do we prefer tables?

LOGARITHMIC TABLE

	0	1	2	3	4	5	6	7	8	9
1.0	0.0000	0.0043	0.0086	0.0128	0.0170	0.0212	0.0253	0.0294	0.0334	0.0374
1.1	0.0414	0.0453	0.0492	0.0531	0.0569	0.0607	0.0645	0.0682	0.0719	0.0755
1.2	0.0792	0.0828	0.0864	0.0899	0.0934	0.0969	0.1004	0.1038	0.1072	0.1106
1.3	0.1139	0.1173	0.1206	0.1239	0.1271	0.1303	0.1335	0.1367	0.1399	0.1430
1.4	0.1461	0.1492	0.1523	0.1553	0.1584	0.1614	0.1644	0.1673	0.1703	0.1732
1.5	0.1761	0.1790	0.1818	0.1847	0.1875	0.1903	0.1931	0.1959	0.1987	0.2014
1.6	0.2041	0.2068	0.2095	0.2122	0.2148	0.2175	0.2201	0.2227	0.2253	0.2279
1.7	0.2304	0.2330	0.2355	0.2380	0.2405	0.2430	0.2455	0.2480	0.2504	0.2529
1.8	0.2553	0.2577	0.2601	0.2625	0.2648	0.2672	0.2695	0.2718	0.2742	0.2765
1.9	0.2788	0.2811	0.2833	0.2856	0.2878	0.2900	0.2923	0.2945	0.2967	0.2989

Some sample modifications?

Before

Platform	Browser
Windows 10	<ul style="list-style-type: none"> •Edge (public releases 20.10240 and 25.10586 were tested) •Internet Explorer 11 •Latest Chrome •Latest Firefox •Firefox ESR - all versions supported by Firefox
Windows 7 and 8 (not RT)	<ul style="list-style-type: none"> •Internet Explorer 10, and 11 •Latest Chrome •Latest Firefox •Firefox ESR - all versions supported by Firefox
Apple iPad 9.7"	Safari
Samsung Galaxy Tab & Galaxy Note	Latest Chrome
NOTE on using a tablet: <ul style="list-style-type: none"> •Only the People module is available under Administration. •Only landscape mode is supported. 	

After

Supported Browsers	On Windows 10	On Windows 7	On MacOS	On iOS	On Android
Edge	Yes	No	No	No	No
IE 11	Yes	Yes	No	No	No
Chrome 10 onwards	Yes	Yes	No	No	Yes
Firefox 20 onwards	Yes	Yes	No	No	No
Firefox ESR 30 onwards	Yes	Yes	No	No	No
Safari 20	No	No	Yes	Yes	No

This was a table in the system requirements

Some more sample modifications?

Before

Component	Requirement												
Computer/processor	<p>Windows/Linux:</p> <p>To fulfill the CPU requirements, you must have one of the following:</p> <ul style="list-style-type: none">• Intel Dual Core Xeon Processor 2.4 GHz or later• AMD Opteron Dual Core Processor 2.4 GHz or later <p>Recommended: The latest generation of Intel/AMD processors are recommended.</p> <p>In addition to the above requirements, you must have the following number of CPU Cores, depending on your deployment configuration.</p> <p>CPU Cores:</p> <table border="1"><thead><tr><th>Deployment</th><th>Minimum</th><th>Recommended</th></tr></thead><tbody><tr><td>Small</td><td>1 Core</td><td>4 Cores</td></tr><tr><td>Standard</td><td>4 Cores</td><td>8 Cores</td></tr><tr><td>Enterprise</td><td>8 Cores</td><td>24 Cores</td></tr></tbody></table> <p>Note: As [redacted] performance is dependent upon processor speed, to ensure proper [redacted] it is recommended that you use the fastest possible processor speed.</p>	Deployment	Minimum	Recommended	Small	1 Core	4 Cores	Standard	4 Cores	8 Cores	Enterprise	8 Cores	24 Cores
Deployment	Minimum	Recommended											
Small	1 Core	4 Cores											
Standard	4 Cores	8 Cores											
Enterprise	8 Cores	24 Cores											

Some more sample modifications?

CPU requirement on Windows and Linux

XYZ server runs on the following processors:

- Intel Xenon 2.4 GHz Dual Core
- AMD Opteron 2.4 GHz Dual Core

The recommended number of CPUs for XYZ deployment:

	Minimum	Recommended
Number of CPUs for small deployment	1	4
Number of CPUs for Standard deployment	4	8
Number of CPUs for Enterprise deployment	8	24

Final example

Learnings from this exercise

- Avoid nested tables
- Avoid lists within cells
- Avoid admonitions (notes/tips) in cells
- Avoid merging cells



Content destruction

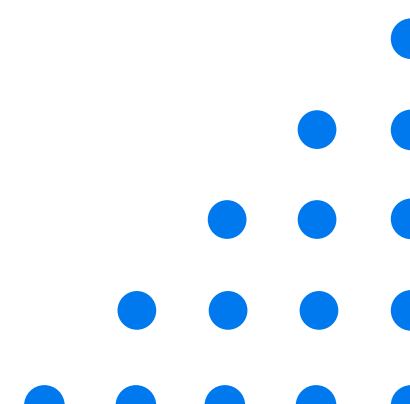
Content destruction

Measure	Value
Number of topics in the project	150000+
Number of unused topics	38000+
Broken/Irrelevant linking	46000+
Broken references	78000+
Abandoned pages	25000+

- Have a destruction strategy. By the fifth birthday, 15% of content is obsolete
- Make self contained pages
- Use analytics
- Study the consumption model

850 topics

Q&A





Thank you.

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