Charlene Jaszewski

Sample of Content Writing Guidelines
Prepared after website content audit

Basics

What Your Website Content Says About You

Site visitors will make judgments about your company based on their experience with the content on your site.

If your content…	Visitors will think your company is…
Speaks in first person voice	• Friendly • Understanding • Caring • Empathetic • Approachable
• Is well-written and concise • Uses simple words • Uses active language	• Intelligent • Easy to do business with • Aware that their time is important
Is consistent in structure, terminology, and tense	• Trustworthy • Reliable • Consistent
• Provides links to related information • Provides complete instructions and appropriate forms • Provides links to online help	• Reliable and authoritative • Informed • Educated • Expert

Importance of a Website Style Guide

A style guide specifies best practices for writing website copy. It can include things like:

- Voice (first person, third person, etc.)
- How friendly or official the copy tone will be
- Terminology (industry terms in use)
- Commonly used phrases
- A “how to say it” guide, where you specify preferred ways of saying things. For example, if you’d prefer the content use “rebate” and not “incentive,” or “reserve an incentive” instead of “apply for an incentive.”

Friendly Writing

Formal Writing vs. Friendly Writing

The following chart shows some of the differences between writing with a formal tone versus a friendly tone. Which seems easier to read?

Formal	Friendly
Passive language: The form for applying for business service can be accessed from this link.	**Active language:** Click here to apply for business service.
Third person: APS will help the customer quickly sign up for paperless billing.	**First person:** We'll help you quickly sign up for paperless billing.
No contractions: APS personnel cannot perform service requests on weekends.	**Contractions okay:** Sorry, APS personnel can't perform service requests on weekends.
Complicated words: This form can be utilized to facilitate applying for business service.	**Simple words:** Use this form to apply for business service.
Rambling: It is important for a landlord to properly read the Landlord Service Agreement papers, as well making sure they collect the papers required to fill out the documents properly. If a landlord does not perform these tasks the application process is sure to fail.	**Short, sweet and to the point:** Before filling out the **Landlord Service Agreement** form, have the following documents on hand:

Active Language

Passive language sounds formal and is harder to read. Using active language is friendlier and faster to read. Plus, it's shorter!

Passive/Vague Language	Active Language
This form is intended to be filled out online, printed, then signed.	Fill out form online, then print, sign, and mail or fax to address below.
More information and the Safety Net Signature Card are available.	Read the Safety Net Signature Card.
This document will facilitate the use of the Smart Meter.	Read the Smart Meter Guide to learn how to use the Smart Meter.
More information on how to apply for Solar Daylighting	Apply for Solar Daylighting

Writing Effective and Friendly Headlines and Subheads

Good headlines and subheads do several jobs:

- Describe page content
- Draw in the reader
- Provide SEO value

Headlines and subheads should be:

- Descriptive
- Concise
- Written with active verbs
- Front-loaded with SEO terms (if possible)

Descriptive Headlines and Subheads

A good headline should tell you INSTANTLY what the page is about.

Vague Headline	Descriptive Headline
A Few Steps to Get Started	Getting Started With Solar Technology
What You Need To Know	Geothermal Flooring Means Warm Feet
Energy Tips	Solar Energy Tips To Heat You and Your Pool in Winter

Concise Headlines and Subheads

In this example, the actual action is surrounded by mushy language. Just say it!

Mushy Language Headline	Descriptive Headline
Getting Started Learning to Apply for Incentive Funding	Applying for Incentive Funding
Procedures to Obtain an Energy Rebate	Obtaining an Energy Rebate

Don’t Bury the Point in Your Paragraphs

On APS.com, the point isn’t sales—it’s showing site visitors the information they need, fast! So cut out the overexplanation often found in the first paragraph of many articles and put the point right up front. We find that the point of most articles on aps.com is buried in the second paragraph (like in the red example below).

Buried Point	Point Up Front
Safety Net If you or someone you know is elderly, sick, shut in or away from home often, it's possible to overlook a utility bill or Shut Off Notice. To protect your health and safety by preventing any unnecessary disruption in your electric service, APS offers the voluntary Safety Net program. You can designate a friend, relative or community agency to remind you to pay your APS bill. APS will send that person or agency a copy of any late notice you receive, as well as a copy of any notice that your service may be stopped due to unpaid bills. The duplicate notices give the third party an opportunity to bring any late bills to your attention and offer you advice or aid. They will not be able to discuss your account or be held financially responsible. More information and the Safety Net Signature Card are available. Completed Safety Net Signature Cards can be mailed to…	**Safety Net** The Safety Net Program designates a friend, relative, or community agency to remind you to pay your APS bill. Once a third party signs up, APS will send that person or agency a copy of: • Any late notice • Any notice that your service may be stopped due to unpaid bills NOTE: The designated person/agency will NOT be held financially responsible and will not be able to discuss your account. **Signing Up for Safety Net** The Safety Net Program requires a signature card. Download the Safety Net Signature Card. Mail the completed card to…

Anticipate Questions Before the User Has a Chance to Ask Them

If your content raises questions and then doesn't answer them, you're not done.

Vague Content	Complete Content
APS may require a deposit. *[Reader thinks, "When would they require a deposit? Will I have to provide one? Ack!"]*	APS may require a deposit if: • You have a poor credit history • Your account has been disconnected in the past year
Vegetation around your electric meter may make inspection of your meter difficult and may incur a fee. *[Reader wonders, "Do I have to cut down ALL my vegetation near the meter? How much would the charge be?"]*	If APS has to trim vegetation to read your meter, we'll charge a $50 fee.

Use a Table to Compare Products/Services

If your content will be comparing features of two or more products/services, putting the information into a table will make the information more scannable.

Scannability

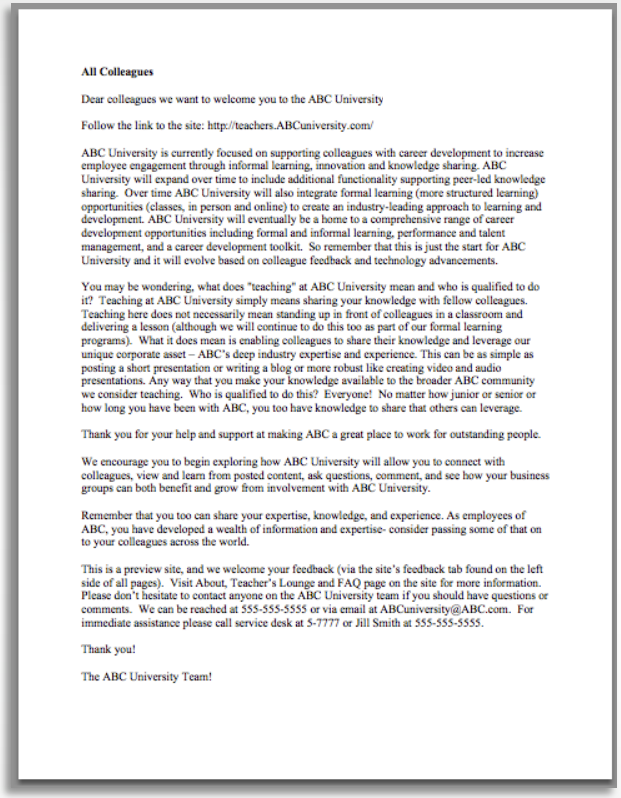
Scannability

In contrast to the printed page, website visitors don't "read" pages; they "scan" them quickly. This is why web pages must be written and laid out differently than printed pages.

A scannable page has copy with breathing room from:

- White space
- Bullets and numbered lists
- Subheads
- Minimal links, and links in proper location (i.e., at end of paragraph, anchor text tied to an action)
- Tables (instead of long paragraphs) that display information
- Images (where appropriate)

Before and After



All Colleagues

Dear colleagues we want to welcome you to the ABC University

Follow the link to the site: http://teachers.ABCuniversity.com/

ABC University is currently focused on supporting colleagues with career development to increase employee engagement through informal learning, innovation and knowledge sharing. ABC University will expand over time to include additional functionality supporting peer-led knowledge sharing. Over time ABC University will also integrate formal learning (more structured learning) opportunities (classes, in person and online) to create an industry-leading approach to learning and development. ABC University will eventually be a home to a comprehensive range of career development opportunities including formal and informal learning, performance and talent management, and a career development toolkit. So remember that this is just the start for ABC University and it will evolve based on colleague feedback and technology advancements.

You may be wondering, what does "teaching" at ABC University mean and who is qualified to do it? Teaching at ABC University simply means sharing your knowledge with fellow colleagues. Teaching here does not necessarily mean standing up in front of colleagues in a classroom and delivering a lesson (although we will continue to do this too as part of our formal learning programs). What it does mean is enabling colleagues to share their knowledge and leverage our unique corporate asset – ABC's deep industry expertise and experience. This can be as simple as posting a short presentation or writing a blog or more robust like creating video and audio presentations. Any way that you make your knowledge available to the broader ABC community we consider teaching. Who is qualified to do this? Everyone! No matter how junior or senior or how long you have been with ABC, you too have knowledge to share that others can leverage.

Thank you for your help and support at making ABC a great place to work for outstanding people.

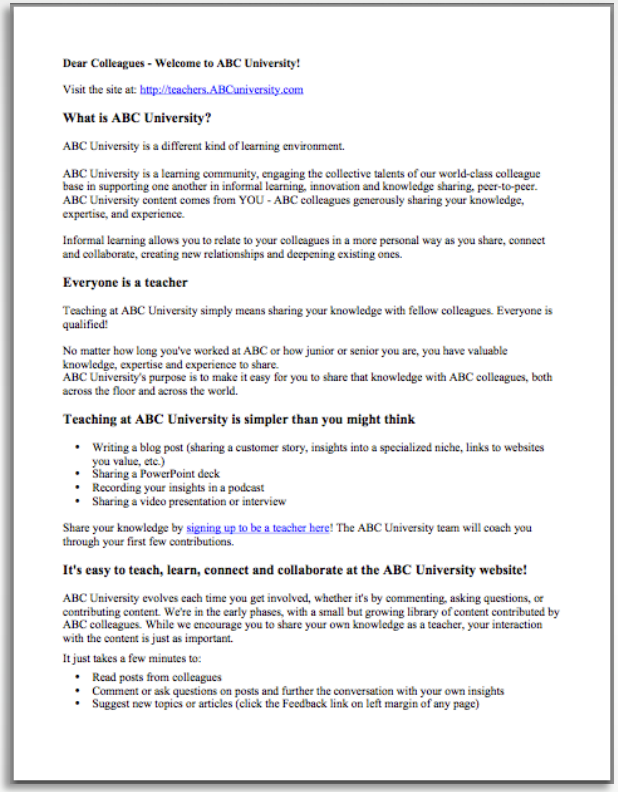
We encourage you to begin exploring how ABC University will allow you to connect with colleagues, view and learn from posted content, ask questions, comment, and see how your business groups can both benefit and grow from involvement with ABC University.

Remember that you too can share your expertise, knowledge, and experience. As employees of ABC, you have developed a wealth of information and expertise- consider passing some of that on to your colleagues across the world.

This is a preview site, and we welcome your feedback (via the site's feedback tab found on the left side of all pages). Visit About, Teacher's Lounge and FAQ page on the site for more information. Please don't hesitate to contact anyone on the ABC University team if you should have questions or comments. We can be reached at 555-555-5555 or via email at ABCuniversity@ABC.com. For immediate assistance please call service desk at 5-7777 or Jill Smith at 555-555-5555.

Thank you!

The ABC University Team!



Dear Colleagues - Welcome to ABC University!

Visit the site at: http://teachers.ABCuniversity.com

What is ABC University?

ABC University is a different kind of learning environment.

ABC University is a learning community, engaging the collective talents of our world-class colleague base in supporting one another in informal learning, innovation and knowledge sharing, peer-to-peer. ABC University content comes from YOU - ABC colleagues generously sharing your knowledge, expertise, and experience.

Informal learning allows you to relate to your colleagues in a more personal way as you share, connect and collaborate, creating new relationships and deepening existing ones.

Everyone is a teacher

Teaching at ABC University simply means sharing your knowledge with fellow colleagues. Everyone is qualified!

No matter how long you've worked at ABC or how junior or senior you are, you have valuable knowledge, expertise and experience to share.
ABC University's purpose is to make it easy for you to share that knowledge with ABC colleagues, both across the floor and across the world.

Teaching at ABC University is simpler than you might think

- Writing a blog post (sharing a customer story, insights into a specialized niche, links to websites you value, etc.)
- Sharing a PowerPoint deck
- Recording your insights in a podcast
- Sharing a video presentation or interview

Share your knowledge by signing up to be a teacher here! The ABC University team will coach you through your first few contributions.

It's easy to teach, learn, connect and collaborate at the ABC University website!

ABC University evolves each time you get involved, whether it's by commenting, asking questions, or contributing content. We're in the early phases, with a small but growing library of content contributed by ABC colleagues. While we encourage you to share your own knowledge as a teacher, your interaction with the content is just as important.

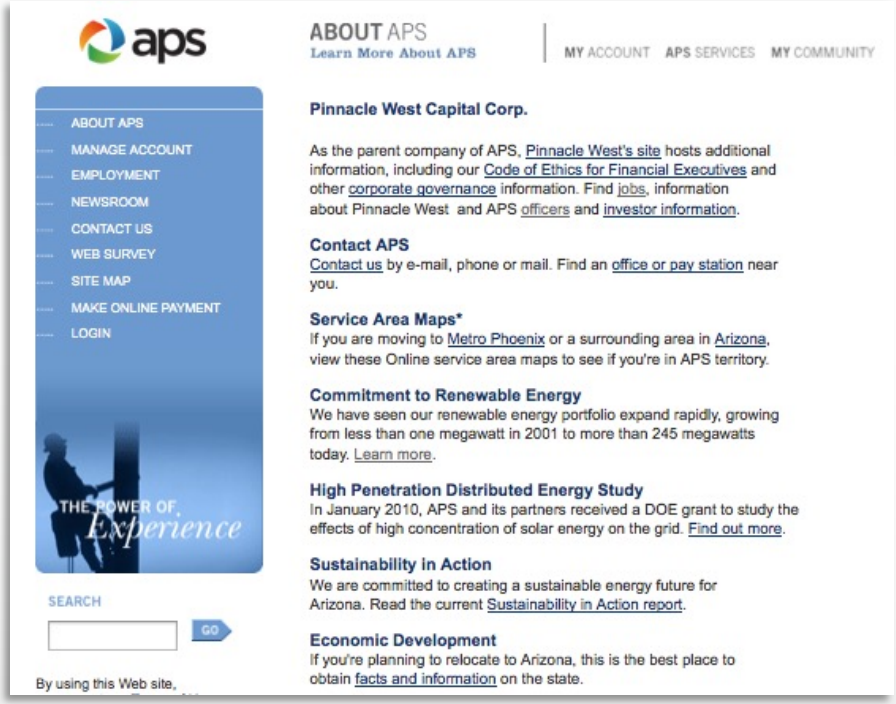
It just takes a few minutes to:

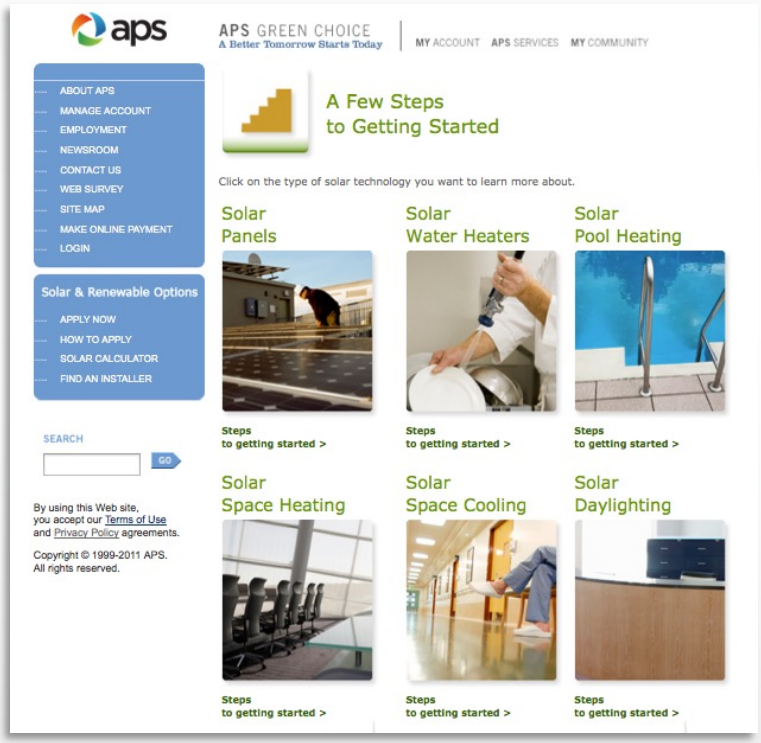
- Read posts from colleagues
- Comment or ask questions on posts and further the conversation with your own insights
- Suggest new topics or articles (click the Feedback link on left margin of any page)

You don't have to be able to read the content on this page to see it's been made more scannable with subheads, white space, and bulleted text.

Images and Videos

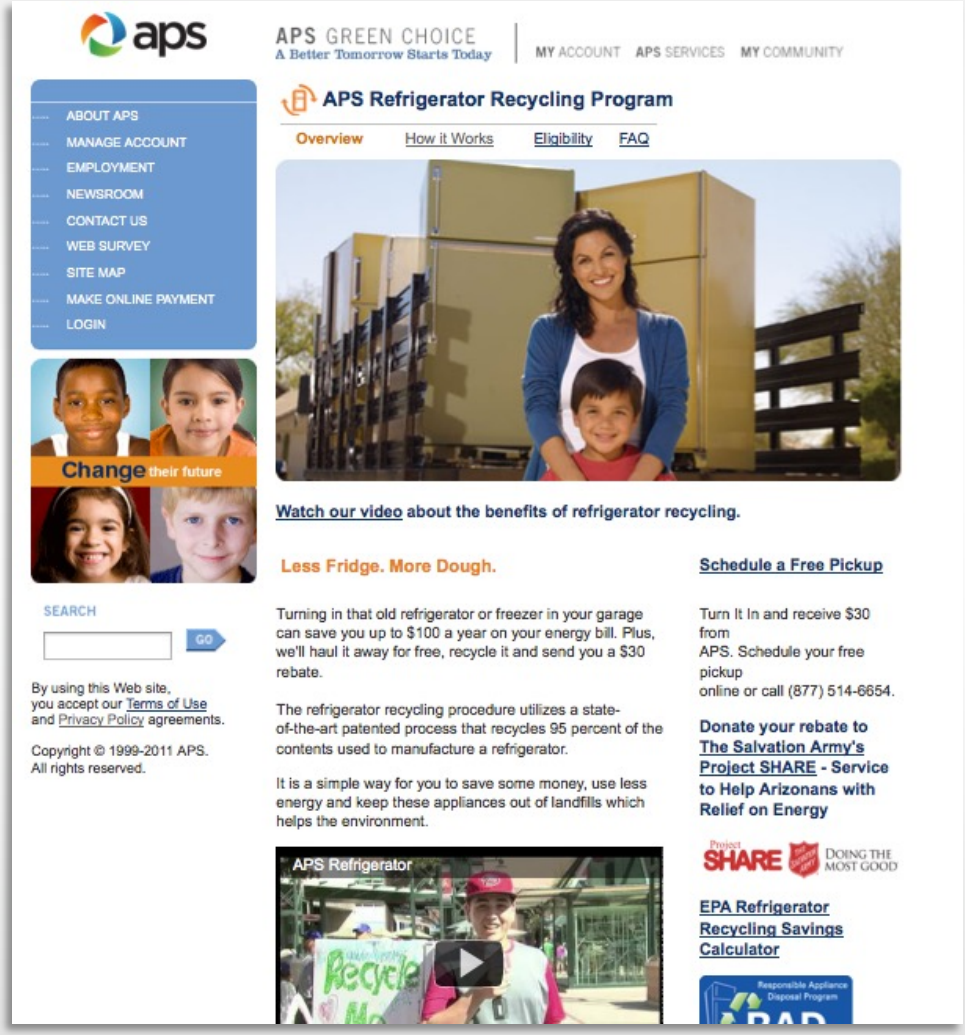
Images and videos make a page more scannable by giving your eye something to land on.





Engaging Pages

Besides making a page more scannable, pictures and video make a page instantly more engaging.



Using Page Subheads

It’s good to keep the page content brief.

However, unless you’re trying to inflate page clicks by making users click deeper and deeper into a site, sometimes it’s worth it to add more content to main pages.

Let's Chunk It Up

Passive language and long text makes for slow and dull reading. If you add some subheads to chunk out the information, use active language in your writing, and add a little personality, content reads faster.

Passive language is highlighted in red. NOTE: We've also added subheads.

Zzzzz	Easy to read
Free Mulch Program Chips made from tree debris are available through our free mulch program. Mulch can function very well around trees and other plants; it helps to maintain moisture, soil temperature, can help reduce competition from weeds and grasses, and can provide nutrients to the soil. Orders are filled on the basis of a full truckload and can be delivered when crews are working in your neighborhood. You can call the following numbers in your area:	**Free Mulch Program** Need mulch? We've got lots of it from the trees we prune! Mulch is great for gardening and lawns. Mulch: • Maintains moisture and soil temperature • Reduces competition from weeds and grasses • Provides nutrients to the soil **How Much Mulch Can I Get?** You can have as much as you like but must take a truckload at minimum. But the good news is we'll deliver it to your location when our crews are working in your neighborhood. **How Can I Take Advantage of This Fabulous Deal?** Call the number for your area!

Bullets and Numbered Lists

Making Long Paragraphs Scannable

Short sentences with scannable bullets/numbers are much easier to scan quickly.

Should I Use a Numbered List or a Bulleted List?

Use a numbered list if you're describing:

- A sequential process (e.g., how to sign up for a program)
- A list in order of importance

Use a bulleted list if:

- You're listing items not in a sequence (e.g., options for paying a bill)
- Item importance isn't a factor

Presenting Multiple Pieces of Data with Bulleted Lists

If you're describing a list of [something] to a user, they can more quickly scan through information that's broken up into bullets.

Aim for five or fewer bullets. If you have more than about 6 bullets, you haven't chunked your content enough.

These two examples show the same information, but which is easier to read?

Long Paragraph	Bulleted List Content
When you open a bank account, first you have to have necessary documentation. Gather up things like a social security card, driver's license. You will also need to provide proof of residence. At the bank you will also fill out a signature card in front of a banker.	To open a bank account you'll need: • Social security number • Driver's license • Proof of residence • Signature card (to be filled out at the bank branch)

Using Bullets and Indents to Group and Sort Items

Using indents, sections, and bullets visually shows the user at a glance the importance and relationships of information in a section. In the example below, all sections are at the same “level,” leading user to think they’re the same type of information. However, it takes reading the section to learn a UPS is not the same type of information as the surge suppressors listed before it.

BEFORE

Power Quality Solutions for Small Business

There are two primary ways of protecting your business against power quality problems: 1) surge suppressors, and 2) uninterruptible power supplies (UPS).

Surge suppressors – Surge suppressors are designed to reduce or eliminate potentially damaging short-duration power spikes or surges and electrical "noise." Different types of surge suppressors include:

Service entrance surge suppressors. These devices protect against disturbances in the incoming power supply at the utility meter.

Plug-in surge suppressors. These portable wall plug surge suppressors are used at each individual piece of equipment and provide additional protection against disturbances that arise inside the facility.

Telephone/cable/modem line suppressors. These protect against "back door" disturbances introduced through telephone, cable and modem lines. Often they are included as an integral part of a surge suppressor power strip.

Uninterruptible power supplies – UPS equipment contains a battery power supply to provide back-up power to equipment in case of a sudden power failure. They provide continuous power to equipment and protect against even momentary outages or power failures.

AFTER

Power Quality Solutions for Small Business

There are two primary ways of protecting your business against power quality problems:

- surge suppressors
- uninterruptible power supplies (UPS)

Surge suppressors – Surge suppressors are designed to reduce or eliminate potentially damaging short-duration power spikes or surges and electrical "noise."

Different types of surge suppressors include:

- **Service entrance surge suppressors.** These devices protect against disturbances in the incoming power supply at the utility meter.
- **Plug-in surge suppressors.** These portable wall plug surge suppressors are used at each individual piece of equipment and provide additional protection against disturbances that arise inside the facility.
- **Telephone/cable/modem line suppressors.** These protect against "back door" disturbances introduced through telephone, cable and modem lines. Often they are included as an integral part of a surge suppressor power strip.

Uninterruptible power supplies

UPS equipment contains a battery power supply to provide back-up power to equipment in case of a sudden power failure. They provide continuous power to equipment and protect against even momentary outages or power failures.

Keep Bullets Brief

The point of having bullets is to keep the content moving along, but too much commentary in the bullets slows the reader down. Keep them concise—around three lines per bullet.

Too Much Beef!	Nice and Brief
• **Choose an efficient oven—**The efficiency of ovens varies widely with how they're operated, but there are general comparisons that can be made. The following tables provide a comparison of the efficiency and relative operating cost of the different types. You may find that the type of oven you're using isn't as economical as you thought.	• **Choose an efficient oven—**The following tables compare the efficiency and relative operating cost of oven types.

Presenting Steps in a Process with Numbered Lists

If you're describing the steps of a process, a numbered list effectively breaks out that information and makes it scannable.

The following two examples contain the same information. Which is easier to read?

Paragraph	Numbered List
Landlord Transfer of Service Agreement Once you have met the Eligibility Requirements please read the Landlord Terms and Conditions and complete all fields on the Landlord Agreement Form. For additional properties complete the Property Description Form and include with your Landlord Agreement. The form(s) can be filled out online, however, online submission is not available. Please **print, notarize,** and **retain** a copy for your records. Send completed forms to…	**Landlord Transfer of Service Agreement** 1. Read the Eligibility Requirements and Landlord Terms and Conditions forms. 2. Fill out the Landlord Agreement Form, which is good for one property. 3. For additional properties, complete the Property Description Form and include with your *Landlord Agreement*. 4. Print the form and get it notarized. 5. Retain a copy for your records, and send completed forms to…

One Action Per Numbered List Step

Many people cram too many actions into one numbered step, or number things as “steps” that aren’t actually steps.

Use only one action per number.

Optional: Add description of visual results of the step (e.g., dialog appears, [X] screen appears).

This will result in more steps, but it’s worth it to make things clear for the user.

Too Many Actions in a Step	One Action per Step
1. After you click the apply button, the Loan Application screen appears. Move it out of the way. 2. Click the Loan Calculator button. The Loan Calculator appears. Fill in the appropriate loan values.	1. Click the **Apply** button. The Loan Application screen appears. 2. Move the Loan Application screen out of the way. 3. Click the **Loan Calculator** button. The Loan Calculator appears. 4. Fill in the appropriate loan values.

What Isn't a Step?

In the following example, only the first two numbers are actually steps.

Steps That Aren't Steps (in Red)	Only Steps Are Steps
How do I obtain incentives financing? 1. Find a Solutions for Business Trade Ally for your project. 2. Submit your loan application to NB/AZ. 3. Proceed through loan approval and rebate process. 4. Complete your process. 5. Begin saving energy.	How do I obtain incentives financing? 1. Find a Solutions for Business Trade Ally for your project. 2. Submit your loan application to NB/AZ. Begin saving energy!

Don't make a step out of describing a result of the action (e.g., "the Loan Application form appears").

Steps That Aren't Steps (n Red)	Only Steps Are Steps
1. Click the Apply button. 2. The Loan Application screen appears. 3. Click the Loan calculator button. 4. The Loan Calculator appears. 5. Fill in the appropriate loan values.	1. Click the **Apply** button. The Loan Application screen appears. 2. Click the **Loan Calculator** button. The Loan Calculator appears. 3. Fill in the appropriate loan values.

FAQs

Choosing the Function Your FAQs Will Serve

There are two ways that FAQs can be used:

- As “support” for a promotion page, i.e., the promo page does the selling, the FAQ answers the basic questions that would otherwise slow down the sales language
- As a holder for specific questions or edge cases about a topic

Either use is acceptable, but you should decide the purpose of your FAQs and be consistent in their purpose throughout the website.

Support FAQ vs. Edge-Case FAQ

What information belongs in an FAQ document?

That depends on which type of FAQ you're writing.

Support FAQ Content	Edge-Case FAQ Content
If you use FAQs to support a promo page, basic [topic] information is found in the FAQ. For example: • How does [topic] work? • Who is eligible for [topic]? • How much does [topic] cost?	If your FAQs deal with edge cases and specific questions, basic [topic] information stays on the "main" pages, and FAQs deal with the following types of questions: • What if I change my mind and want to cancel? • Who do I contact if there is a problem? • Will [X] work with the program [Y]?

Structuring FAQ Questions

Ask “how” questions when possible, rather than “can I” questions. When you ask a “Can I” question, first you need to answer “yes” or “no” before you can move on to the answer.

Answering a “Can I” Question	Answering a “How do I” Question
Can I Edit My AutoPay Payment? Yes. Here’s how you do it: 1. Log into your account at [topic]…	**How Do I Edit My AutoPay Payment?** 1. Log into your account at …

Don’t Make Users Infer an Answer; Be Direct

Don’t make users infer the answer.

Original Vague Answer	Nice Clear Answer
Can I have my service turned on or off on the weekend?* APS field technicians work Monday through Friday. Your service request can be completed during this timeframe. *What this is really saying is, “No.”* *Why not say “No.”?*	**Why can’t I schedule service to be turned on or off on the weekend?** APS field technicians only perform service requests Monday through Friday.

*This is actually a trick question. There should be a “note” on the scheduling page that mentions that you can’t schedule service start/stops on weekends. But if this issue comes up a lot, then it’s okay to also have this content in FAQs.

Don’t Throw Random Information in FAQs

We’ve seen lots of examples of random content thrown into a FAQ on a buried page, or content thrown into a dropdown menu as “other options.”

Review the existing FAQs and if you find random leftover content, you need to:

- Categorize it properly and put it in the right area
- Delete it because it’s probably not that important

Reproducing User Questions in FAQs

When you reproduce user questions on the site (from customer support, etc.), do you have to use them verbatim?

No. As long as you keep the spirit of the user's question, you can edit the question to be as concise as possible. Here's an example (with the core issue highlighted in red):

Original Rambling User Question	Edited User Question
I installed a dimmer switch for my bathroom vanity lights. There are six bulbs. Sometimes I need all the light, but most of the time I use less light. I bought the dimmer switch to conserve electricity, but an electrician told me there is no energy savings when I dim the lights. He said the same amount of electrical current is consumed and is merely dissipated at the dimmer switch. Is this true?	I'd like to use dimmer switches in my bathroom, but an electrician told me there are no energy savings from using a dimmer switch. Is this true?

Consistency

Levels of Consistency

There are multiple levels of consistency to think about:

- Consistency on a page
- Consistency across multiple pages within a section
- Consistency across multiple sections
- Site-wide consistency

A style guide can capture things like preferred voice and tone, terminology, and preferred phrasing. But you also need to define standards for consistency for:

- Page titles
- Page headlines
- Page URLs
- Anchor text

Anchor Text/URL/Page Title/Headline Consistency

The following pieces of information on a web page should match:

- Anchor text words (the text in the link that points to a page)
- Landing page URL words
- Landing page title
- Landing page headline

Text	Matching Content
Anchor Text	Click here to set up Paperless Billing
Page URL	paperlessbilling.html
Page Title	APS - Residential | Paperless Billing
Page Headline	Setting up Paperless Billing

Anchor Text/URL/Page Title/Headline Consistency

It's crucial that the anchor text words match the landing page headline it links to. When users arrive, then they know that the "scent" of the link has not been lost.

The following are some examples of inconsistencies found on the APS.com site. The differences in language used are subtle, but all jar the reader a little as they move through the site.

Anchor Text	Page Title	Page Headline
Pay Your Bill	Choose Payment	Manage Payments
Start Business Service	Turn On Service	Turn On Service
Stop Business Service	Turn Off Service	Turning Off Your Service
Move Business Service	Transfer Service	Transferring Your APS Service

Page Title Consistency Within a Section

Make sure that the page titles of all documents within a section have the same structure.

Inconsistent Page Titles	Consistent Page Title Naming
• APS: 2011 Arizona Success Business Newsletter • 2010 Business Newsletter • Business, Newsletter 2009	• APS | 2011 Arizona Success Business Newsletter • APS | 2010 Arizona Success Business Newsletter • APS | 2009 Arizona Success Business Newsletter

Page Headline Consistency Within a Section

While it's important to have a consistent titling structure throughout a site, it's even more important to have page headline consistency within a section, because this is more visible to the user.

Inconsistent Page Headlines	Consistent Page Headlines
• Benefits of Solar Energy for Business • Solar for Schools & Government • For Installers	• Solar Energy for Business • Solar Energy for Schools & Government • Solar Energy For Installers

Using Phrases Consistently

It's important to try to use phrases consistently throughout the website copy too. For example, I found all these similar terms on the site, and they all went to different sections with similar links:

- Ways To Save
- Reducing Energy Costs
- Lower My Bills

Pick the phrase with the best SEO value, and/or what your search results show that users search for. For example, if users search for "save" a lot, use a phrase with "save" in it.

Links

Use Specific Anchor Text

Don’t use cryptic or generic text that would require a user to click on it to find out what it is (they likely won’t). Make the anchor text more descriptive or describe it in a few words or a phrase in regular text after the link.

NO	YES
Information About Changes to Schedule 3 *[Reader thinks, “What the heck is Schedule 3?”]*	Changes to Schedule 3 (Electric Distribution Lines and Services) OR Schedule 3 Changes to Electric Distribution Lines and Services
Be firewise by learning about the seven things that you can do to help protect your home from wildfire. *[The link text doesn’t tell you what content it’s linking to]*	The APS Firewise Guide will teach you how to protect your home from wildfire.

When You Mention a Link, PUT IT RIGHT THERE

If you mention a linked-out page or PDF, put a link to it RIGHT THERE. Don’t make the user scroll somewhere else to see it.

Making the Reader Work	No Work Required
At the bottom of the page, you will find a link to the Q3 Newsletter with more information on the proposed plan.	For more information on the proposed plan, see the Q3 Newsletter.

Link to Relevant Content

If there is other information on your site related to a section's information, provide a link! But keep it simple and don't hide it.

Rebate Tease	Here It Is!
Refrigerator efficiency is an important issue to consider when you are figuring out energy costs for your home. There may be rebates available to help you save more money. *[Reader wonders: Under what conditions might there be a rebate?]*	The following tips will help you save money on your refrigerator energy bills. If you're replacing a refrigerator, there's a refrigerator replacement rebate for you!

Calls to Action

Call to Action Links

For each call to action, there should be just one link. State your case for the call to action, then present the link—preferably at the end of the paragraph/section.

Don't have multiple links that all go to the same page.

Muddied Call to Action	Clear Call to Action
The money-saving Power Partners program will help you and your customers save big money during hot Arizona summers. Sign up here.	The money-saving **Power Partners** program will help you and your customers save big money during hot Arizona summers. Sign up for Power Partners.
Deposit is equal to 2.5 times the high bill at the location where service is requested. APS accepts Surety Bonds, Irrevocable Letters of Credit and Assignment of Monies as well as cash. These options may be discussed with your Business Care Center representative.	A security deposit is required at a rate equal to 2.5 times the high bill at the location where service is requested. APS accepts: • Surety Bonds • Irrevocable Letters of Credit and • Assignment of Monies • Cash See more information on security deposits.

Multiple Calls to Action in a Section

In the example below, the main goal is to fill out the *Landlord Transfer of Service Agreement*. However, multiple steps are required, with multiple links out. The steps are described in the paragraph, but the links are distracting, and the sequence of steps the user needs to complete isn't clear. It would make this process clearer to convert the paragraph to a numbered sequence of steps.

Muddied Call To Action	Clear Call To Action
Landlord Transfer of Service Agreement Once you have met the Eligibility Requirements please read the Landlord Terms and Conditions and complete all fields on the Landlord Agreement Form. For additional properties complete the Property Description Form and include with your Landlord Agreement. The form(s) can be filled out online, however, online submission is not available. Please **print, notarize,** and **retain** a copy for your records. Send completed forms to…	**Landlord Transfer of Service Agreement** 1. Read the Eligibility Requirements and Landlord Terms and Conditions forms. 2. Fill out the Landlord Agreement Form, which is good for one property. 3. For additional properties complete the Property Description Form and include with your Landlord Agreement. 4. Print the form and get it notarized. 5. Retain a copy for your records, and send completed forms to…

Keep the Call to Action Clear

If there are notes relating to a call to action, put them AFTER the call to action (in bullets for scannability). OR some of the information could be relocated to the forms mentioned.

Muddied Call to Action	Clear Call to Action
Moving and need to shut off your electricity? We're sorry to see you leave, but enjoyed the opportunity to serve you. After completing the Shut-off Service form, an Associate will contact you and verify your request. Please allow at least three working days notice (Monday - Friday) to shut off your electricity. Requests received on major holidays or weekends will be taken care of during the following week. If you have placed a deposit with APS, the deposit plus the interest you have earned, will be applied to your final bill. We will also apply any credit balance you may have on your account. Any refund will be mailed to your forwarding address. To shut off your service, we will need unassisted access to your meter. Request Turn Off Form Multiple Turn On/Shut Off Order Form (for landlords, property managers, homebuilders)	Moving and need to shut off your electricity? We're sorry to see you leave, but enjoyed the opportunity to serve you. Fill out one of the following forms (submit online or mail): * Request Turn Off Form * Multiple Turn On/Shut Off Order Form (for landlords, property managers, homebuilders) NOTES: • After completing the Shut-off Service form, an Associate will contact you and verify your request. • To shut off your service, we'll need unassisted access to your meter. • Please allow at least three working days notice (Monday - Friday) to shut off your electricity. Requests received on major holidays or weekends will be completed the following week. • If you've placed a deposit with APS, the deposit, plus the interest you've earned, will be applied to your final bill. We'll also apply any credit balance you may have on your account. Any refund will be mailed to your forwarding address.

Miscellaneous

Archiving Newsletters and Periodical Content

Decide how many years of content you'll show on the site

- We recommend two years of content max

Decide how you'll present newsletter content

- Copy and paste newsletter content into HTML
- Leave it in PDF form, with links to PDFs

Online Forms

Site visitors might land on a page with an online form from a search or from elsewhere, so add some introductory information/context.

Before you show the form, add a few short sentences on:

- The purpose of the form
- Any prerequisites
- What to do with it after it’s filled out

When Should You Create a New Page?

Create a new page if:

- There are fewer than four paragraphs, but some of the information absolutely doesn't relate to the information on the current page enough to create a new section there
- The information needs to live on its own page for click-through reasons (tracking page traffic)

Don't create a new page if:

If you have 1-3 paragraphs of related information.

Instead of spawning new pages for small amounts of text, put all the text on one page with subheads. If you want to have the list of links, then have the links connected to the subheads with anchors.