



La usabilidad en los blogs

Consigue que sea más fácil leerlo

La usabilidad cada vez gana más importancia a la hora de estructurar los contenidos y el diseño de una web. Los blogs, como parte de Internet, se contagian de ello y buscan, teniendo en cuenta su naturaleza, adecuarse a esta corriente.



Hace un tiempo, uno de los gurús de la usabilidad, Jakob Nielsen (useit.com), publicaba en su blog especializado lo que para él eran los principales fallos de usabilidad que más aparecían en los blogs, refiriéndose a blog corporativos o especializados, más que los centrados en ser un diario personal del que los escribe.

A raíz de este texto se generó en la red una interesante corriente de opiniones entre la comunidad de especialistas, que tuvo como fruto otro decálogo confeccionado por especialistas hispanos,

TENEMOS QUE EVITAR QUE LOS CONTENIDOS QUEDEN EN EL OLVIDO DE UN ARCHIVO CRONOLÓGICO

como ageku.net, webstudio.cl, alquimistas.evilmolo.com, isopixel.net y nososlo-usabilidad.com, que matizaban algunas cuestiones.

Te resumimos lo más destacable de todas aquellas discusiones.

Crea un sistema de navegación

La navegación por el blog es uno de los factores que más tenemos que cuidar. Es muy importante que todas las páginas incluyan un enlace a la portada del blog y que no tengamos que modificar la URL

para poder ir a él. Del mismo modo, tenemos que evitar que los contenidos queden en el olvido de un archivo cronológico, para ello podemos habilitar sistemas de navegación por categorías, listados de los post más leídos o que más debate han generado mediante comentarios o las entradas publicadas hace un determinado tiempo –habitualmente se utiliza este sistema para indicar lo que se escribió hace un año-.

Lo más importante es relacionar los posts, además de enlazar en tus textos material anterior tuyo que venga al caso, podrías habilitar sistemas que listen post de la misma categoría tratada. Para lo cual es importante etiquetar correctamente los posts en categorías descriptivas y a ser posible que no sean demasiadas. Otra solución a considerar es directamente enlazar en un apartado las entradas que consideres más importantes de tu blog,

Para todos esos enlaces utiliza títulos que realmente sean descriptivos de lo que va a encontrar el lector al pinchar o que incluyan directamente el título de la página enlazada. Cuida que tu diseño facilite la visibilidad e identificación de los enlaces y no utilices el atributo target, oficialmente excluido del XHTML, para abrir enlaces en nuevas ventanas.

Títulos claros... y contenidos también

Al igual que los enlaces, los títulos de los posts deben ser claros y representativos



Uno de los gurús de la usabilidad, Jakob Nielsen

de lo que se trata en el texto, utilizando en ellos las máximas palabras clave del tema tratado.

Del mismo modo, los títulos de las páginas deberían estar estructuradas como "Título del post" – "Nombre del blog" para facilitar de esta forma la lectura de pestañas o del historial del navegador.

En lo referente al artículo en sí, trata de ser claro, estructura para facilitar los barridos visuales mediante ladillos, viñetas o numerados para las listas o incluso utilizando la negrita para destacar palabras clave. Y lo que ya hemos comentado en esta sección en anteriores ocasiones: se puede decir todo lo que quieras siendo breve. Sintetiza, no abuses de términos demasiados tecnologizados e intenta evitar mezclar varios temas en un post, y mucho menos si no tienen relación directa.

Posibilita la comunicación

Lo principal es identificarte, ya que los textos anónimos tienen menos credibilidad, y a tus lectores les gustará saber algo de ti, a qué te dedicas, desde qué país escribes y algo sobre tu web. Todo esto

genera confianza y cercanía.

En cuanto a la comunicación, ten en cuenta que no basta con permitir los comentarios, es conveniente dejar un e-mail que permita contactos y sugerencias más personales o extensas.

Y cuida la estética

Olvídate del uso del texto multicolor, texto muy pequeño, bajo contraste entre el texto y el fondo, y todas esas cosas que haría tu hijo en su MySpace. Dificultan la lectura y hacen que pierdas toda la credibilidad.

Usa plantillas limpias, sencillas y elegantes, sin exceso de elementos en el sidebar que acusen lentitud y contaminación visual. Darán seriedad y buen gusto a tu blog profesional.

Para saber más

- usalo.es/117/usabilidad-para-principiantes/
- es.wikipedia.org/wiki/Usabilidad
- es.wikipedia.org/wiki/Jakob_Nielsen

Mon Magan

TRATA DE SER CLARO, ESTRUCTURA PARA FACILITAR LOS BARRIDOS VISUALES MEDIANTE LADILLOS, VIÑETAS O NUMERADOS PARA LAS LISTAS

Weblog Usability: The Top Ten Design Mistakes

Summary: Bloggers often focus internally toward what you usability issues, making it hard for your readers to understand the site and trust the author.

Weblogs are a form of website. The thousands of general website usability guidelines therefore apply to them, as do the usual usability principles. But weblogs are also a special genre of website. They have unique characteristics and their distinct usability problems.

One of a weblog's great benefits is that it connects those people from "Web Design." You write a paragraph, click a button, and it's posted on the Internet. No need for visual design, page design, information design, information architecture, or even programming or server maintenance.

Blog posts having a simple website must mean, just as a result, the number of people who visit for the first time is higher. This is a striking confirmation of the importance of ease of use.

Weblogs' second benefit is that they're a Web-native content genre. They're on-line, and short postings prevent. You don't have to write a full article or conduct original research or reporting. You can simply find something interesting on another site and then it is possible with a few minutes or additional inspiration. Obviously, this is a huge source of content, a convenient one, and again indicates the benefits of lowering the barriers to content creation.

As a third benefit, blogs are part of an ecosystem (often called the "blogosphere") that grows in a positive feedback loop. Whatever good postings exist are promoted through the flow of other sites. Many readers come on the good stuff, and the very best that get linked to earn more. As a result, the Internet's Weblog ecosystem, with approximately 100 million blogs, is the best posting.

Some weblogs are really just private diaries intended only for a handful of family members and close friends. Usability guidelines generally don't apply to such sites, because the readers' prior knowledge and motivation are incomparable greater than those of first-time users. When the goal is to teach new readers who aren't your mother, however, usability becomes important.

Also, while readers of your Weblog might know you, usability is important because your readers are not someone else. (In an example, see 2005 case of Internet fraud – asking for the best interests of 2004.)

Usability Issues

To reach new readers and respect your existing readers' time constraints, find your writing against the following usability guidelines.

1. No Author Biographies

Unless you're a famous blog, you probably don't need a full-blown "About Us" section. The use of a separate site that links to the "About Us" page is a better alternative. Instead, simply write the text for an "About Me" page on a weblog. Users want to know who they're dealing with.

It's a simple matter of trust. Anonymous weblogs have less credibility than something that is signed. And, unless a person's authorship is obvious, it's not enough to simply say that the blogger "writes the content." Readers want to know more about the blog. Show us how you've made it or experience in the field's interesting stuff. Show us how you've been helpful. Readers will trust you more if you're honest about that fact, and both your informed comments, and explain the reason for your enthusiasm.

2. No Author Photos

Even authors that provide author bio often omit the author photo. It's important for two reasons:

- It offers a more personal impression of the author. You enhance your credibility by the simple fact that you're not trying to hide. Also, users make more ready to somebody they're seen.
- It provides the actual and physical world. People often visit you before will recognize your photos, and people will be more likely to recognize you when you meet in person. (See, at a conference – or the company website if you're an internet blogger.)

A huge percentage of the human brain is dedicated to recognizing and recognizing faces. For more, look at author photo pages. I posted this blog about a 2005 when I revealed the photo of a reporter that I authored that was widely disseminated on the Internet. Within four days, the photo, sometimes simply come up in the search results. I had my "face" being recognized from the photo.

Also, if you're not a professional blog and expect to be quoted in the press, you should follow the recommendations for press. Do this, do it, and include a selection of high-resolution photos that photo editors can download.

3. Nonsensical Posting Titles

Sadly, even though authors are often in the blog, authors rarely follow the guidelines. (See the 2005 list of terms, including website examples. This applies to a weblog's title, and it's not just the actual and physical world. People often visit you before will recognize your photos, and people will be more likely to recognize you when you meet in person. (See, at a conference – or the company website if you're an internet blogger.)

Your weblog's title is a critical part of a weblog's success. It's a writing prompt to the user right. On a site that's not a weblog, readers often visit to see what's new. On a weblog, readers often visit to see what's new.

Generative headlines are especially important for representing your writing to search engines. The search engines and other content environments. To make content, which often are only the headlines and use of descriptive phrases to click into the full page. Even if you can't do a short abstract along with the headline (or with most search engines), you should make sure people often read with the headline. In fact, people often read only the first three or four words of a headline often appearing in a lot of possible places to get "snatch" headlines.

- What is It That You Want?
- Why, How, Control?
- Action Statement

Format good headlines:

- Follow from the Name and Rank Water show
- Offer Clear Free United States 24-7 Weblog to Review Your Content (An example: "I'm glad if you only read that the first words, you have an idea of what it's about.")
- See what's new about marketing

The last headline works as a short headline. If you're writing an on-line industry blog, open the headline with the word "about" because it's the information company word within a context of on-line news, all the time.

In creating weblog headlines, to avoid these examples, I listed several headlines in the 2005. They're about bad. Reading space is reduced by 20% and users are not off by the percentage of reading.

4. Links Don't Say Where They Go

Many weblog authors seem to think it's hard to write the authors like "My blog posts" or "My blog posts" or "My blog posts." Remember, one of the goals of the blog is to be able to get on an on-line. Tell people where they're going and what they'll find at the other end of the link.

Generally, you should provide positive information in other the author that link or the immediate surrounding words. You can also use "Go" (Go) for supplementary information that doesn't fit with your content. (It's not a bad idea to use "Go" to use the "Go" button.)

A related mistake is to use reader shortcuts, such as using first names when you reference other authors or websites. Unless you're writing only for your friends, GO's, provide the authors by appearing to be part of a short story. The Web is not high school.

5. Classic Sites are Sucked

Historically, well-written content often will be better when the readers outside your site have. Don't compare with classic to the authors, where people can only that something if they know you, and it is in the 2005.

Highlight a few examples in your navigation system and link directly to them. For example,