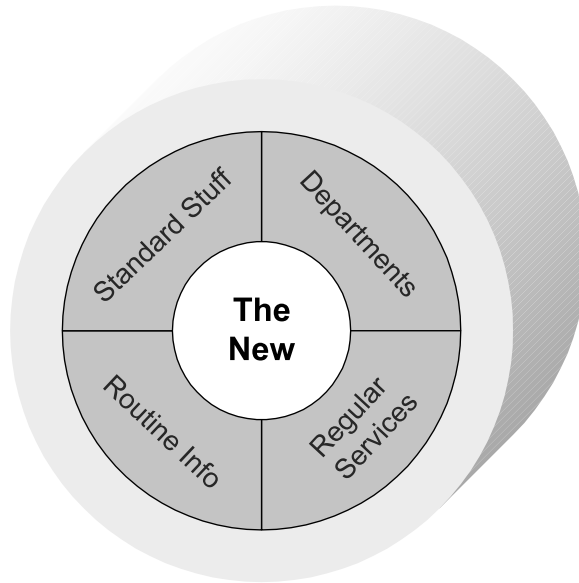# Announce the New with Special Links

BACKGROUND

Nothing is news until it has appeared in The Times.
—Ralph Deakin, Foreign News Editor, The London *Times*

You want repeat visitors, don't you?

If someone comes to your site and thinks you haven't posted anything new, they may leave and never come back. On the Web, nothing looks as bad as cobwebs.

> Statistics, numbers and examples all need to be recent or credibility suffers. (Sun, 2000)

So, on pages that don't change much over time, indicate new items with a little "new" glyph.

And **stress** dates. You can get across the message that you are always up-to-date by date-stamping every page and highlighting upcoming events with the dates.

Advertise content changes

You've put in all that work to create new content. Do a little marketing then.

> Boldly promote your most exciting content with size, color, animation, and/or screen position. Minimize less important content. (Microsoft, 2000)

AUDIENCE FIT

If visitors want this...	How well does this guideline apply?
TO HAVE FUN	On the Web, the new is synonymous with fun.
TO LEARN	Learners may not care what's new, unless it's a new course.
TO ACT	Newness impels clicking.
TO BE AWARE	The "new" labels just help folks understand what has changed on the site, which is convenient for people who are already paying more attention to their internal state than the site itself.
TO GET CLOSE TO PEOPLE	If what's new is relevant, you appeal to them; if not, you may not make them feel any tighter with you than before.

See: IBM (1999), Nielsen (1999d), Microsoft (2000), Sun (2000).

For your review only.

Excerpt from *Hot Text: Web Writing that Works*.
(New Riders).