TimeStorm Communications LLC

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Using Jargon, a Brave Search Engine, and a Sidekick

Hello Ruth Ann,

This is an exciting day because my brother and brother-in-law have officially taken up residence nearby in Phoenix. After months of multiple hours-long flights to supervise a significant home remodel, their farewell flight out of JFK was delayed. Someone had bolted through security and ran through their gate and into the jetway.

They really must have wanted to come to Phoenix!

What's JFK? It's a major airport on the edge of New York City. Since people from around the country read this newsletter, it would be a little presumptuous to assume "everyone knows JFK." The specific airport isn't relevant to the overall story, so I could have left that out.

And really, they should have flown out of Newark.

But I wanted to illustrate how making broad assumptions can alienate readers, which is the lead story for this week. Like slang, jargon should be used with care and defined when you think it may be necessary.
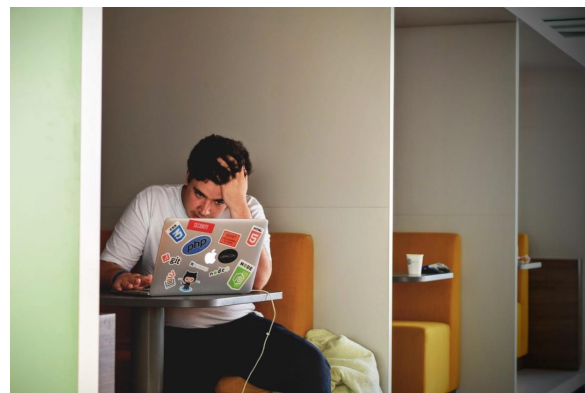
Til next week,

Ruth Ann Monti

Writing Tips

Is it ever acceptable to use jargon in your content? Of course it is!

I was reminded of this when I spoke with a company that provides highly technical services. Their blogs are full of jargon that I don't understand but that's not the point: their audience does.

What's he saying?
Credit: Tim Gow, Pixabay

Their jargon is actually valuable keywords and phrases, and their stats back this up. What's jargon to most of us is industry standard in this context.

Jargon is useful to demonstrate your expertise. Just make sure your targeted audience understands what you're talking about and define anything new or unfamiliar.

My Content Services

SEO/Content News

I try to identify and test different search engines every now and then. Brave is a super-private search engine I intend to try.

Brave, which also has its own browser that it says is three times faster than Chrome, keeps your data private.

It doesn't track or collect individual search data. It uses its own independent search index to deliver search results instead of an ever-changing, secretive algorithm.

Credit: geralt, Pixabay

Brave's search results are refined through "anonymous community contributions" and "community-created alternative ranking models to ensure diversity."

However, its Summarizer AI tool brings mixed results, according to this review from *Search Engine Journal*.

A Browser for People With ADHD

Sidekick is a browser that says it helps people with ADHD or who need better time management and fewer distractions, at least from the internet.

"We reimagine your working experience by protecting your attention and data," it says, with tools that schedule DND timeframes and neatly organize popular apps, tabs, calendars, and other data. Free and Pro versions are available.

Credit: Tom, Pixabay

ZDNet wrote an enthusiastic review of Sidekick, which I've also shared on LinkedIn.

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