



May 10, 2023

## Accessible Writing, GA4 is Almost Upon Us, and What Worries Chatbots

Hello Ruth Ann,

I think a lot about website accessibility and how I can support this in my writing. Many SEO techniques boost accessibility, which gives adopters a double win - more site visitors boost SEO, and vice versa.

If you haven't migrated your Universal Analytics to GA4, there's still time - but not much. This isn't as much of a pain in the neck as you'd think.

Lastly, I know I've been less than welcoming to chatbots that seek to replace actual human writers. So I was heartened to learn that they're as concerned about my future as I am (/s).

Til next week,

**Ruth Ann Monti**

---

### Writing and Accessibility

Access covers a lot of real estate, both physical and on the web. Most of us understand the basic points of web accessibility. Writing can also be made more accessible.

As it happens, accessible writing practices are also good for SEO.

- Short sentences and paragraphs
- White space for easier navigation
- H1, H2, and even H3 headers to improve content organization
- Bullet point any lists



*Aim for inclusive language. geralt/Pixabay*

Language is also important for accessibility.

- Define acronyms upfront
- Use descriptive links to other sources

Although this isn't an accessibility tip, I'd include using gender-neutral pronouns to boost inclusivity.

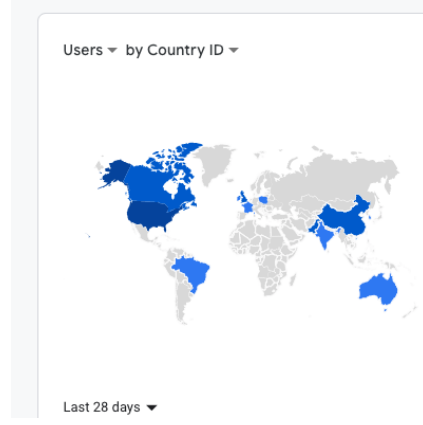
---

## UA is Sunsetting - Get Ready for GA4

Google will sunset Universal Analytics (UA) in less than two months - on July 1 to be exact. If you haven't already done this, take steps now to transfer to Google Analytics 4, or GA4.

If you can't find any of the emails Google has sent to UA users over the past year-plus, don't panic. Google created a [GA4 setup assistant](#) that even yours truly was able to get working for her site and a couple of others.

If you can't stand Google-speak, Search Engine Land published a user-friendly [GA4 transition guide](#) in the fall.



*Visitor maps are my favorite Google Analytics statistic.*

What happens if you do nothing? Google will create a GA4 property for you, but it won't carry over historic data.

Your Google history will more or less reflect on your website as a brand-new one.

### My Content Services

## Chatbots Have Feelings Too!

Well no, they don't. That didn't stop David Gewirtz, a senior editor with ZDNet, from [asking chatbots what worries them](#).

ChatGPT responded, Spock-like, that it doesn't have "emotions or worries like humans do." It is, however, concerned about displacing human writers, among other ethical issues. Ahem.

Google's Bard is most worried about people using it for malicious intentions like spreading propaganda and creating harmful content.



Do chatbots really care?  
Alexandra\_Koch/Pixabay

Microsoft's Bing doesn't want to talk about it. Perhaps it's still, developmentally speaking, in its teen years.



Share This Email



Share This Email

Visit My Website

Link With Me

## TIMESTORM COMMUNICATIONS LLC

[Call/text](#), or [email me](#).

TimeStorm Communications LLC | 5910 N. 86th Street, Scottsdale, AZ 85250 Copyright 2023 by TimeStorm Communications LLC. All Rights Reserved.

[Unsubscribe](#) [ruthann@timestormcomm.com](mailto:ruthann@timestormcomm.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [ruthann@timestormcomm.com](mailto:ruthann@timestormcomm.com) in collaboration with



Try email marketing for free today!