

1. Answer **my** question. Do not make me wade through reams of extraneous material
2. Optimize my searches. Get me as close to the right entry as you can with my keyword
3. Keep the pages short, do not make me scroll from Minneapolis to Dallas for an answer
4. Use clear, concise, business quality language.
5. Stick to topic. Do not editorialize.
6. Always give me an example
7. Screenshots rule