

Hi Jenny,

I've looked over the drafts of your blogs and evaluated them as you requested. My thoughts and suggestions are listed below. Let me know if I can be of any further help: This project has been really fun to work on, and I've learned a bit about gardening!

### **Blog Document 2.5**

Tone: Considering your blog's audience and the organization's purpose, I think this blog reads exactly as it should: The tone is light, breezy, and fun. The language is also reader-friendly and easy to understand. Here are a few suggestions:

Graphics: I like the ladybug. You could include an additional graphic to add more visual interest. You could wrap the words around the graphic and include captions for each graphic. In your html code, you can include alt text and title text to provide additional information to the user. You may already know the purpose of alt text and title text, but just in case you don't, I'll explain. When users view your blog, if your image takes a bit of time to load, the alt text is what users see while waiting for the image to load. When users hover their mouse over an image, the title text or tooltip text is what users see. Combined, all these little changes add up to a more visually interesting page, which a young audience is going to expect, right? One more thing (and, you may already know this as well), browsers and search engines make use of the alt and title text, which helps to optimize your blog.

Knit-picks: In the last paragraph I might change the opening from "Others include" to "Other beneficial insects include," simply because you've just previously listed some garden 'baddies' along with the beneficial insects.

### **Blog Document 2.6**

Tone: The tone is perfect, until we get into the history of garden tillers. I don't believe I would include this history because not everyone in your audience will be interested.

Graphics: If you think some of your readers might be interested in the history, you could incorporate a graphic that links to a good online source for the history. There are many colorful [garden tiller graphics](#) that are [Creative Commons licensed](#). Adding a colorful image and link would also create visual interest on the page. I would begin the third paragraph with, "There are literally hundreds of garden tillers . . . Here are a few simple hints to choosing one:" and then follow it with your list of garden tiller features to consider.

### **Blog Document 2.7**

Tone: This blog doesn't have the light and breezy tone of blogs 2.5 and 2.6: It has a technical tone. I think this blog needs a complete rework to maintain the desired tone.

Knit picks: Does your organization have a relationship with Fred Turner? If not, it is probably not a good idea to mention him in your blog without his permission and knowledge. However, if Fred Turner is a publicly known figure, or has a website, then by all means mention him.

Graphics: If you decide not to mention Fred Turner, you could replace the images of his garden one or two Creative Commons images (as mentioned above).

## **Blog Document 2.8**

Tone: This blog doesn't have the light and breezy tone of blogs 2.5 and 2.6: The introductory paragraph has a technical tone to it and it is somewhat wordy. I think this blog needs a complete rework to maintain the desired tone.

Graphics: I would replace the USDA Plant Hardiness Zone Map with an Arkansas zone map, such as the one offered by the University of Arkansas Cooperative Extension Service website. [[Click here to the UAEX website and see the map.](#)] While working on this blog's tone, you could talk about gardening and zones in Arkansas, specifically.

Knit picks: I wouldn't include Latin names for plants, except maybe one as a light-hearted introduction to Latin names. This could be an opportunity to incorporate a graphic and link to further information, creating visual interest in your blog.