LONE WOLF

TECHNOLOGIES

STYLE GUIDE

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1

Introduction

The words that we choose are the building blocks and the glue that hold our diverse teams together. Words have the power to build bridges and increase understanding.

As language evolves this guide will evolve with it. It's an opportunity for our organisation to continue to learn together and commit to the practice of using respectful and welcoming language.

Brand voice and tone

Lone Wolf's brand guidelines are standards that define how we present ourselves to the world. Our brand guidelines ensure consistency and demonstrate what the company does and what it stands for.

Our tone is casual but professional.

Our brand voice is how we communicate with our audience, including word choice, communication style, and tone. If our brand voice is our personality, then our brand tone is how we express that personality.

Use the following guidelines when communicating internally and externally:

- Be consistent.
- Audit your voice.
- Adapt your voice to fit your audience, if necessary.
- Always reread what you have written before sending it.

Brand values

We founded Lone Wolf over 30 years ago to simplify real estate transactions. Our solutions echo the values and purpose of our users: to forge connections and provide exceptional service.

We do more than just make the best tools. We make the pieces connect and simplify real estate. We provide agents, brokers, administrators, and associations with the tools they need every day, from generating leads to closing deals.

2

Writing Style

We communicate with people of different skill and knowledge levels. This section outlines Lone Wolf’s writing style guidelines which ensure that readers are not isolated, confused, or frustrated when seeking out information from Lone Wolf.

Word choice

Your word choice impacts the readability of your writing. You can write clear and readable documents by simplifying sentence structure and using technical terms accurately and consistently.

Word choice for simple sentence style

Keeping sentence structure simple prevents confusion and makes instructions easier to read. Follow these guidelines to simplify your sentence structure:

- Choose simple words.

✓ Back office helps administrators use Lone Wolf’s tools.

✗ Back office helps administrators make use of Lone Wolf’s tools.

- Remove unnecessary phrases and redundancies.

✓ The Trade Record Sheet will load for ten seconds.

✗ The Trade Record Sheet will load for a period of ten seconds.

- Remove unnecessary adverbs like “very,” “quickly, “easily,” “effectively.”

✓The year-end menu can be accessed from the dashboard.

✗The year-end menu can be easily accessed from the dashboard.

Technical language

Don’t assume that the reader is familiar with technical jargon. Use technical terms consistently and strategically to ensure everyone can read Lone Wolf materials. Follow these guidelines for using technical terms:

- Understand your audience. Different audiences have different levels of knowledge. When writing content for the public, clearly define technical terms.

- Define technical terms that may be new to the reader.

- Use technical terms consistently.

- Use brand names consistently.

Active vs passive voice

The type of voice you use in a sentence affects its readability. Active voice places the subject of the sentence at the beginning, as the performer of the action. Passive voice places the subject at the end of the sentence, as the receiver of the action. You can make sentences more readable and easier to understand by writing in the active voice. Follow these guidelines for using active voice:

- Make the subject the performer of the action in the sentence.

✓Active: Administration created the Trade Record Sheet.

✗Passive: The Trade Record Sheet was created by administration.

- Use passive voice only when active voice is not possible, like when the performer of the action is unknown.

✓The Trade Record Sheet was created.

Using contractions

You can use contractions to give your writing a friendly and informal tone. Follow these guidelines for using contractions:

- Use common contractions, like “it’s,” “you’re,” and “don’t.”
- Use contractions consistently.
- Avoid uncommon contractions that may confuse the reader, like “must’ve.”

When to use capitalisation

Your writing should be easy to read and align with a reader’s idea of grammar. Write in sentence-style capitalisation by using lowercase unless a word begins a sentence or is a proper noun or product name. Sentence style capitialisation should be used for sentences, headings, and labels. For titles, see “Capitalisation in titles” on page 6.

Follow these guidelines for writing in sentence-style capitalisation:

- Capitalise the first word of a sentence, heading, or label.
- Capitalise proper nouns, including brand names.
- Don’t use all uppercase for emphasis. For more on how to emphasize, see “When to use emphasis” on page 6.
- Maintain the capitalisation of product and brand names.

  ✓ LionDesk, zipLogix
- When words are joined by a slash, capitalise the word after the slash if the first word is capitalised.

  ✓ Country/Region

Capitalisation in titles

Write titles in title-style capitalisation by capitalising every word, with some exceptions. Follow these guidelines for capitalising titles:

- Don’t capitalise “a,” “an,” or “the” unless it begins a sentence.

✓ The Lone Wolf User Guide

- Don’t capitalise prepositions that have four or fewer letters.

✓ Using Lone Wolf in a Real Estate Office

- Don’t capitalise “and,” “but,” “or,” “not,” “yet,” or “so” unless it begins a sentence.
- If a brand name is not capitalised, do not capitalise it.

When to use emphasis

Use emphasis to highlight specific terms and important information.

Emphasis in support documentation

You should use emphasis in support documentation only when it helps the reader understand how to use Lone Wolf’s products. Table 2.1 lists when to use italics and when to use bold in support documentation.

When to use italics	When to use bold
• Foreign words • Undefined technical terms	• Headings or titles • To indicate a selection in a software interface ✓ To lock the transaction status, select **Lock Transaction Status.**

Table 2.1: Using italics and bold in Lone Wolf support documentation

Emphasis in internal communication

You should use emphasis in Lone Wolf's internal communication strategically. Overusing emphasis can make sentences hard to read and can be overwhelming for readers. Table 2.2 lists when to use italics and when to use bold in internal communication.

When to use italics	When to use bold
• A word in a sentence that you want to place emphasis on ✓ I have logged into Back Office; *however*, I cannot access my files. • Titles of periodicals, books, and other creative works • Non-English words • Undefined technical terms	• Headings or titles • Important keywords

Table 2.2: Using italics and bold in Lone Wolf internal communication

Lists: numbered and bulleted

You can make your writing easier to read by breaking your paragraphs into numbered or bulleted lists. Table 2.3 shows the format for numbered and bulleted lists that use multiple levels. Avoid more than three levels within the same list. Use the following guidelines for when to use a numbered and bulleted list:

- Use a numbered list for steps, actions, or a process.
- Use a bulleted list for a series of actions or items that are not in a specific order.

Format for numbered Lists	Format for bulleted Lists
1. a. i.	• •

Table 2.3: Formats for numbered and bulleted lists

Formatting numbers

Use number formats consistently throughout Lone Wolf's documents. Writing numbers accurately and consistently makes documents easy to read.

Numerals vs words

Use these practices for when to use numerals and when to spell out numbers.

- Spell out numbers nine and under.

✓ All nine agents

✓ The best 20 deals

- If two numbers that refer to different items appear together, spell out one number and use numerals for the other.

✓ The seventeen 100-dollar earners.

- Don't start sentences with a numeral.

- Always use numerals for:
  - Measurements
  - A number a reader must type into software
  - Time
  - Percentages
  - Dates

Commas

Use commas in numbers that have four or more digits, unless it is a page number, address, or year.

✓ Our software helped realtors sell 567,456 homes in the year 2021.

Currencies

Currencies are widespread in Lone Wolf documentation and software. Write currencies in a consistent and predictable way for readers by following these guidelines:

- Use commas for numbers greater than 1,000.

- Always place the currency symbol before the number.

✓ $1,000,000.00

- Always place a decimal point at the end of the number, followed by the cents.

✓ $50.00

- If the currency differs from Canadian Dollars, remove the dollar sign and write the currency beside the number.

✓ 1,500.00 Euros

Phone numbers

Write phone numbers correctly to make them recognisable. Use the following guidelines to write phone numbers:

- Use dashes between each three number sequence.

✓ 123-456-7891

- If it is not a domestic number, use the country code before the number and use the corresponding format.

✓ +81 12-3456-7891

2

Grammar

You can write clear and reliable documents by following grammar rules. This section outlines the best practices for punctuation, abbreviation, tense, and spelling when writing for Lone Wolf.

Using correct punctuation

This section describes the best practices for the punctuation rules that vary from writer to writer. Adhere to the common and inflexible grammar rules. For all other punctuation matters, use the guidelines in this section to keep all Lone Wolf writing consistent.

Apostrophes

The apostrophe is used for making a word possessive. Table 3.1 describes example of when to use apostrophes.

Do	Don’t
• Use *‘s* if a singular word ends in *s*. ✓ Make sure to check Oliver’s notebook. • Add an apostrophe to the end of a plural word that ends in *s*. ✓ The associations’ information is posted.	• Use an apostrophe to abbreviate a word. ✓ Lone Wolf’s software is used on a national scale. ✗ Lone Wolf’s software is used on a nat‘l scale

Table 3.1: The dos and don’t of apostrophe use

Colons

Use a colon in the following instances:

- At the end of a sentence that directly introduces a list. See “Lists: numbered and bulleted” on page 7.
- At the end of a phrase that introduces a quotation. See “Quotation marks” on page 13.
- At the end of a statement that introduces a second statement that explains the first.

✓ You have two options for your team: purchase the Team Cloud suite or integrate Marketplace with Transactions.

Avoid using a colon to separate two independent but related clauses. Instead, rephrase or break it into multiple sentences to make it easier for readers to understand.

✓ Agents who leave your company may have in-progress transactions. You must reassign the transactions to review or complete them.

✗ Agents who leave your company may have in-progress transactions: you must reassign the transactions to review or complete them.

Commas

A good practice is inserting a comma where you would take a breath while reading. In general, use a comma to separate independent clauses. However, you must also use a conjunction (“and,” “or,” “but”) to avoid creating a comma splice. If you are not using a conjunction, use a semicolon instead of a comma. See “Semicolons” on page 13.

✓ Open Lone Wolf Back Office, and then click Dashboard.

✗ Open Lone Wolf Back Office, then click Dashboard.

Always use the Oxford comma when writing a list or series of three or more items.

✓ We provide cloud services for agents, associations, and brokers.

✗ We provide cloud services for agents, associations and brokers.

Use commas when writing dates and addresses.

✓ Lone Wolf is leading a conference on Thursday, March 4 in Hamilton, Canada.

Question marks

Place question marks inside quotation marks if they are included in the quote. Question marks must be outside parentheses unless the question being posed inside is independently structured.

✓ They asked, “What do you mean?”

✗ They asked, “What do you mean”?

✓ Can we be doing this (for work)?

✗ Can we be doing this (for work?)

Quotation marks

Use quotation marks for direct quotations and references of short works like articles. Place periods, commas, exclamation marks, and question marks within quotation marks if they belong to the quoted phrase. Use single quotation marks for quotes within quotes.

✓ They said, “we were told to ‘take a left at the end of the road.’”

Semicolons

Avoid using semicolons unless it is necessary for the sentence. You can avoid semicolons and make sentences easier to understand by:

- simplifying the sentence.
- starting a new sentence.
- using an em dash.

Periods

Periods are used to end every complete sentence. Apply the best practices in Table 3.2 for using periods with parts of text and other punctuation.

Type	Best practice	Example
Quotations	Place periods inside the quotation marks.	An agent explained, “the cloud has all the information.”
Parentheses	• Periods must be outside parentheses when the parentheses hold a fragment of the sentence. • Periods must be placed inside parentheses when the parentheses hold a complete sentence.	• They utilised the cloud services (for more than one reason). • (They utilised the cloud services for more than one reason.)
Numbers	Use periods for decimals only.	Each measurement is 12.5 cm.
Captions	Do not use a period after captions.	Figure 1: An image of an estate
Abbreviations	Do not use periods in abbreviations.	Please check the CMA documents.

Table 3.2: Best practices and examples for using periods

Dashes and hyphens

Use hyphens and dashes accurately and consistently by following these guidelines:

- Use hyphens (-), en dashes (–), and em dashes (—) without spaces on either side.

✓ We never believed it was a one-of-a-kind house—until now.

✗ We never believed it was a one - of - a - kind house — until now.

- Use hyphens to join words into a single phrase. For example, you use a hyphen to create a compound modifier.

✓ Year-end process

✗ Year - end process, yearend process

- Use en dashes to specify ranges.

✓ 2021–2022

- Use one em dash to show a break in a sentence and use two em dashes to show extra information. An em dash is versatile and may be able to replace other punctuation depending on the context, see “Semicolons” on page 13. However, use em dashes sparingly as overusing them is disruptive for the reader.

✓ We never believed it—until now.

✗ We never believed it — until now.

Exclamation marks

Avoid using exclamation points unless it is necessary for a sentence. If it is, limit your use to one exclamation mark in a document. Though Lone Wolf’s brand tone is friendly and casual, using too many exclamation marks is unprofessional.

Place exclamation marks inside quotation marks if they belong to the quoted phrase. Place exclamation marks outside parentheses unless the statement being posed inside is independently structured.

✓ They exclaimed, “You provide the best services!”

✗ They said, “You provide the best services”!

Using abbreviations

Abbreviations include acronyms, shortened words, and contractions. Do not assume that all readers understand an abbreviation or acronym. The first time you use an acronym or abbreviation, write it out or define the full term and then place the acronym or abbreviation in parentheses.

✓ First mention: Comparative Marketing Analysis (CMA)
Rest of document: CMA

See “Using contractions” on page 5 for using contractions in your writing.

Working with tense

Write in the present tense when writing about current products, processes, or any situations that are not explicitly in the past or future. Avoid using future tense and past tense unless you are specifically speaking of the future or the past.

✓ Lone Wolf Marketplace integrates your apps.

✓ Lone Wolf acquired zipLogix in 2019.

✗ Lone Wolf Marketplace will integrate your apps.

Checking spelling

Before sending or submitting documents:

- Proofread your writing for misspellings.
- Use spellchecks.
- Check the Oxford Dictionary.
- See “Word lists” on page 25 for a list of Lone Wolf spelling conventions for common words.

Canadian spelling forms

As a Canadian company, we use Canadian spelling forms. Table 3.3 gives an overview of Canadian spelling conventions and examples.

Note: Canadian spelling is not retained during the localisation process (See "Writing for Translation" on page 39.)

Convention	Examples
-our	✓ colour, neighbourhood ✓ color, neighborhood
-re	✓ centre, kilometre ✗ center, kilometer
-ue	✓ cheque, catalogue, dialogue ✗ check, catalog, dialog
-se	✓ analyse, capitalise ✗ analyze, capitalize

Table 3.3: Canadian spelling conventions and examples

4

Vocabulary and Terminology

The guidelines on vocabulary and terminology reflect Lone Wolf's mission of simplifying real estate. This section gives an overview of how to use vocabulary and terminology consistently and accurately.

Using Lone Wolf product names

We refer to our products in a way that is simple, accurate, and consistent. Our product names and how you write about them tell the reader exactly what the products do and who provides the product. These guidelines define how you can write about our products in a way that aligns with our company mission.

When writing Lone Wolf product names, do:

- write the actual product name, including capitalisation, spelling, and spacing, every time.

✓ EliteAgent

✗ eliteAgent, Elite Agent

- precede flagship products with “Lone Wolf” on the first instance only. If you are listing multiple products, use Lone Wolf only before the first product in the list. (See Table 4.1 on page 21 for a list of flagship and acquired products.)

✓ Lone Wolf Forms allows you to sign documents. Forms lets your clients eSign from anywhere.

✓ Lone Wolf Insights, Marketplace, and Back Office are all included in our Broker Cloud.

- follow acquired products with “powered by Lone Wolf” on the first instance only. (See Table 4.1 on page 21 for a list of flagship and acquired products.)

✓ LionDesk, powered by Lone Wolf, is a powerful CRM. LionDesk is the only CRM you will ever need.

When writing Lone Wolf product names, don’t:

- use old product names.

✓ Forms

✗ InstanetForms

- use product names as a verb.

✓ Boost automates your lead generation.

✗ This lead-generating software Boosts your listings.

- capitalise common nouns that are part of a product name if it appears outside of the product name.

✓ Lone Wolf Transactions is a transaction management software.

✗ Lone Wolf Transactions is a Transaction management software.

Note: LionDesk, propertybase, and BoldLeads are both company and product names. If you are speaking about the company, see “Referring to companies in the Lone Wolf family” on page 21.

Flagship products	Acquired products
• Back Office • Marketplace • Insights • EliteAgent • Transactions	• LionDesk • Cloud CMA • Cloud Agent Suite • Boost • HomeSpotter • propertybase • BoldLeads • BrokerMetrics

Table 4.1: Lone Wolf's flagship and acquired products

Referring to companies in the Lone Wolf family

When you refer to a company in the Lone Wolf family, follow the company name with "powered by Lone Wolf." These companies are part of the Lone Wolf family:

- LionDesk
- propertybase
- BoldLeads
- BoldMortage
- HomeSpotter
- Terradatum
- W + R Studios

Note: LionDesk, propertybase, and BoldLeads are both company and product names. If you are speaking about the product, see "Using Lone Wolf product names" on page 19.

Shortening our company and product names

Lone Wolf's company and product names are recognisable and descriptive. This section explains the best practices for shortening names.

Shortening Lone Wolf

Refer to the company as Lone Wolf in most cases. If writing about Lone Wolf specifically, use Lone Wolf Technologies on the first instance and Lone Wolf for every instance after that. Do not use Lone Wolf Technologies to precede a product name. Do not abbreviate to LW or LWT.

✓ Lone Wolf

✗ LW, LWT

Shortening product names

Use the actual product name every time; do not shorten or abbreviate it.

✓ Back Office

✗ BO, Office

On the first mention, use the company name to introduce the product. For every mention after that, use only the product name. (See "Use of external product names" on page 24 for when to use "Lone Wolf" and when to use "powered by Lone Wolf" with product names.)

✓ Lone Wolf Back Office is the top real estate software for brokers. Back Office lets you focus on making money instead of paperwork.

Using “the” with our company and product names

Table 4.2 explains when to use “the” with our company and product names.

Using “the” with Lone Wolf	Using “the” with our product names
Do not use “the” with Lone Wolf or Lone Wolf Technologies unless you are using Lone Wolf as a qualifier for a common noun. ✓ The Lone Wolf website. ✗ Back Office was created by the Lone Wolf.	Do not use “the” with product names unless you are using it as a qualifier. (See “Possessive of our company and product names” on page 24.) ✓ Click the Transactions (zipForm Edition) About Me tab. ✗ Lone Wolf has released an update to the Transactions (zipForm Edition). **Note**: The only exception is “the Marketplace.” Since “the” is not part of the name, use lowercase unless it begins a sentence.

Table 4.2: Using “the” with our company and product names

Possessive of our company and product names

Table 4.3 explains when to use the possessive case with our company and product names.

Using the possessive with Lone Wolf	Using the possessive with our product names
Use the possessive with Lone Wolf with common words. Do not use the possessive with Lone Wolf when using it with one of our product names. ✓ Lone Wolf's head office; Lone Wolf's products ✗ Lone Wolf's Back Office; Lone Wolf's EliteAgent	Avoid adding the possessive to product names unless avoiding the possessive creates an awkward construction. ✓ The Back Office homepage works as your dashboard. ✗ Back Office's homepage works as your dashboard.

Table 4.3: Using the possessive case with our company and product names

Use of external product names

When writing about an external product that is integrated with a Lone Wolf product, always follow it with "powered by company name."

✓ Digital Ink 2.0 (powered by Authentisign)
✗ Authentisign's Digital Ink 2.0; Digital Ink 2.0

Always write external company and product names as they do. Retain the spelling, capitalisation, and spacing.

✓ SIGNix, DocuSign, REALTOR
✗ Signix, Docu Sign, Realtor

Word lists

Many common words in the software and technology fields have variable spellings and capitalisations. Use the forms of these common words in Table 4.4.

Use this	Not this
eSignature	e-Signature, esignature, E-signature
eSign	e-Sign, esign, E-sign
email	e-mail, E-mail, eMail, E-Mail
internet	Internet
app	App, application
All-capitalisation and no periods for document formats (PDF, DOC, DOCX, GIF, JPG)	pdf, P.D.F., .pdf, Pdf, .doc, doc, Doc, docx, Docx, gif, .gif
login (noun) log in (verb)	“Login” and “log in” are not interchangeable.

Table 4.4: Conventions for common words that are often written in different ways

We use specific words when writing about how customers interact with our company and services. Table 4.5 outlines these words and when to use them.

Use this Lone Wolf term	Not this
knowledge base	online collection of help articles
support	online help
the Lone Wolf community	self-service student portal
product support requests, support cases	help tickets
Support Specialist	customer service agent
knowledge	online help article
flagship solutions, flagship products	online Lone Wolf products
clouds, clouds of solutions	suites
solutions	products

Table 4.5: List of Lone Wolf terms and when to use them

5

Inclusive Language

Inclusive language is language that is free from all words, phrases, or tones that reflect prejudice, stereotypes, or discrimination. This section gives you an overview of how to remove bias from your writing and how to write inclusively.

Ungendered language

Gendered language is language that is biased towards a sex or gender and uses gender stereotypes. Do not use gendered language in your writing but do use gendered terms appropriately (for example, use a person's correct pronouns instead of avoiding it completely). Lone Wolf's best practices for avoiding gendered language are constantly evolving, just like people are.

You can write using ungendered language by following these best practices:

- Use "you," "they" or a plural noun for generic references instead of "she," "he," "s/he," "she or he."

  ✓ If brokers need more information, they can call us.

  ✗ If the broker needs more information, he can call us.

- Use gender-neutral alternative words. (See Table 5.1 on page 28.)
- Use "person" or "individual" instead of "man" or "woman."

- If writing about a real person, use the pronouns they use for themself.

- Do not associate certain jobs or qualities with a gender. For example, associating power with male.

Use this	Not this
chair	chairman
humanity, humankind	man, mankind
operator, staff	men
sales representative	salesman
synthetic	manmade
workforce, staff, personnel	manpower
people, folks	guys

Table 5.1: Examples of words to use instead of gender-biased words

Anti-racist language

Racist language is language that is biased towards a race or group of people. Racist language implies that a particular race is inferior or wrong. Do not use racist language or words. See Table 5.2 on page 29 for anti-racist alternatives to racist words and phrases.

You can write using anti-racist language by following these best practices:

- Don’t mention a person’s race. This also applies to references to ethnicity, sexual orientation, and religion.

- Don’t use words or expressions that have an impact on religious beliefs.

- Don’t use phrases or examples that overlook the success of any socio-cultural identities.

- Refrain from using language that perpetuates a “them and us” mentality.

- Don’t place emphasis on differences between any groups of people.

- Don’t use stereotypes or generalisations.

- If writing about a real person, ask the person their preferred ethno-racial identification term and recognise that individual preferences vary.

- Don’t use words or phrases that equate black with “bad” and white with “good.” For example, “whitelist” and “blacklist.”

Use this	Not this
underrepresented groups	minorities
full name	Christian name
citizens	public
beige, cream	flesh-coloured, nude
legacy	grandfather
multi-cultural communities	different cultural backgrounds
main, primary	master

Table 5.2: Examples of words and phrases to use instead of biased terms

Anti-ableist language

Ableist language is biased towards the non-disabled experience or is biased against people with disabilities. Do not use ableist language or phrases. See Table 5.3 for anti-ableist alternatives to ableist words and phrases. You can write using anti-ableist language by following these best practices:

- Use language that is preferred by the individual.

- Use language that places focus on the person, not the disability.

- Refer to a disability only if it is relevant. For example, if you are creating accessible web content for a person who is visually impaired and is using a screen reader.

Use this	Not this
visually impaired	blind
gap	blind spot
unprepared	go in blind
person who uses wheelchair	wheelchair-bound
excessive	addiction
person with paraplegia	paraplegic
ignore	fall on deaf ears
atypical	abnormal
deactivated	disabled
unbelievable	crazy

Table 5.3: Examples of words and phrases to use instead of biased terms

6

Writing for the Web

Lone Wolf writes and publishes online content frequently to inform and educate our customers about real estate technology. Our goal is for our customers to find information easily and quickly.

This section gives you an overview of best practices for writing online content.

Writing style for web

Online content has a tone of informality and friendliness. Follow these best practices in your writing style:

- Use abbreviations and contractions (see “Using abbreviations” on page 15 and “Using contractions” on page 5 for how and when to use them).

- Use a cheerful tone and exclamation marks as needed (See “Exclamation marks” on page 15).

- Engage the readers through call-to-action buttons and questions for discussion.

Content structure for web

Online content should be bite-sized content that is straight to the point and actionable. Ensure that the content is topic-based, concise, and can stand alone. Write about real-world and contextual examples to help readers understand and apply your content to their real estate business.

Content length for web

Be concise with the length of your online content. Readers have access to a wealth of information online at their fingertips and don’t tend to spend too much time on one piece of content. Keep your online content at a max of 1,000 words per topic.

Writing headings for web

Headings and subheadings help readers skim through your content to give them an idea of what type of information you are providing.

Write headings that are concise but give enough context to readers about the content.

- ✓ Questions to Ask Your Real Estate Agent
- ✗ Real Estate Agent Questions

Avoid one-word headings in external documentation as they don’t give readers enough information about your content, and may be confusing.

- ✓ Three Apps to Find Your Dream Home
- ✗ Home Apps
- ✓ How to Calculate Your Mortgage
- ✗ Mortgage

Links and external content

Link to relevant external articles and brands, where appropriate. This helps build credibility and encourages readers to do research beyond Lone Wolf.

Table 6.1 lists the best practices to use when hyperlinking.

Do	Don't
Make sure your hyperlink text accurately describes the website content.	Use vague or directional text such as “click here” or “read more” as you hyperlink text.
Make sure your hyperlink text is concise. Do not link an entire paragraph. ✓ Lone Wolf Technologies: Blog	Use a URL for hyperlink text. Don’t include the full link. ✗ http://www.lwolf.com
Write unique and descriptive hyperlink text.	Use the same hyperlink text for two different URLs.

Table 6.1: Dos and don’ts of hyperlinking

Search Engine Optimization (SEO)

SEO uses relevant keywords to help websites rank on search engines such as Google, Yahoo!, and Bing. Make our content easy to find by using relevant keywords in online content. Avoid using keywords in your content that are not relevant to your topic to improve the SEO ranking.

Alt text

Alternative text (alt text) allows screen readers to read a description of the image for visually impaired readers. Follow these best practices for informative alt text:

- Write brief, descriptive, and relevant text that describes the image.

✓ A family in front of a detached house in Toronto

✗ Townhouse

- Do not use “a picture of” or “an image of” in the description.

✓ Aerial view of the CN Tower in Toronto

✗ Picture of the CN Tower

- Do not write a string of keywords that aren’t relevant or descriptive.

✓ Bright-lit kitchen with white cabinets

✗ Kitchen, sink, fruits

7

Writing for Print

Lone Wolf writes and delivers printed content when we meet our customers to inform and educate them about real estate technology. Print tells a story from start to finish, which is different from how online content is delivered (see "Writing style for web" on page 31). Our goal is to deliver valuable information to our customers through a unique reading experience.

This section gives you an overview of the best practices for writing printed content.

Writing style for print

Writing styles for books and printed content have a formal and corporate tone. Use these best practices when writing for print:

- Avoid abbreviations and contractions in printed documentation, such as can't. (See "Using abbreviations" on page 15 and See "Using contractions" on page 5.)
- Focus on facts, rather than opinions or emotions.
- Avoid the use of exclamation marks in printed documentation.
- Use proper grammar. (See "Grammar" on page 11).

Content structure for print

Readers read printed content like a book—from start to finish. Follow traditional essay or article format by including an introduction, body content, and conclusion.

Include a table of contents and index page if your document is more than five pages. This helps readers find the information they're looking for.

Content length for print

You do not need to limit the length of your writing for printed content as we expect readers to start at the beginning. Lone Wolf publishes many different types of printed content; Table 7.1 describes the best practices for certain types of printed content.

Content type	Guidelines for length
Educational content, such as case studies	Under 15 pages
Informational content, such as software user guides and business reports	Use your discretion

Table 7.1: Guidelines for length of different printed content types

Writing headings for print

Headings in printed content help readers find the information they need. You can write short and simple headings as the reader already has the product in hand. Follow these best practices when writing headings for print:

- Write headings that are descriptive and give context to readers.
- Avoid one-word headings in external documentation.

See "Writing headings for web" on page 32 for examples of descriptive and contextual headings.

Book format

Use portrait or landscape page orientation for printed content. Use columns to create an easy reading experience. Table 7.2 describes how to format columns and gives a visual example for each.

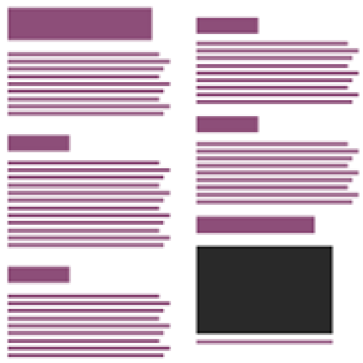
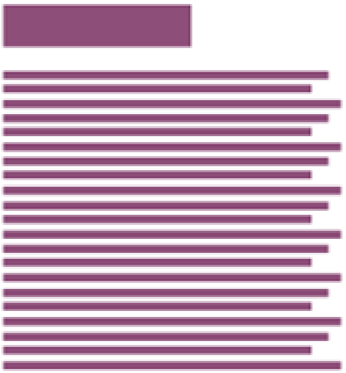
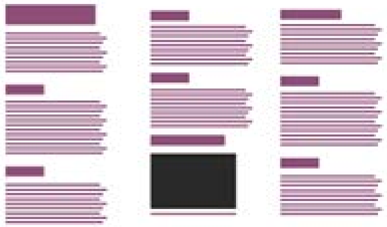
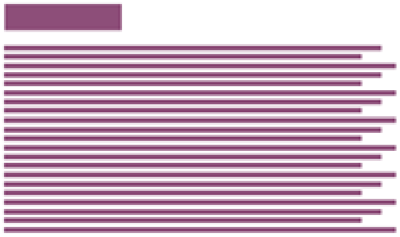
Do	Don't
Use two columns for portrait format. 	Use one column for portrait format. 
Use at least three columns for landscape format. 	Use one column for landscape format. 

Table 7.2: The dos and don'ts of formatting columns for different page orientations

Citing sources in print

You must cite your sources of facts and data using footnotes. Use these guidelines for writing footnotes:

- Use a superscript number to indicate that there is a footnote.

- Place the footnote at the bottom of the page of the corresponding fact or data, not at the end of the chapter.

8

Writing for Translation

This section covers the guidelines for writing for translation and localisation. These guidelines make the translation process quicker, more effective, and less costly.

Definitions of translation and localizations

Translation is the process of converting text from one language to another language. It includes localisation, but they are not synonymous. For example, translating from English to French.

Localisation is the process of adapting text for a specific country or locale. It is more than just translation; it involves adapting currency, the date and time format, choices of colours, and more. Localising ensures a good cultural fit in addition to the translation.

Localisation also includes adapting grammar and spelling differences that exist between two locales that use varieties of the same language. For example, localising from Canadian English to American English or from Canadian French to European French.

Write short, simple, and complete sentences

You can write short, simple, and complete sentences by following these guidelines:

- Avoid linking more than two phrases or clauses with coordinating conjunctions (“and,” “or,” “but”).

- Use standard word order whenever possible (subject, verb, object).

- Avoid sentence fragments.

- Write syntactically complete sentences by using articles (“a,” “an,” “the”) and verbs.

- Use relative pronouns (“that,” “which,” “who”) to clarify sentence structure.

Use clear, precise, and unambiguous language

Writing in a clear and precise way benefits our readers and the translation process. You can write clear, precise, and unambiguous documents by doing the following:

- Avoid structures that are illogical or imprecise.

✓ This Lone Wolf tool compares the buying power of residents within a neighbourhood.

✗ This Lone Wolf tool compares the buying power of neighbourhoods.

- Use active voice (See “Active vs passive voice” on page 4.)

- Use simple words instead of more complex words or phrases.

✓ Many

✗ A number of

Modifiers

Use modifiers carefully and sparingly:

- Avoid using “modifier stacks” or more than two nouns as modifiers of another noun.

✓ Cloud Agent Suite for MLS partners

✗ MLS partners Cloud Agent Suite

- Place adjectives and adverbs close to what they modify. For example, place “only” next to the word or phrase it modifies.

✓ Select only one option.

✗ Only select one option.

Acronyms, initialisms, abbreviations

Avoid acronyms, initialisms, and abbreviations that are not well-known or common in real estate. The first time you use an acronym, initialisms, or abbreviation, write it out and define it. See “Using abbreviations” on page 15.

Be inclusive

Avoiding certain constructions and references makes your writing culturally inclusive. This makes the translation and localisation process quicker and easier.

Note: This section does not refer to inclusive language. See “Inclusive Language” on page 27.

The following guidelines will help you write in a culturally inclusive way:

- Avoid idioms and colloquialisms.

✓ because of

✗ in light of

- Avoid metaphorical terms.

✓ the standard model

✗ the vanilla model

- Avoid humour.

- Avoid references to pop culture.

- Don’t use names of places, public figures, holidays, or political, religious, or historical references. Use generic examples instead.

- Use diverse names if you are using sample names.

Be consistent

You can help the translation process by writing in a consistent way:

- Use the same word for a concept and then use it consistently.
- Use consistent capitalisation. For example, use sentence-style capitalisation, unless you are referring to a company, product, or trademark name (See “When to use capitalisation” on page 5.)

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