Making Your Website Shine:
Writing for the web and other tips

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What we’ll talk about

• Strategy
• Site structure ("information architecture")
• Writing for the web
• Making it real
Content Strategy: Why?

Hurry! We need to get this information up on the web!

The dean really wants x, y, z on the site...someone add that to our homepage.
Content Strategy: Why?

Who - main audience
Why - reasons / goals
What - should they know?
How - words, photos, video
Content Strategy: Why?

Pen, Paper? Ready?
Content Strategy: The Basics

Who: Your Audience

- Prioritize
- Create generalizations: what decisions are they trying to make?
- Context: where are they coming from?

ASSIGNMENT:
List your top 3-4 web audiences in order of importance
Content Strategy: The Basics

Why: Identifying Your Goals

- Purpose of your website
- What outcomes are you hoping for?

ASSIGNMENT:
List 2-3 outcomes you want from your website
Content Strategy: The Basics

Who + Why = What

- Matching goals/outcomes to audience leads you to what you need to say

ASSIGNMENT:
Connect the dots
Content Strategy: The Basics

Who + Why + What = How

- Telling AND showing
- Real people, real examples
- Storytelling - people love a good story
- First person narratives
Content Strategy: The Basics

How to present it

- text
- lists of links
- photos / photo galleries -- **captions**
- stories -- **headlines** **summaries**
- events -- **titles**
- social media feeds
- profiles, FAQs
Content Strategy: The Basics

Be a guide

• Step your audience through the process
• If someone called your office, what would you say to them on the phone?
• Links in the text (be judicious)
• Consider all content areas

ASSIGNMENT:
Match 1-2 audiences to each content area
Wake Forest seeks students with high academic standards from a wide range of backgrounds.

Students are admitted based on their accomplishments and the unique qualities they bring to our community.

More than 60 percent of undergraduates receive financial assistance.

Putting it all together
Financial Aid Director Bill Wells discusses getting the right mix of aid for every student.

Watch the video »
Content Strategy: The Basics

How to say it

• Your voice
• Empathy

ASSIGNMENT:
List 5 adjectives that describe your office

Friday, November 1, 13
Content Strategy: The Basics

Headlines

• Are YOU interested in clicking? Reading more?
• Who are you writing for?

Summaries

• Same rules as headlines but can be more descriptive
• less is more
Importantly, our students develop a lifelong enthusiasm for biology.

**News**

Follow Us On Facebook

Peter Kennedy Awarded Research Grant

Summer Opportunity: Storytelling in the Coffee Lands of Indonesia

Announcing L&C's 2013 Venture Competition

Tamily Weissman-Unni and the Amazing Technicolor Brain

**Events**

May 18th, 2013

11:30am - 1:00pm:
Natural Sciences Majors Reception
Natural sciences majors and their families are invited to join the faculty for this gathering.

RSS
Download iCal Events >

More events >
Saint Mary's Included in Book of 40 Transformative Institutions

Saint Mary's is a life-changing experience. We know it, and now the world knows it, too. SMC has been chosen as one of only 40 U.S. institutions in the 2013 edition of Colleges That Change Lives: 40 Schools That Will Change the Way You Think About Colleges.

February 1st Application Deadline

Don't forget to submit your Common Application for Saint Mary's. The deadline to apply is February 1, 2012. Call the Admissions Office if you have any questions.

February 15th FAFSA Deadline

To be considered for all available forms of financial aid, a student applying for aid for the academic year will need to file a FAFSA (Free Application for Federal Student Aid). Saint Mary's College priority deadline is February 15, 2013.

Brother Dominic Barry Math Scholarships

Saint Mary's College Department of Mathematics and Computer Science invites applications for the Brother Dominic Barry Mathematics scholarships. Each scholarship is awarded in the
Content Strategy: The Basics

ENGAGING HEADLINES
http://www.bu.edu/today/
http://southwestern.edu/newsroom/
http://www.upworthy.com/
http://www.slate.com/
Content Strategy: The Basics

Keeping it simple

- Cleaning house
- Manageable number of pages
- It's your job: planning for upkeep
- Flag dated material
Structure
The organization of your site matters

- No more than 10 (ideally 6-8) links
- It’s not for you, it’s for them - no jargon
- IA should not reflect school’s org chart
- Organize using categories
- (search, other links, being a guide)
Welcome!

Welcome to the Student Life Division web page! This page outlines a comprehensive array of resources and opportunities offered by the departments within the division of Student Life intended to complement your academic education. Students who benefit the most from their time here, who are the most satisfied, and who learn the most are those who involve themselves in the college’s opportunities, programs, and classes to the fullest extent. So, get involved. Try something familiar or better yet, try something new!

The primary purpose of the Student Life division is to complement and enhance the college’s mission. We work to develop a positive community within each residence hall and on campus that reflects and addresses the broad range of student experiences within a rigorous academic environment. Students are treated as young adults and they have an important role in developing and implementing college policy that sets the standard for their behavior. As each generation learns and matures anew, the extracurricular program must evolve to address the development, circumstances, and expectations of students, families and the larger culture.

Student Life professional staff fulfill an important role in this process by assisting
Writing for the Web
Be Concise

- Keep word counts low
- Show more than tell
  (especially on your homepage and top-level pages)
- People read slower on a screen
Writing for the Web

Summarize / distill / highlight

• Opening paragraphs - SHORT!
• Scanability: Don’t get bogged down with detail right away
• It’s not for YOU, it’s for THEM (remember your audience)
Student Life

The Division of Student Life provides students opportunities that complement and enhance their classroom experiences.

Our four main areas of concentration – health and wellness; civic leadership and career development; diversity; and academic integration – are designed to support students’ transition to college by encouraging personal development, promoting co-curricular learning, stimulating educational success, and helping prepare students for lifelong careers.

With over 70% of our students living on campus, this residential campus bustles with 100 registered clubs and organizations. Students learn to lead in a variety of ways, by directing outdoor trips, by serving as resident advisors, and by running the Co-Op. Through student government, they learn to be student legislators and executives. And whether they join clubs that are large, small, old, new, religious, cultural or artistic, they will discover new avenues for growth and exploration.

Over 350 student-athletes compete in 19 NCAA Division III sports programs offered at Lewis & Clark and a larger number participate in other recreational activities such as club and intramural sports.

Student Life’s professional staff works with undergraduates in creating a vibrant, colorful, and at the same time supportive and nurturing environment. The Division’s services include psychological counseling, teaching cognitive skills, managing housing and residential life, and providing health care, alongside coordinating meaningful programs for diversity and inclusion, community service, recreation and physical education, and career development.

Student Life invites you to be informed, get involved, and stay connected!!!
Student life is full of possibilities at Lake Forest College. Honor societies, cultural groups, Greek life, theater, intramurals: at Lake Forest, you’ll find a community that’s right for you.

**Photo Galleries**

**Students attend neuroscience conference in DC**

Daniella Brutman ‘12 and Madhavi Senagolage ‘12 attended the 2011 Society for Neuroscience meeting in Washington, DC November 15, 2011 with Professors...
To know us is to love us.

We make every effort to help you and your family determine whether WC is right for you. Our job in Admissions is to help you begin to imagine yourself here, and then help you take the steps necessary to get here.

Washington College tends to attract students who are curious, passionate, and ready to make a difference in the world. Meet a few of them—online and in person—and when you’re ready, we’ll help you figure out where to start and how best to afford it.

That first step often begins with the campus visit. Check out your campus visit options then book your overnight stay in Chestertown!

Get to Know Us

SPECIAL DEADLINE
Our Early Action deadline has been extended for all applicants impacted by Hurricane Sandy.

Please give us a call at 410-778-7700 and we’re happy to work with your individual needs.
Surviving Winter?
YouSpeak and we listen, but given recent experience, shelve this advice until next year. Sunglasses on?

Community Events
TODAY'S EVENTS
Spring Classes at Fitrec
Use straightforward language

- Clearer you are the more likely your audience grasps your information
- **Less is more**
Department Overview

Computer science is a rapidly evolving interdisciplinary field with roots in mathematics, engineering, logic, and philosophy. It focuses on the discovery and development of problem-solving techniques, and their application in both theoretical and practical situations. Computer scientists advance the state of the art by creating more efficient, effective solutions to problems.

Computer science is constantly creating new opportunities and challenges in a variety of fields. Advances in computing enable breakthroughs in genetics, protein modeling, medicine, weather simulations, and most scientific fields. Because of the Internet, people separated by oceans can communicate and collaborate at work and through social networks. Video game and movie graphics are increasingly realistic. Children learn various skills using fun, educational software. Policies and laws continue to be rewritten to account for our increasing use of and reliance on computers and networks.

Computer science is at the center of this technological revolution, making it one of the most exciting disciplines to study. With computer science, you can have an impact on real world problems and have great potential to help address human needs and improve quality of life. It is a rich and dynamic discipline that seeks to understand and effectively use the great potential of computers.

Our computer science graduates are well prepared for both graduate programs and challenging careers in this growing field of study. Oberlin is the top baccalaureate origin for PhDs awarded in computer science and mathematics over the past decade (1997-2006).
We’re into problem-solving.

We prepare our majors for a variety of careers as well as for graduate school. Some of our recent alumni are pursuing advanced degrees, some are teaching, and others are working in the private or governmental sectors as financial analysts, actuaries, software engineers, or programmers.

Since our classes are small, we get to know our students well. Furthermore, our majors help us select and schedule classes each year and we regularly offer Independent Studies and Special Topics courses of interest to our students. We have recently introduced a minor in Information Systems in concert with the Department of Business Management.

Math Is Fun
At our weekly seminars for our majors and faculty, we might have student or faculty presentations, host a guest speaker, or watch a math-related movie.

Special Housing
Our majors and minors can apply in advance of the general room selection to live in the Math and Computer Science Suite in Chester Hall. This modern suite accommodates four math and computer science students who want to live and study together in one double and two single rooms. The suite also
Writing for the Web

Be conversational

- Web content is a two-way street (build relationships!)
- Remember your voice
- **Read it aloud**
Since the dawn of liberal arts education, college students have asked the age-old questions: “What is the meaning of life?” “Are we alone in the universe?” “Why do humans fight each other?” And, more recently: “How do I register for my courses next semester?”

When it comes to navigating the online registration process, the staff in the Registrar’s Office are here to help! But our mission extends beyond enrollment management. We track the completion of graduation requirements and prepare students for Commencement. We record advancement standing credits and transfer credit for courses taken elsewhere. Finally, we are the office chiefly responsible for collecting, maintaining and releasing academic records for all Washington College students, past and present. So when you need a transcript or an enrollment verification, the Office of the Registrar is your one-stop shop!

Links for...

Current Students

Parents

Alumni

Staff and Faculty
Writing for the Web

Read it aloud!

- Does it flow?
- Are you stumbling over words?
- Does it sound natural?
Libraries

Because Wikipedia looks bad in a bibliography.

William & Mary's extensive library system is the collective brain of the university. Within its million-plus books and hundreds of thousands of periodicals, journals and electronic databases, you can find the sum total of human knowledge. It's like the Internet, without all of the made up stuff.

Swem Library was freshly renovated in 2005 and ranked eighth in the category of "Best College Library" by Princeton Review. It is the biggest library on campus, staffed by ridiculously knowledgeable and helpful librarians who will even answer queries by instant message. Find the information you need in Swem's print and electronic collections. Check out free laptops, iPods and videos, or work with your friends in the Information Commons. Make your own digital masterpiece in the brand new, state-of-the-art Media Center. Take advantage of the latest technology in the Interactive Graphics Lab. Discover the past in the manuscripts and archives...
Writing for the Web

Easy on the eyes

- Use meaningful subheadings
- Break up text: short paragraphs, bullets
- Guide your reader’s eye down the page
- White space
Where to go from here

What about your site?
Where to go from here

Inventory.

- Click through every page (broken links? old information?)
- What else is out there? (sharing content, faculty blog, student photos/video, facebook, twitter)
Where to go from here

Evaluate.

- Who, What, Why, How
- PS. No mission statements!
less is more
read out loud
Now let's DO this.