

# WRITING FOR WEBSITES AND SEARCH ENGINES

Build my community website in 7 weeks



superhighways  
harnessing **technology** for **community** benefit

# What we'll cover today

- ✓ Who is visiting your website?
- ✓ How people read websites
- ✓ What do we want our visitors to know?
- ✓ How search engines work
- ✓ Copy-writing good practice



What websites do you like or use the most?

What do they have in common?

- ✓ Breakout room
- ✓ 5 minutes
- ✓ Small groups



**Why  
website  
visitors are  
like wild  
animals**





[CAST Design Hops](#)





## GET TO KNOW YOUR NORMAL

We all have breast tissue, and breast cancer can affect any body. Whatever your age or gender, knowing your boobs, pecs or chest could save your life. We've got all the info you need to get to know what's normal for you

FIND OUT MORE

What are your first impressions about who this website is for?



# Who are your hunter-gatherers?



Who would you like or need to come to your website?

Write in your exercise sheet / template



## Define your audiences

### What does this mean and why should we do it?

It's no good having powerful, or potentially even life-changing messages if you are unclear on who to share them with! So it's important to think about this.

### How to do it

Make a list of everyone you want to reach. Think about what you want to achieve and who you need to reach in order to achieve your goals.

We've made a start with some suggestions below. Tick the ones that are relevant to your organisation, especially those from your local region and/or the topics you work on, and **use the blank space to add your own.**

- Local Authority
- Donors
- Local commissioners
- MP
- Police
- Policymakers
- Potential donors
- Service users
- Service users' family and/or friends
- Trustees
- Central government
- NHS

- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# Define your audiences

Resources to help you explore further another time.

Must do

Could do

Should do

[Communications, press and influencing- a guide](#)  
Lloyds Bank Foundation





# What are they looking for?



And you?



# User Needs Statements

As a [who are you?]

I need [what do you need to do?]

So that [why do you need to do this.  
what is the purpose?]



As a carer  
I need to find information  
about benefits  
So that I have enough  
money to look after my  
loved one



As a peer support group  
I need to have a safe  
online space

So that members can talk  
about their feelings



As a funder

I need to see stories from  
people who are being  
supported

So that I know this group is  
meeting people's needs



As a donor

I need to quickly find  
financial information

So that I can see how my  
money will be spent



# User Needs Statements

As a [who are you?]

I need [what do you need to do?]

So that [why do you need to do this.  
what is the purpose?]

Write as many statements as you can think of in 5 minutes in your template

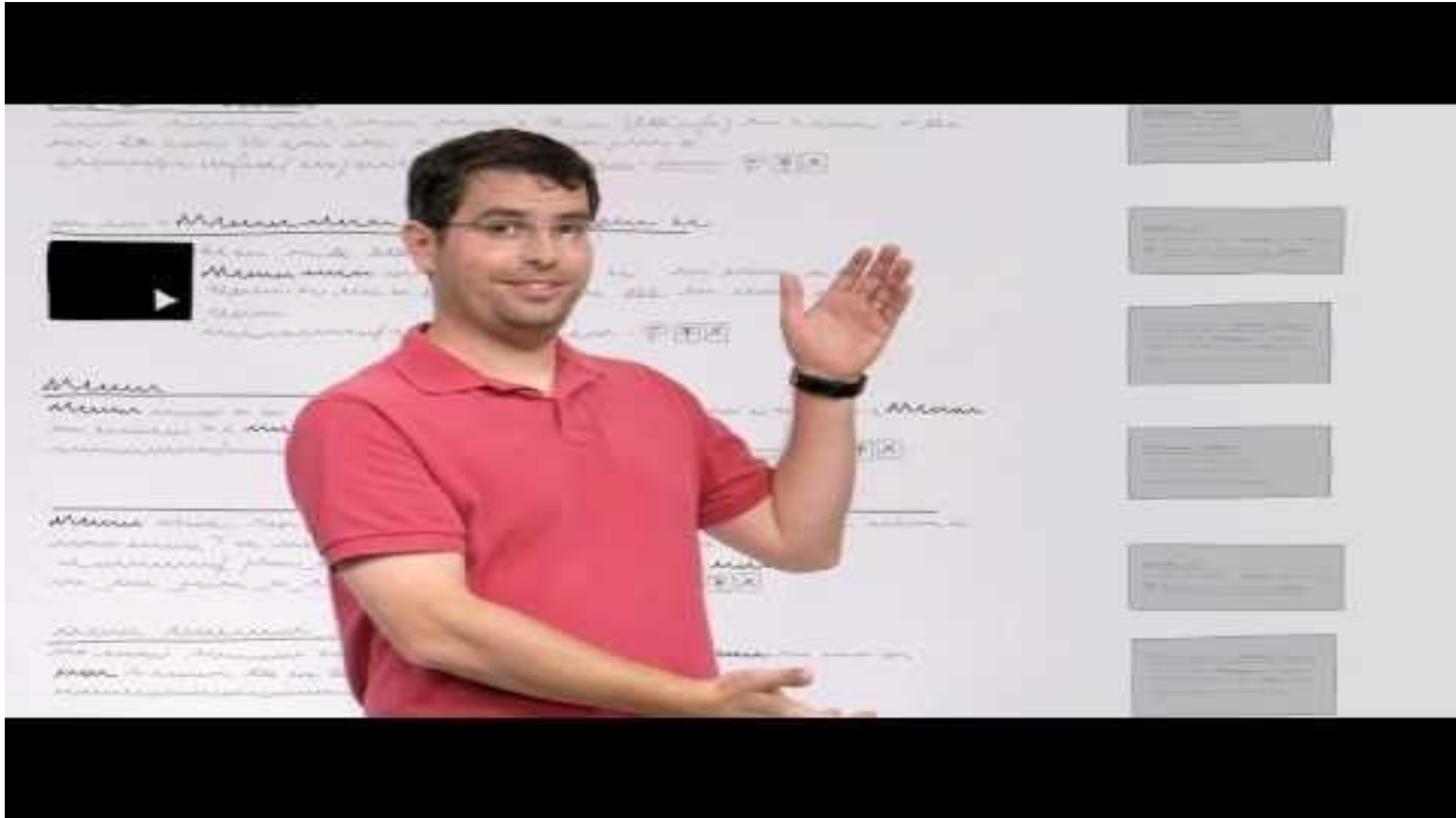




How do search engines work?








What are the helpful trail clues for your website visitors?



# The start of scent trails...

The Google logo is displayed in its standard multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, green, and red respectively.A white search bar with rounded ends. On the left is a magnifying glass icon. The text inside the bar reads "children's holiday clubs Enfield". On the right side of the bar is a small blue and red microphone icon.

🔍 children's holiday clubs Enfield



How people write or speak into search is important.



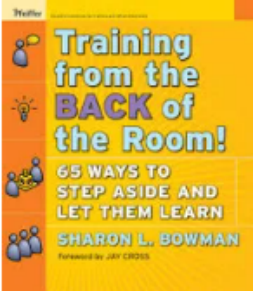
# Example

book superhighways training

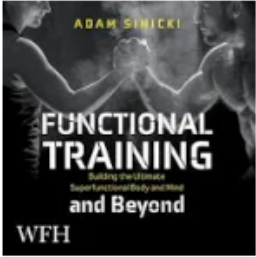
All Images Shopping Videos News More Tools

About 1,520,000 results (0.52 seconds)

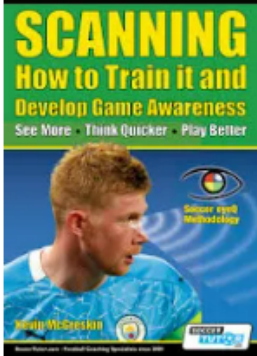
Ads · Shop book superhighways training



Training from the Back of the Room!: 65 Ways to Step Asi...  
**£42.29**  
Amazon.co.uk  
30-day returns (most items)  
By Google



Functional Training and Beyond: Building the Ultimat...  
**£16.99**  
Audible.co.uk  
365-day returns (most items)  
By Google



SCANNING - How to Train it and Develop Game...  
**£27.95**  
Soccer Tutor  
60-day returns  
By Google

<https://superhighways.org.uk> > training

## Digital and data skills training - Superhighways

**Courses** include comprehensive **learning** materials and free follow-up support. **Book** your **training** and advice surgeries. Scroll through our **courses** to **book** with us ...





digital skills charity training london



All

News

Images

Shopping

Videos

More

Tools

About 17,900,000 results (0.43 seconds)

<https://www.hubbub.org.uk> > digital

## Digital Skills Training | Hubbub Foundation

3 Dec 2020 — Are you looking to build new **digital skills**? ... **London**. Lambeth: please call 020 7926 3304 or email [adultlearning@lambeth.gov.uk](mailto:adultlearning@lambeth.gov.uk).

### People also search for

digital skills training london    digital skills training online  
free digital skills training uk    charity courses london  
digital skills training courses    free online courses with certificates uk

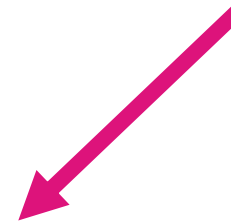
<https://superhighways.org.uk> > data-skills

## Data literacy and digital skills support programme

The two-year programme will offer **training**, advice and practical support to help small **charities** develop data and **digital skills** they need to deliver the best ...

# Example

What you write on the page and also in the special box on your Voice website page provided that only search engines can see ends up in the snippet.



# Some search engine trail markers



# Time for tea? 10 mins

Let's stretch  
and get away  
from the  
screen



# Some search engine trail markers





# Alt-text: writing image descriptions



How would you describe this image to someone who is blind?

Write it down



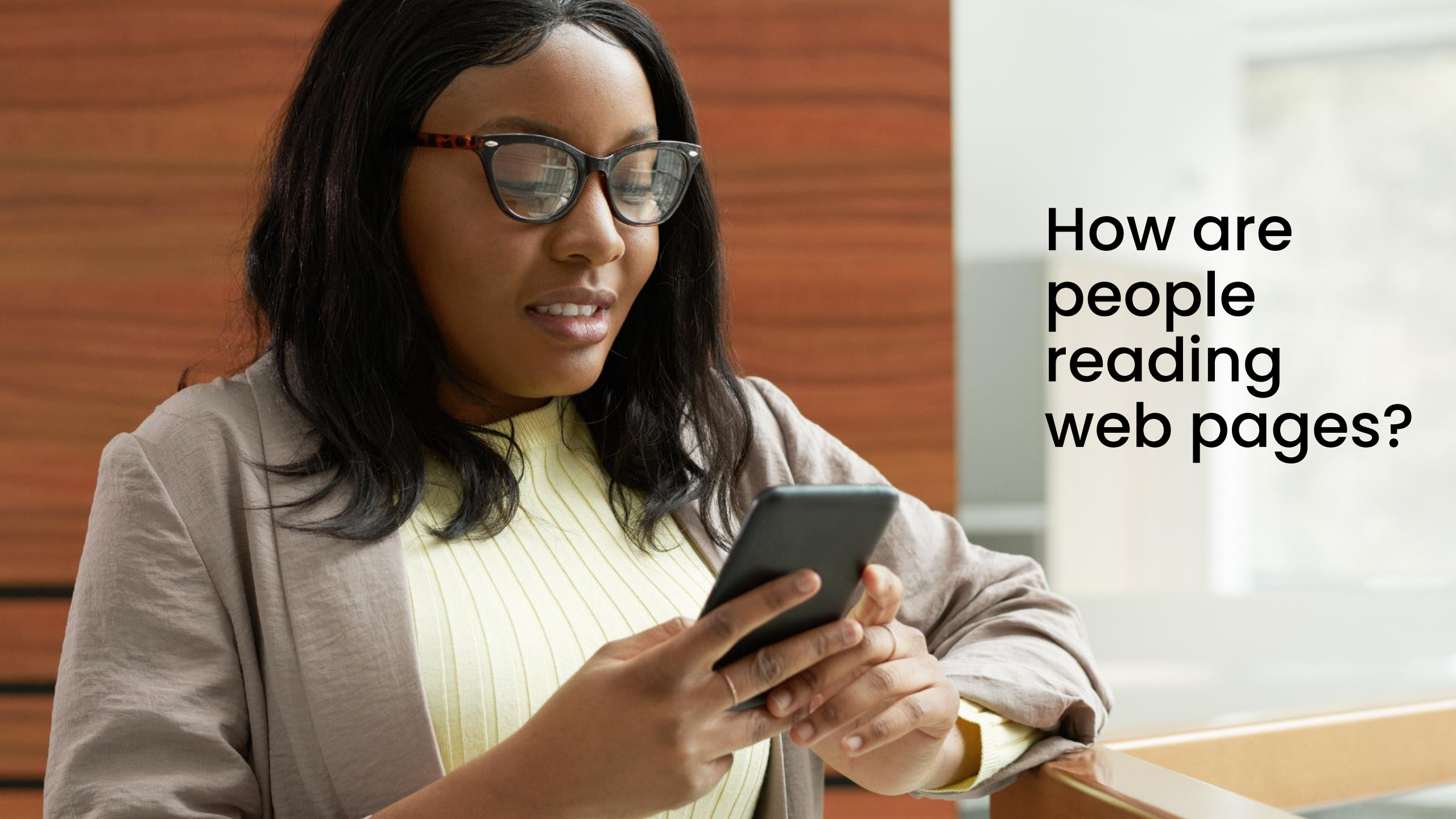
“

One of the best suggestions I've heard is to think how you'd briefly describe the image over the phone.

”

[How To: Write Good Alt Text](#)  
by Supercool





**How are  
people  
reading  
web pages?**

# How are people reading web pages?

F

28%

(at most) of text is read by visitors on a webpage

Scan, Skim  
Scroll



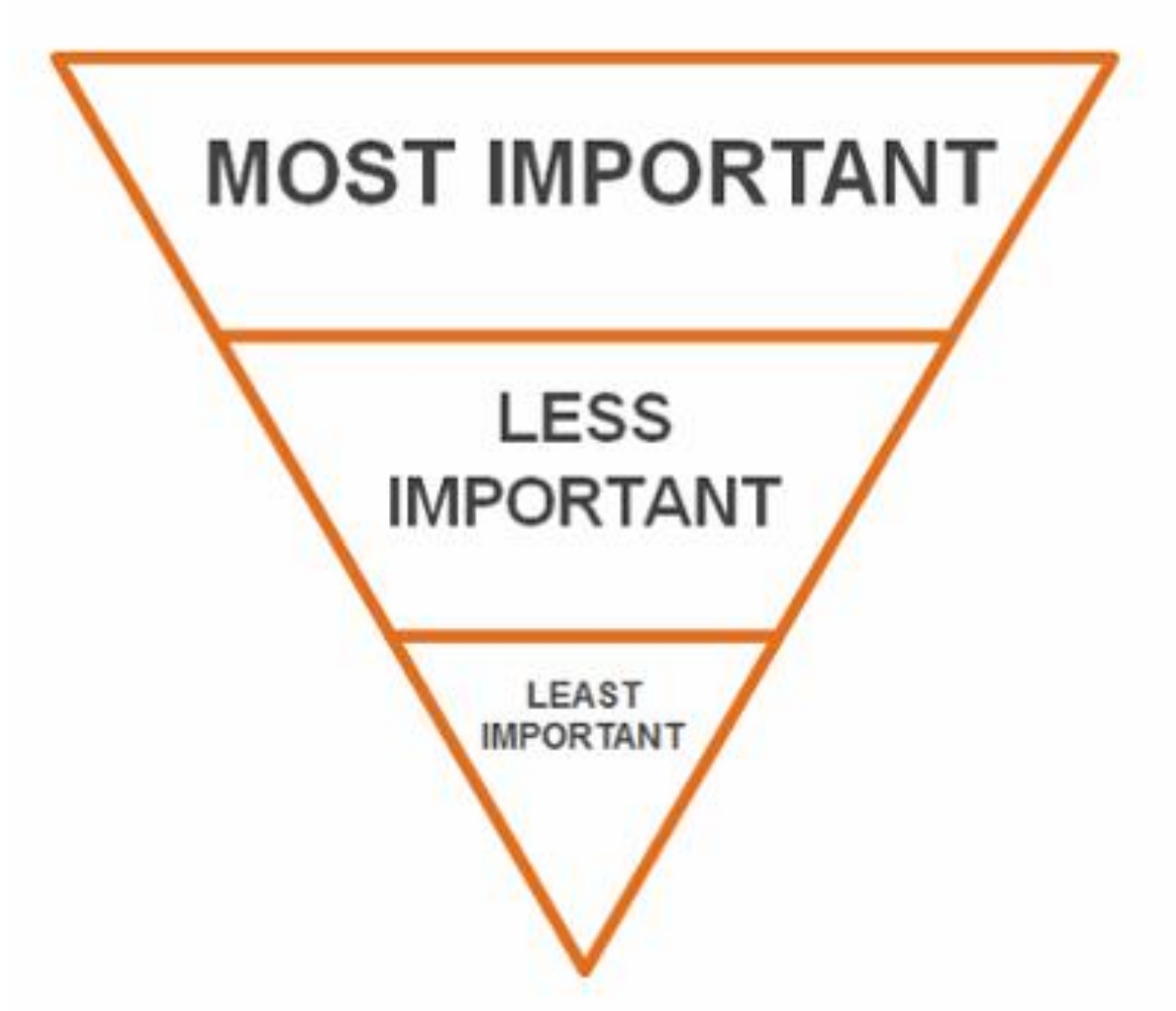
# The trail on a webpage



*TigersinCrisis.com: This heatmap from our new study aggregates data from 47 people as they tried to learn how many Sumatran tigers live in the wild. The red color on this heatmap is an example of the F-shaped pattern — same today as 11 years ago.*



# Possible page trail..

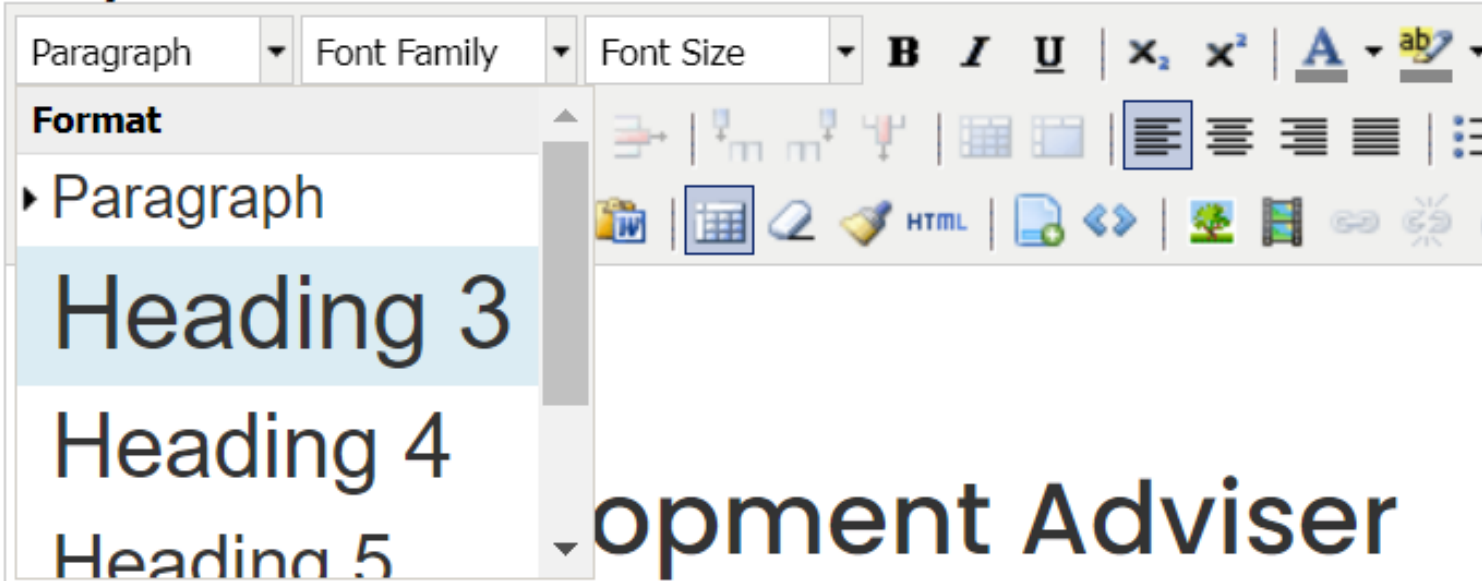


Be bold.  
Don't over use  
**bold**



# Voice helps you use headings

## Body text



The image shows a screenshot of a word processing software interface. At the top, there is a toolbar with various formatting options: Paragraph, Font Family, Font Size, Bold (B), Italic (I), Underline (U), subscript (x<sub>2</sub>), superscript (x<sup>2</sup>), text color (A), and background color (ab). Below the toolbar is a 'Format' dropdown menu. The menu is open, showing options for Paragraph, Heading 3, Heading 4, and Heading 5. The 'Heading 3' option is currently selected and highlighted. To the right of the menu, the text 'opment Adviser' is visible, which is part of the word 'Development Adviser'.





# Headings and subheadings

## Reframing data: ideas, expectations and stories

Guest blogger Lindsay Hodgson from Catch Impact reframes data using the Music Mentor case study and associated Theory of Change, and asks us to think about the data we're collecting and the questions we're asking it.

What comes to mind when you think of 'data'? Numbers, spreadsheets, graphs?

In this blog we're reframing data to think about ideas, stories and expectations. We'll follow the data journey of an organisation we've called Music Mentors (loosely based on our experience with a real charity).

Through a series of short animations, we'll see how they:

- used **theory of change** to explore their ideas of how they bring about change
- thought about **different types of data** they need to collect to check their expectations
- **analysed the data** they collected to see what story it told

Theory of change is a great tool to map out the changes you think you're making (Outcomes) and how you make them (Activities and Enablers). There are some great resources out there to guide you through using theory of change.

## Theory of change

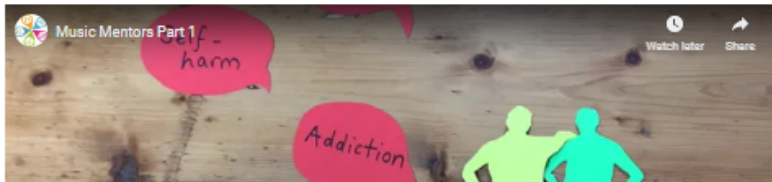
Music Mentors run music sessions in prisons where people can learn to play instruments, create music together and build relationships with mentors.

Their vision for doing this is to help people lead positive and meaningful lives, creating an identity away from that of an offender.

But how does this happen? What are the subtleties of their programme? What makes it work and how can they capture information on that?

## Watch Part 1 to see:

- What Music Mentors do
- What they hope to achieve
- How they used theory of change to make decisions and map out short, medium and long-term changes



Heading 2 <h2>

Heading 3 <h3>

Heading 4 <h4>



# Speak directly to your visitors

A decision was made to change our website to make it easy for local people.

We decided to change our website to make it easy for you



# 9

# years old

is the average  
reading age in  
the UK



# Keep writing for the lazy hunter!

Multiple-comma sentences can often be reworked to just include one comma, which helps to keep things nice and concise, although there are all kinds of exceptions, so this one is certainly not set in stone. Shorter sentences are better than longer ones. If in doubt, use a full stop and move on. That is all. Aesthetics are so important online and first impressions really do matter. Try to break up your articles into bite-sized chunks and avoid multi-idea sentences and paragraphs. Around four sentences or less are probably best for a maximum paragraph length.



# Write for the lazy hunter!

## One comma rule

Multiple-comma sentences can be reworked to just include one comma. It keeps things nicely concise. There are all kinds of exceptions, so this one is not set in stone.

## Use short sentences

Shorter sentences are better than longer ones.  
If in doubt, use a full stop. Move on.

## What's the ideal paragraph length online?

Aesthetics are so important online – first impressions really matter. Try to break up your web text into bite-sized chunks.

- Avoid multi-idea sentences and paragraphs.
- And a maximum of four sentences is best.



# Exercise: writing a page



## E-Voice page template

Do not format your text. You will make formatting choices on your website.

Full title	This can be a long title that displays at the top of your webpage
Menu title	A shorter title used in the navigation menu, which also forms part of your item's URL.
Subtitle	Can be shown prominently on the page and in grids and lists on other pages.

Use this [Word doc template](#) to start writing your copy for a webpage e.g. About us



# Week 3: Planning your website

Wednesday 8 November, 10am to 12pm

## Actions:

1. Write a list of webpages you think you might need on your website
2. Listen to how people talk and describe events, experiences and feelings. Make a note if you can.
3. Email me your completed template for feedback



# What does Superhighways do?

**Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.**







# Thank you for taking part today

**Sorrel Parsons**

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harnessing **technology** for **community** benefit