

Introduction and Writing for websites and search engines

1. Goal/s for the website

2. Who do you want to come to your website?

List the groups of people or other stakeholders who might come to your website.

3. User needs statements

Write as many statements as you can in the next few minutes. This can be useful to do with others if you have staff or volunteers who can help.

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...

I need...

So that...

As a...

I need...

So that...

As a...

I need...

So that...

4. Actions people will take on your website:

e.g. book on an event or training

5. Writing alt-text

Write a brief description of this image for your website for people that cannot see it:



6. Editing text

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.

Homework: what 2 or 3 websites do you like and why?

This is useful to help you think about the ways in which people read and experience websites.

It might be because of that the website helps you to do, how it looks or how easy it is to use. How do these websites help you move around to look at different pages?

Thanks for taking part today. Book one-to-one time with us if you need help with anything we have covered today.

Next week: Planning your website.