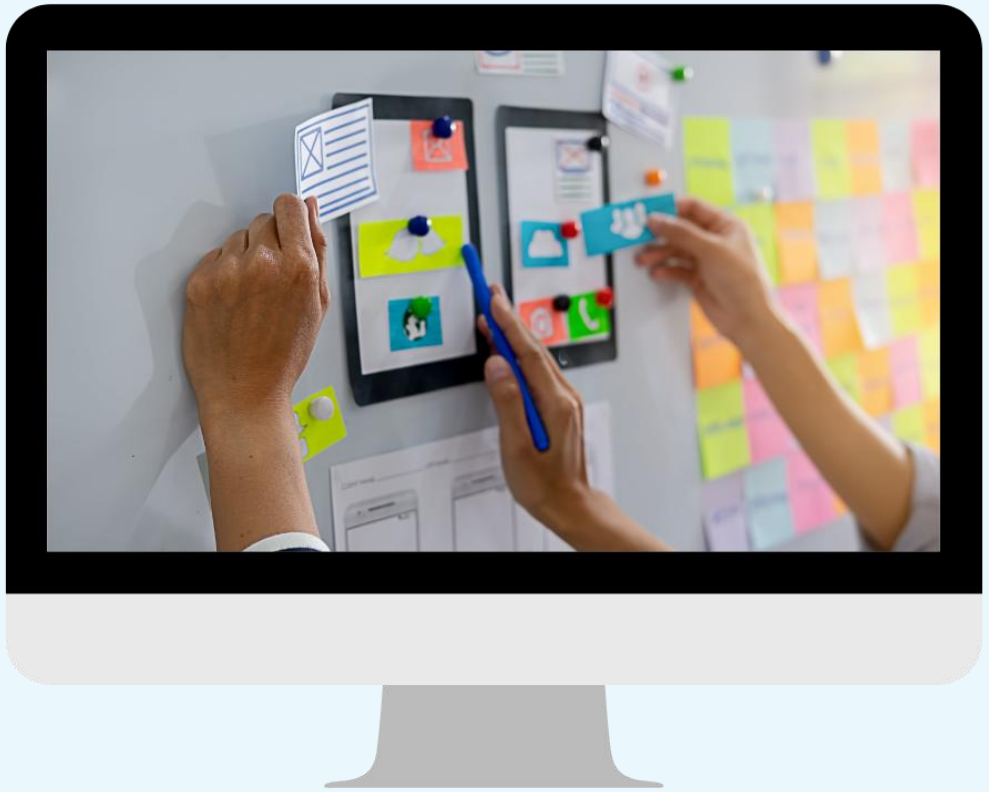
INTRO & WRITING FOR WEBSITES AND SEARCH ENGINES



Build my community website in 7 weeks

superhighways
harnessing technology for community benefit

What we'll cover today

- ✓Goals for your website
- ✓Overview of the modules and Voice Online Communities CIC
- ✓How do search engines read your website?
- ✓How people read website pages
- ✓Tips for writing

How will your new website help your organisation?

Impromptu networking

- ✓ In pairs in breakout rooms
- ✓ 3 times
  - ✓ 4 minutes
  - ✓ 3 minutes x 2

Think about what you really need your website to do for you?

What's your goal?

Make a note in chat about the main goal or goals of your website.

Answers in chat

Digital Foundations

What devices, software and online tools we can use. And how can they all fit together into a simple everyday system?

Partnership and funder

Five year partnership programme:

- ✓ Refugee Council
- ✓ HEAR Equality and Human Rights
- ✓ Voice Online Communities CIC

COMMUNITY FUND

Lots of help on offer

- ✓60 minute awareness training series e.g. cyber security
- ✓Technical and interactive training
- ✓One-to-one advice
- ✓Setting up the right system for you
- ✓Free community websites
- ✓Build My Community Website in 7 Weeks training

Home | About Voice | Showcase | Noticeboard | Websites A-Z | Help

Voice is a free website builder for all charity, community, not-for-profit, and voluntary groups in the UK.

View example sites or Apply for a free website and see for yourself.

Apply for a free website

https://e-voice.org.uk/

Build My Community Website in 7 Weeks

Hello and welcome to our new training programme to help you build a simple website.

How this course will run

This is a weekly training course, on Thursdays between 10am and 12pm on Zoom. Each week will usually be 2 hours long. Week 1 is longer and will finish at 12.30pm. Trainers will stay online for up to 30 minutes after the training to help if you want to keep working or ask more questions.

We may use digital products or online templates for learning. We will teach you how to use them, so do not worry if you have never used them before. Please bring a pen and paper if it helps you.

See the Training Modules

How we'll work together

Planning and writing

Follow each step. Recordings available

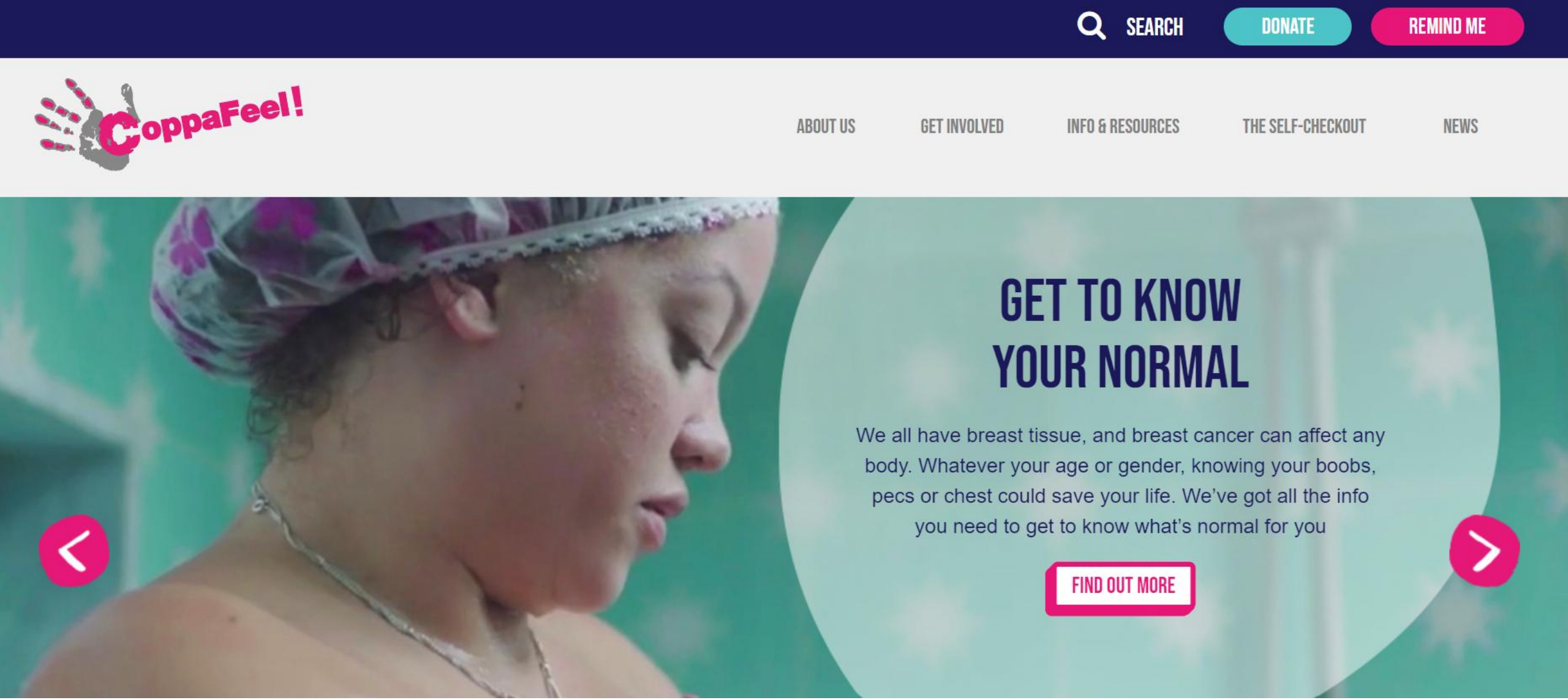
Text and images to practice with

Share with each other

Any questions about how the programme will work?

Why
website
visitors are
like wild
animals

CAST Design Hops



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

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

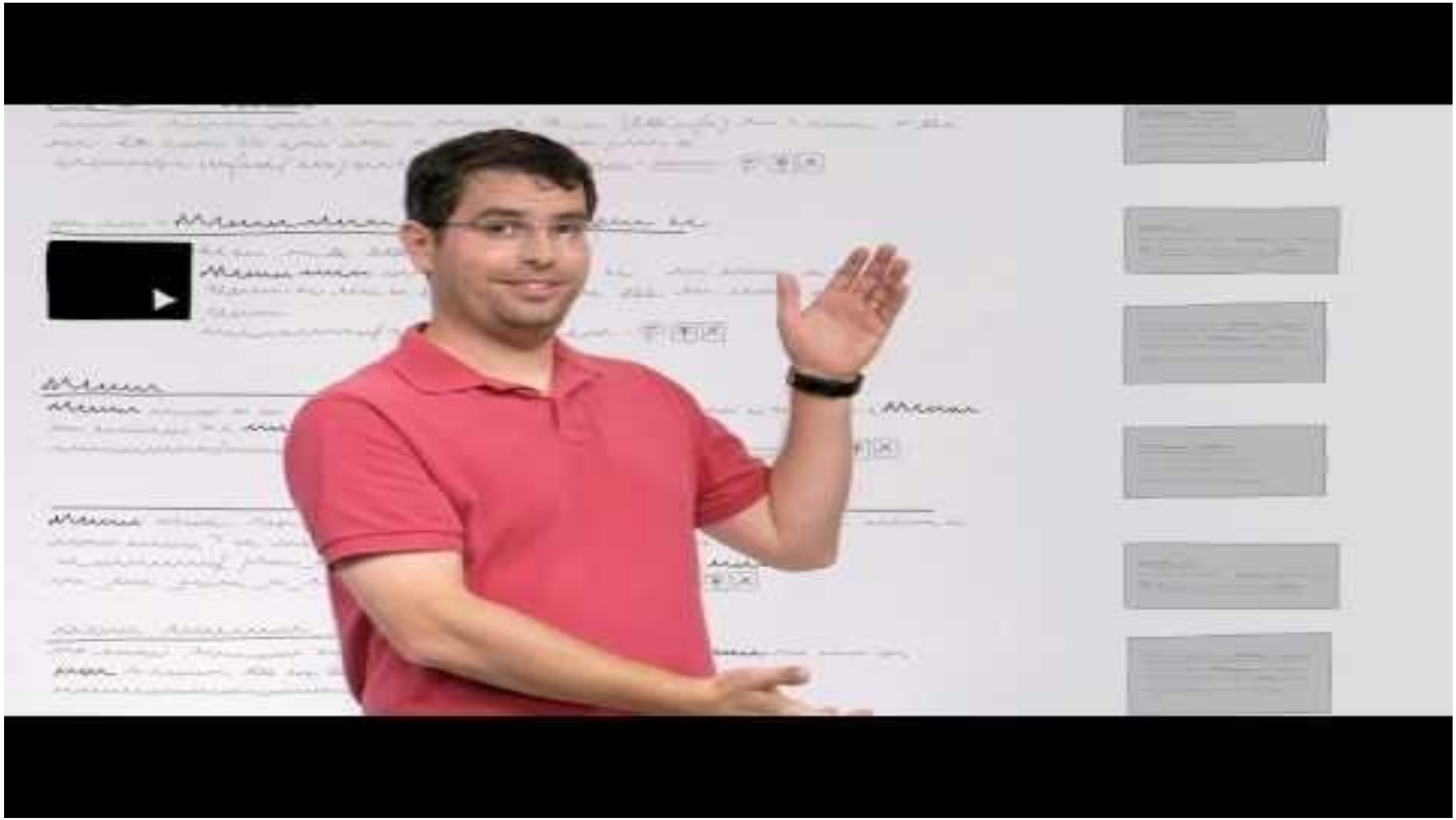
As a [who are you?]
I need [what do you need to do?]
So that [why do you need to do this. what is the purpose?]

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

Or focus on visitor actions

A list of actions you would like your main visitors to take?

How do search engines work?



What are the helpful trail clues for your website visitors?

The start of scent trails…

Google

children's holiday clubs Enfield

How people write or speak into search is important.

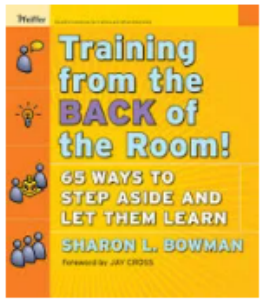
Example

book superhighways training

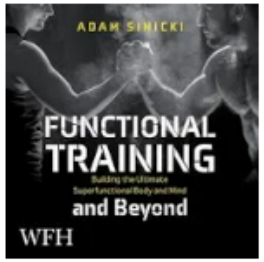
All | Images | Shopping | Videos | News | More | Tools

About 1,520,000 results (0.52 seconds)

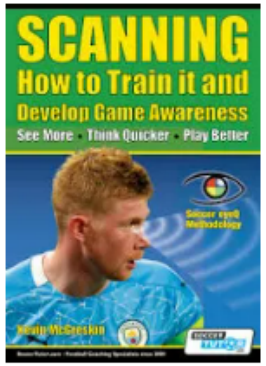
Ads · Shop book superhighways training



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



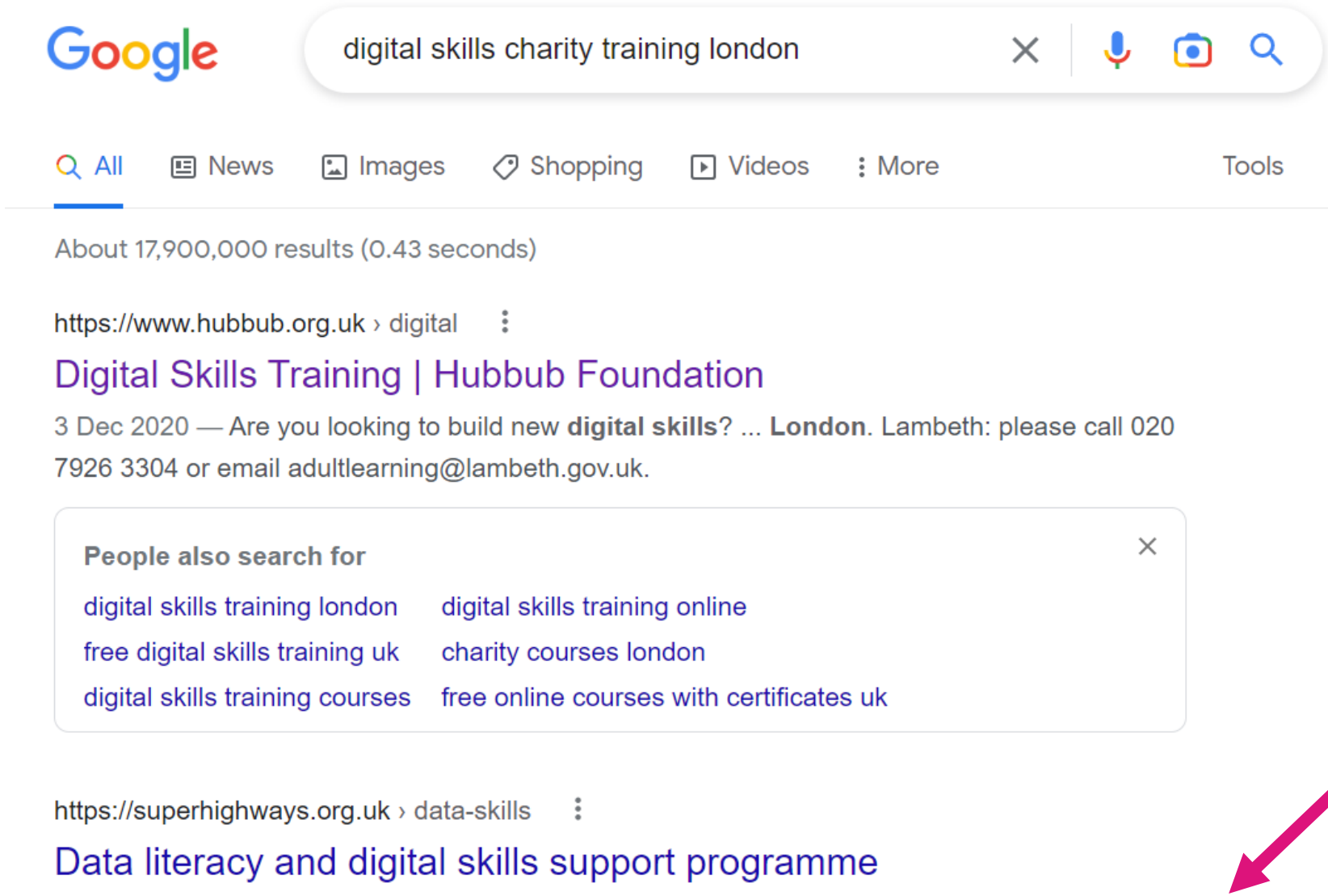
SCANNING - How to Train it and Develop Game…
£27.95
Soccer Tutor
60-day returns
By Google

https://superhighways.org.uk › training

Digital and data skills training - Superhighways

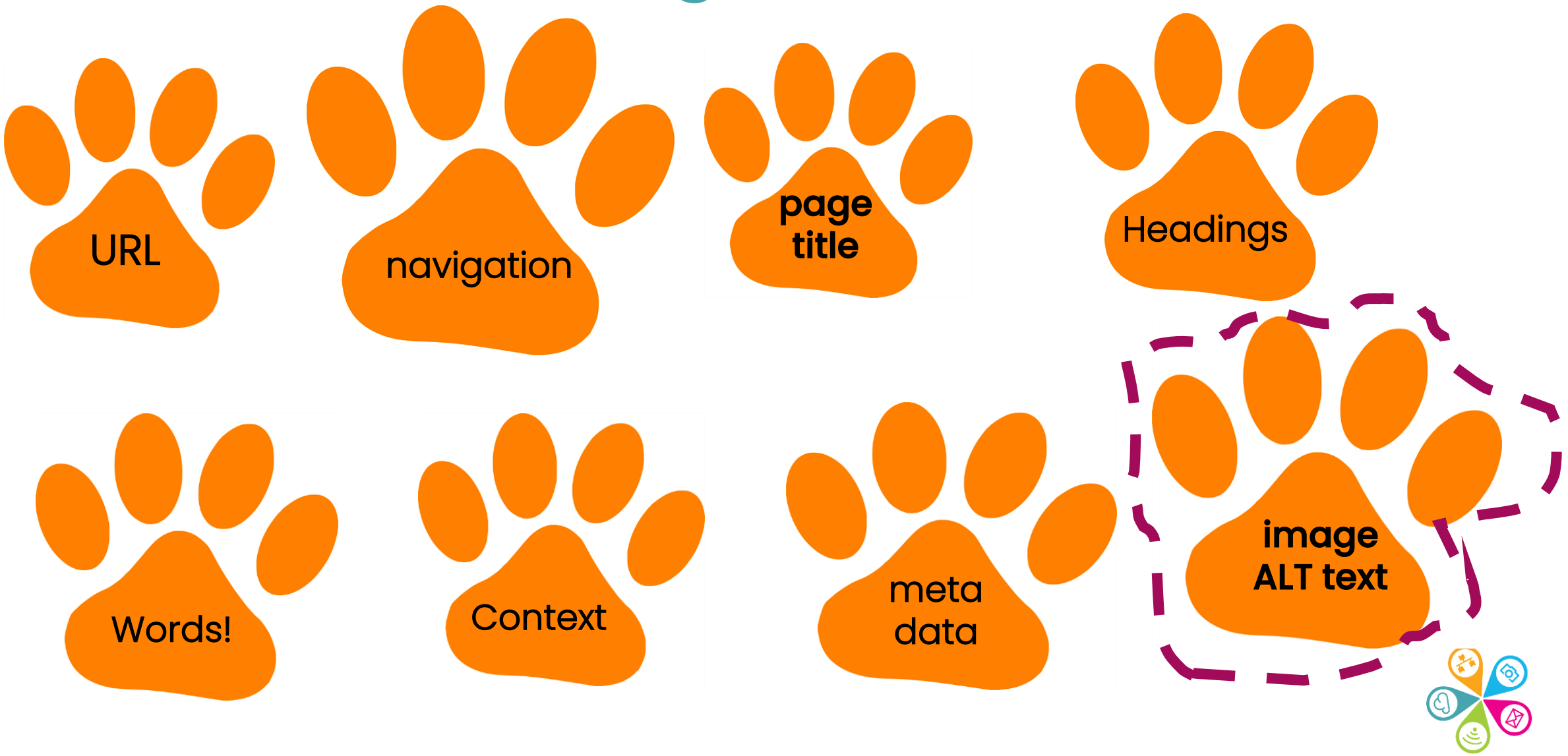
Courses include comprehensive **learning** materials and free follow-up support. **Book** your **training** and advice surgeries. Scroll through our **courses** to **book** with us ...

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



Alt-text: writing image descriptions

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

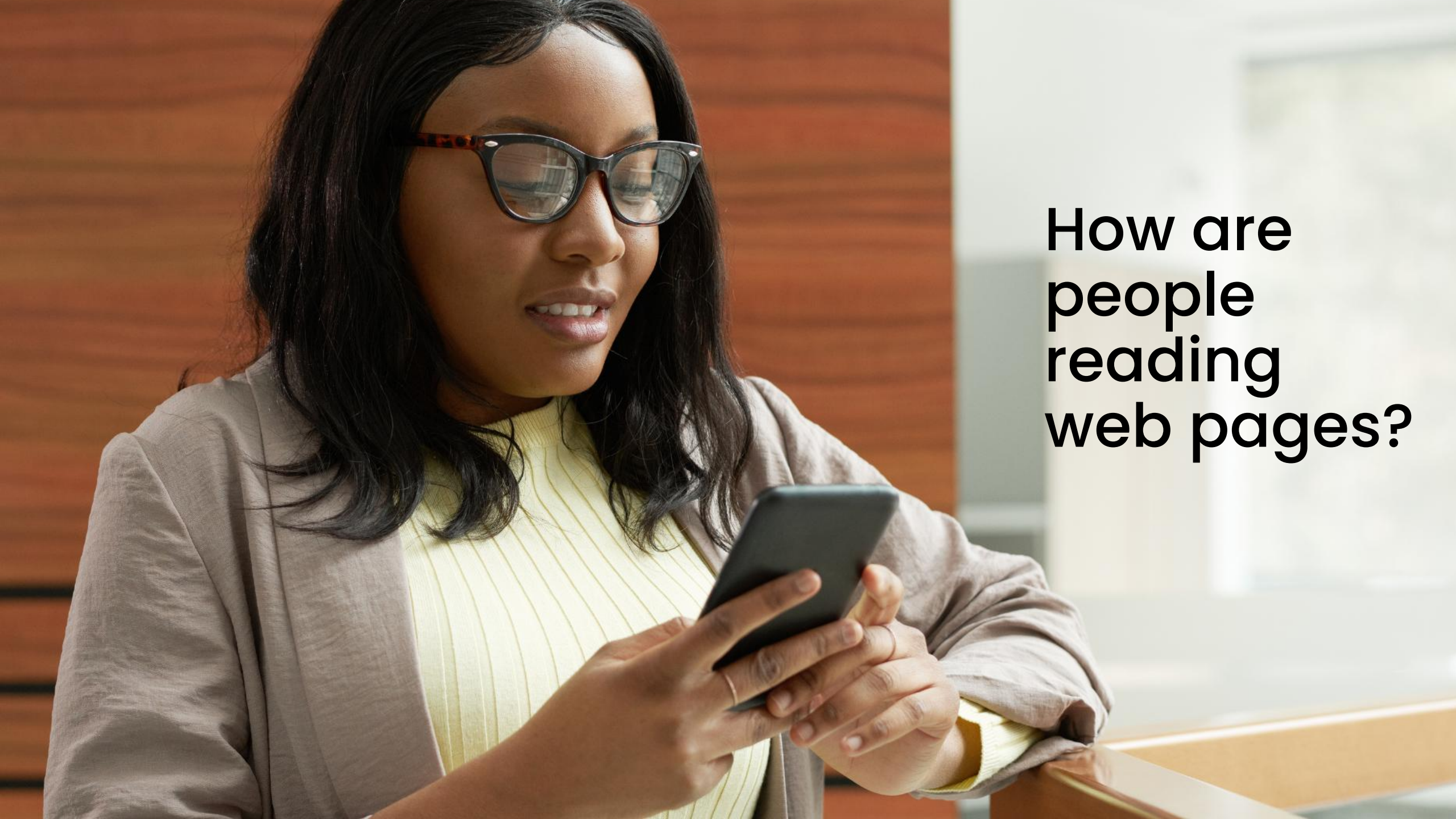
Write it down

“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

Time for tea?
10 mins

Let’s stretch and get away from the screen



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 single webpage

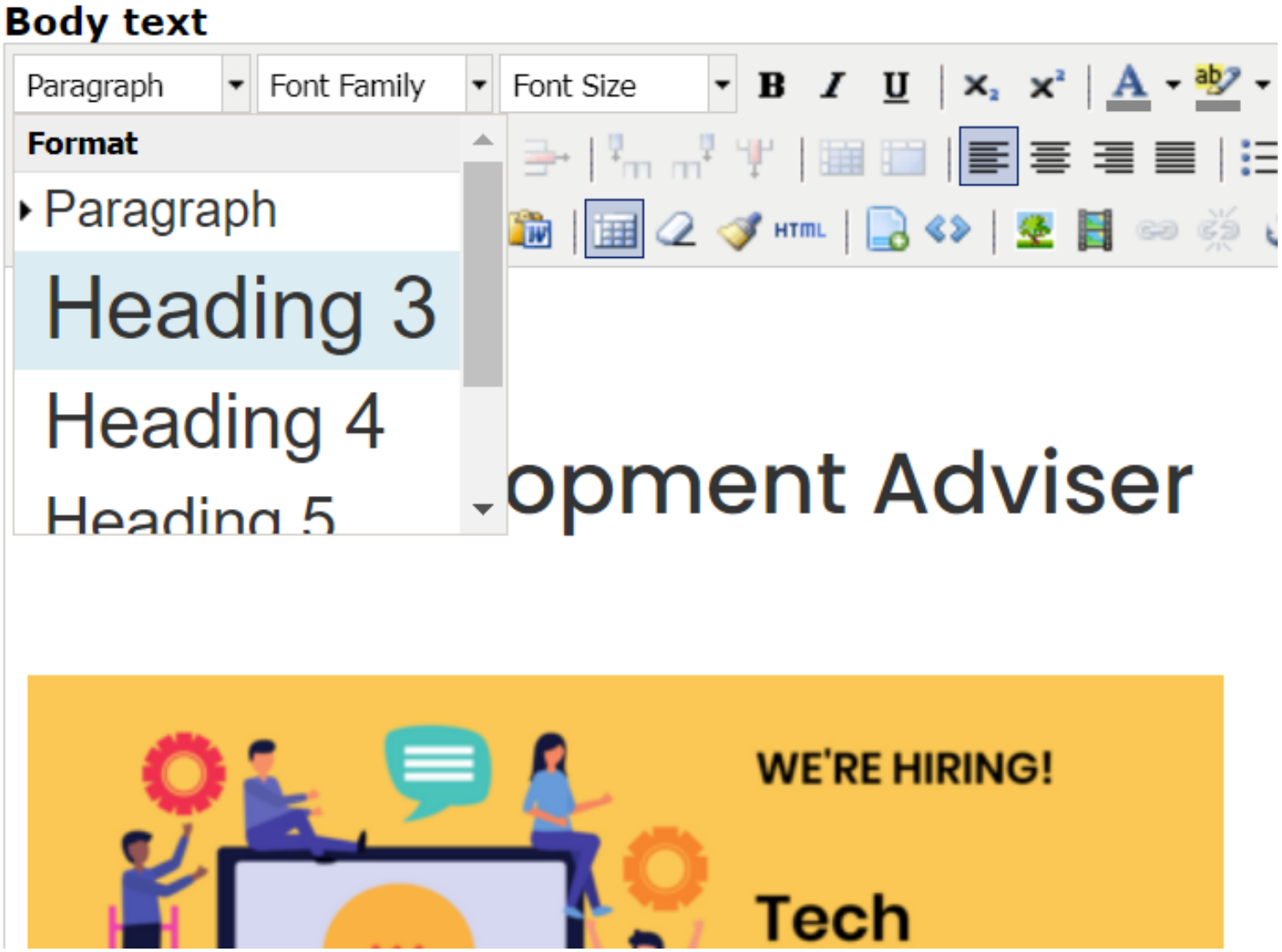
TigersinCrisis.com: This heatmap from our new study aggregates data from 47 people as they tried to learn how many Sumatran tigers live in the wild. The red color on this heatmap is an example of the F-shaped pattern — same today as 11 years ago.

How can we help people read our webpages easily?

Be bold.

Don’t over use **bold**

Voice helps you use headings



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 two to three sentences or less are probably best for a maximum paragraph length.

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.

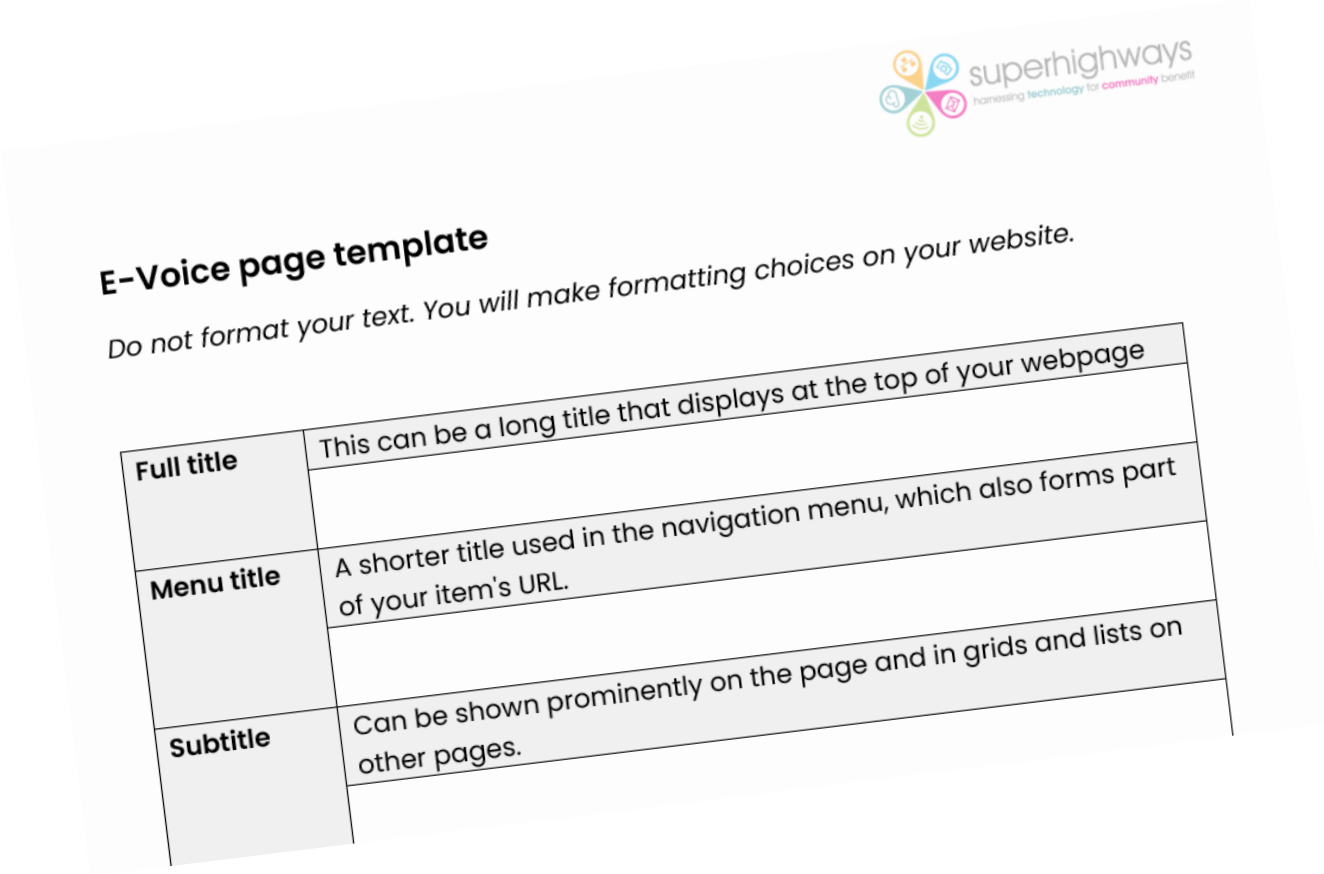
What's the ideal paragraph length online?

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.

10 ways to write engaging website copy, The Good Alliance

Exercise: writing a page

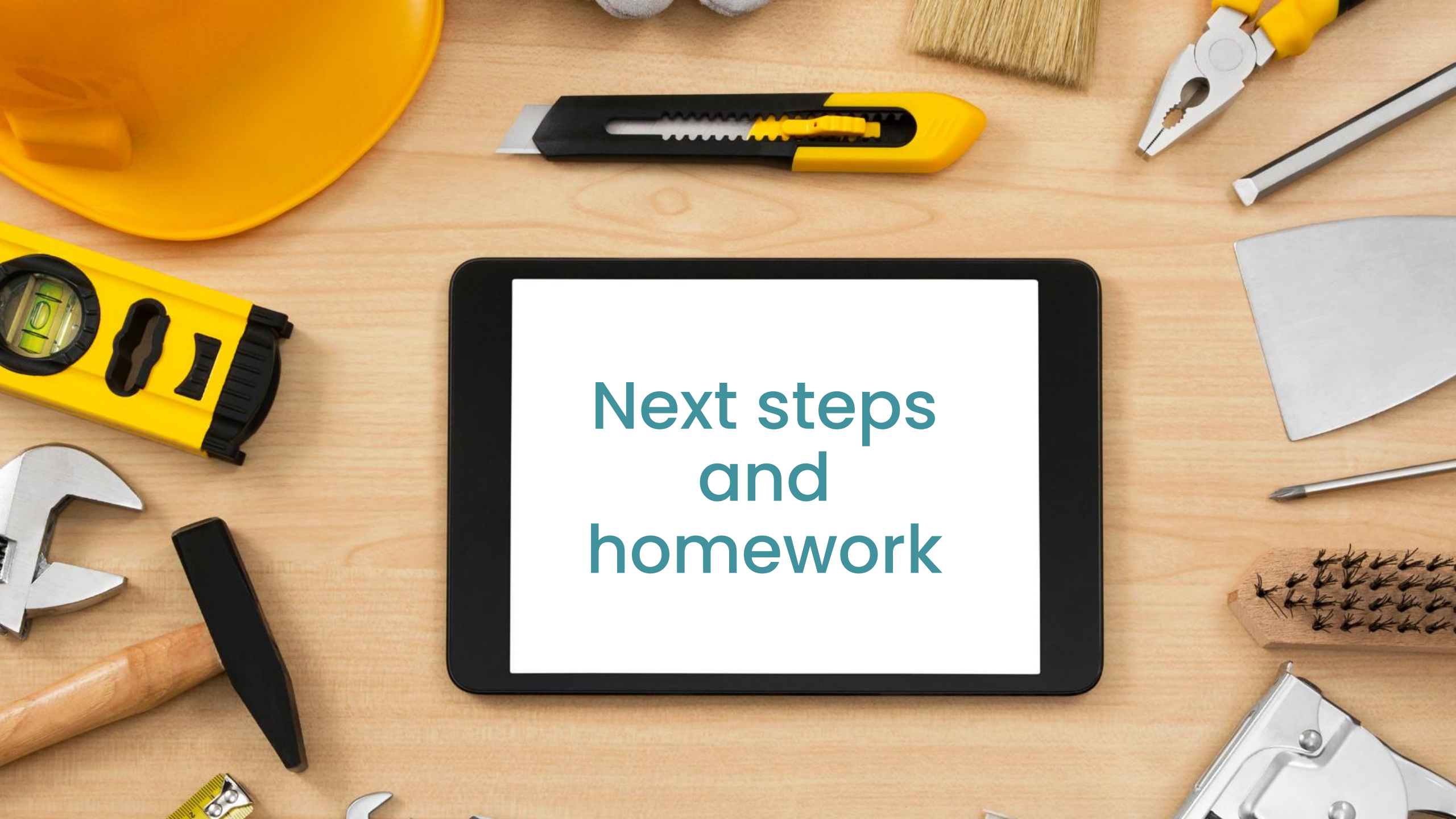


E-Voice page template

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


Next steps
and
homework

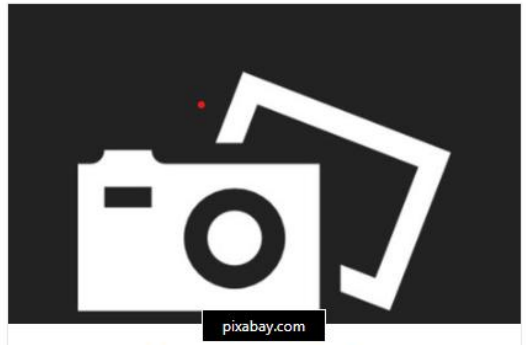
Gather your ‘assets’

Note: ‘Free’ photos are those that are clearly labelled with a Creative Commons licence

[Our list of photo libraries]

Free photo websites

Free photos you can use for your small charity or community organisation. New photos added everyday and where attribution is not always required (check the details of each photo before using it as you may need to get credit the author according to the Creative Commons Licence)



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VIEW MORE

Week 2: Planning your website

Thursday 24 October, 10am to 12pm

Actions:

1. Write a list of 2 to 3 websites you like
2. Email me your completed template for feedback if you want to
3. Start putting information into a folder

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

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superhighways
harnessing technology for community benefit