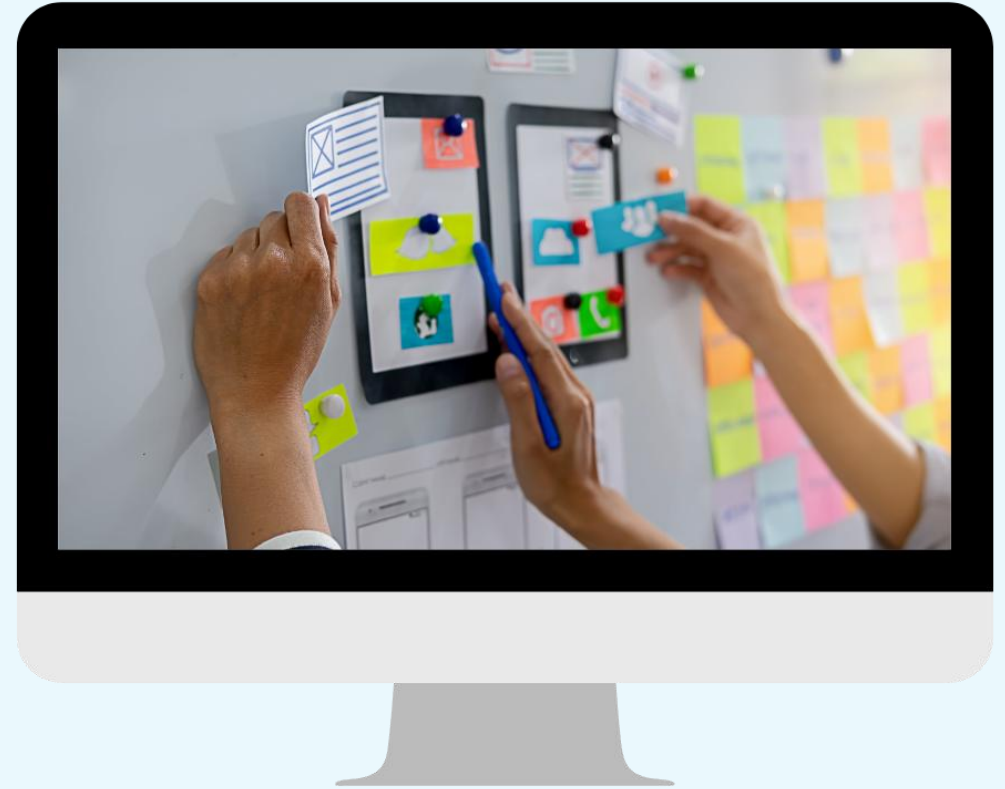


INTRO & WRITING FOR WEBSITES AND SEARCH ENGINES

Build my community
website in 7 weeks



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

What we'll cover today

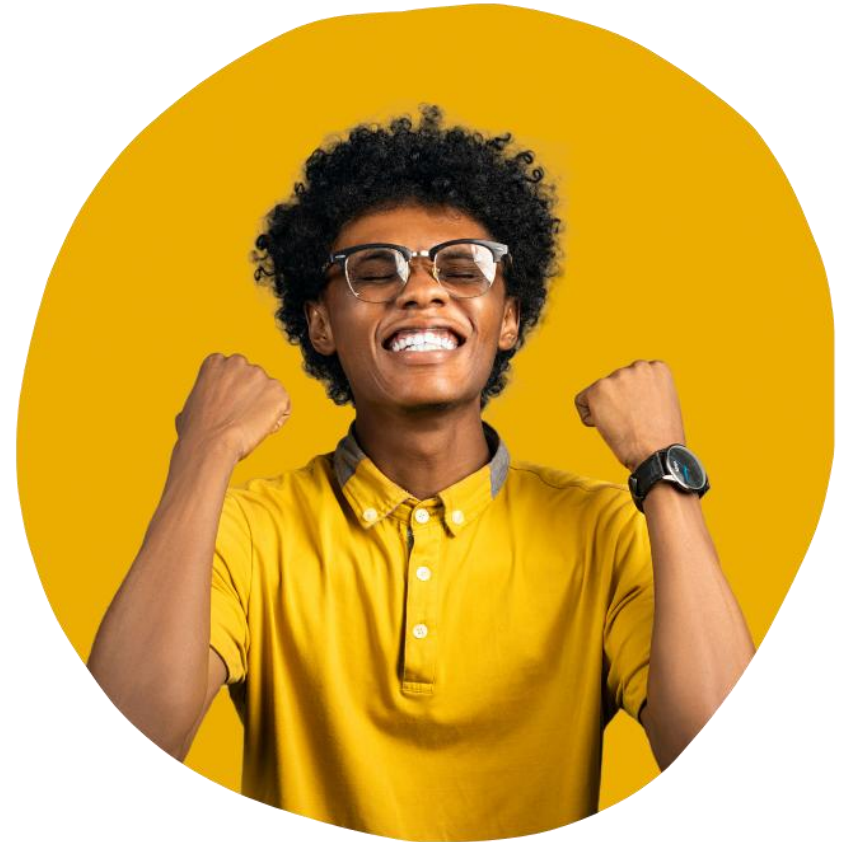
- ✓ Goals for your website
- ✓ Overview of the modules and Voice Online Communities CIC
- ✓ How do search engines read your website?
- ✓ How people read website pages
- ✓ Tips for writing



How will your new website help your organisation?

Impromptu networking

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



Campaigning?

Awareness?

Connecting?

Volunteering?

Goals

Taking Action?

Coming to
activities or
services?

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



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





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/>





See the
[Training Modules](#)



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.

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](#)





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

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



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



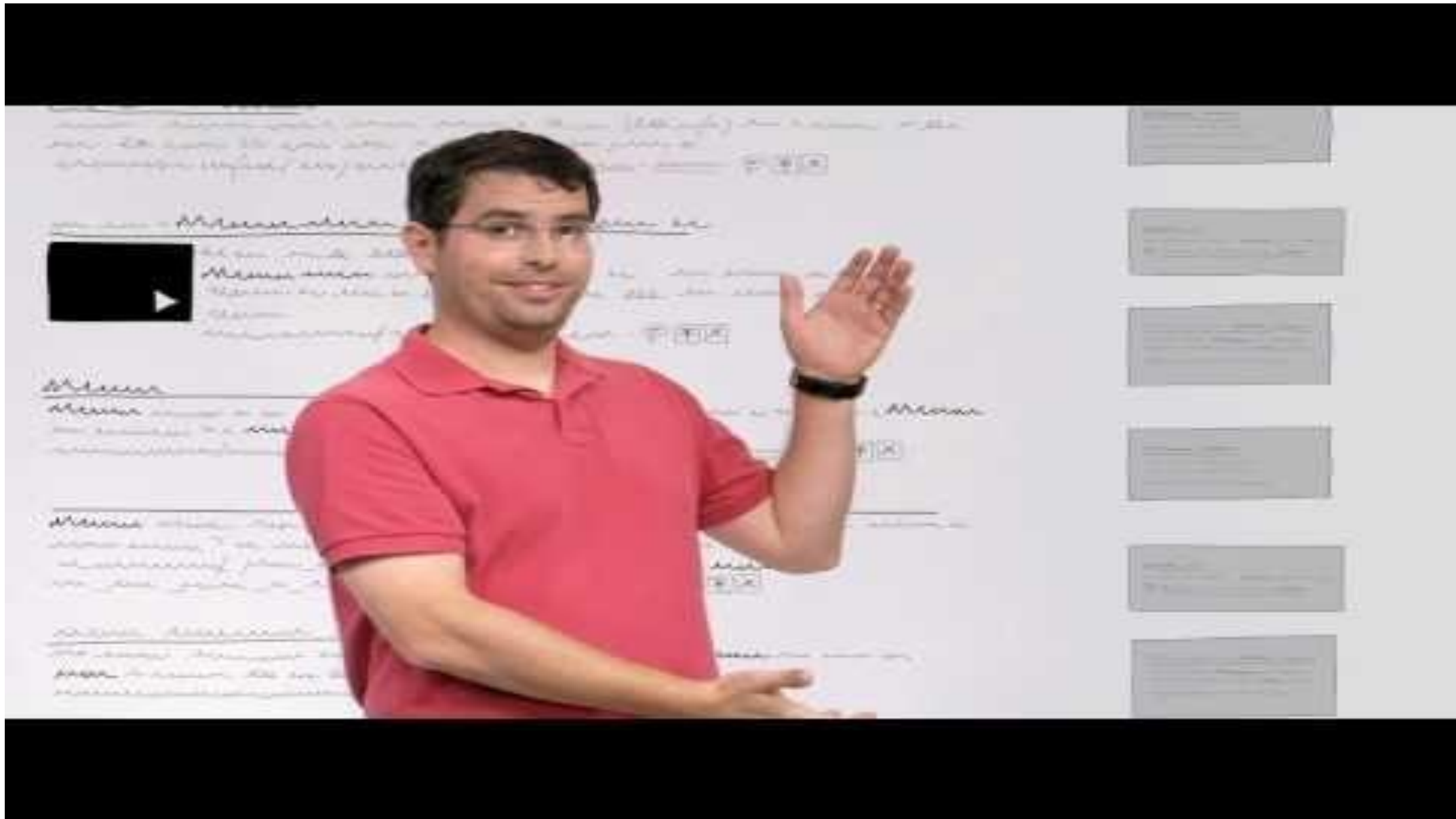
A list of actions you would like your main visitors to take?





How do search engines work?






What are the helpful trail clues for your website visitors?



The start of scent trails...

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.A white search bar with a magnifying glass icon on the left and a microphone icon on the right. The text inside the bar reads "children's holiday clubs Enfield".

children's holiday clubs Enfield



How people write or speak into search is important.



Example

book superhighways training



All

Images

Shopping

Videos

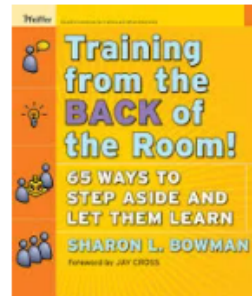
News

More

Tools

About 1,520,000 results (0.52 seconds)

Ads · Shop book superhighways training



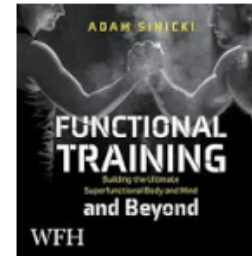
Training from the Back of the Room!: 65 Ways to Step Asi...

£42.29

Amazon.co.uk

30-day returns (most items)

By Google



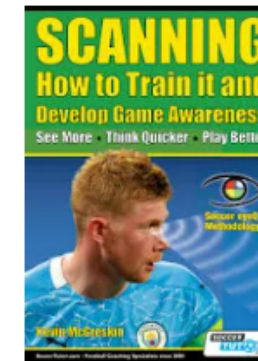
Functional Training and Beyond: Building the Ultimat...

£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.

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

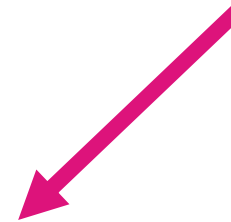
<https://superhighways.org.uk> > data-skills

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



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.

”

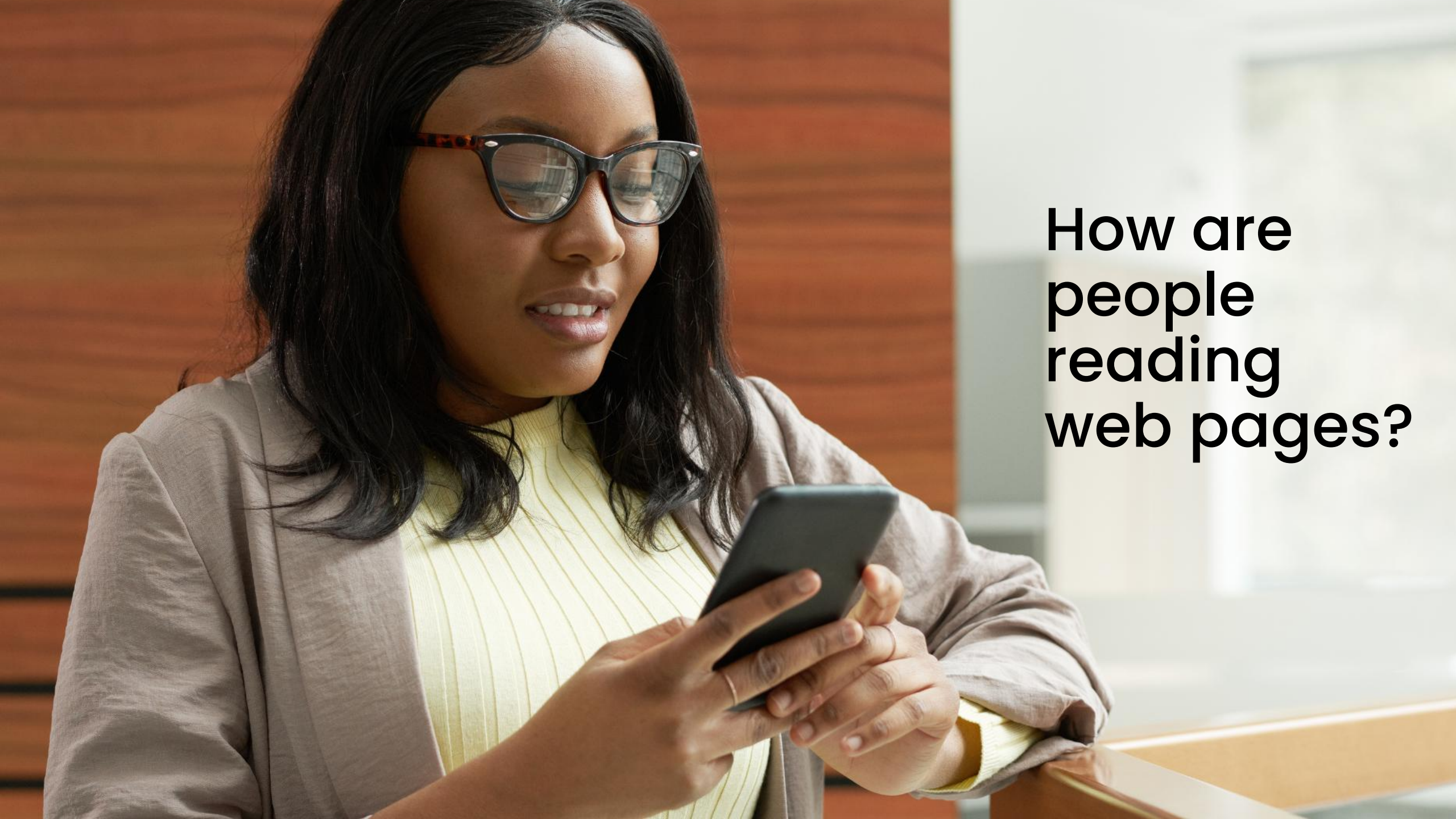
[How To: Write Good Alt Text](#)
by Supercool



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?

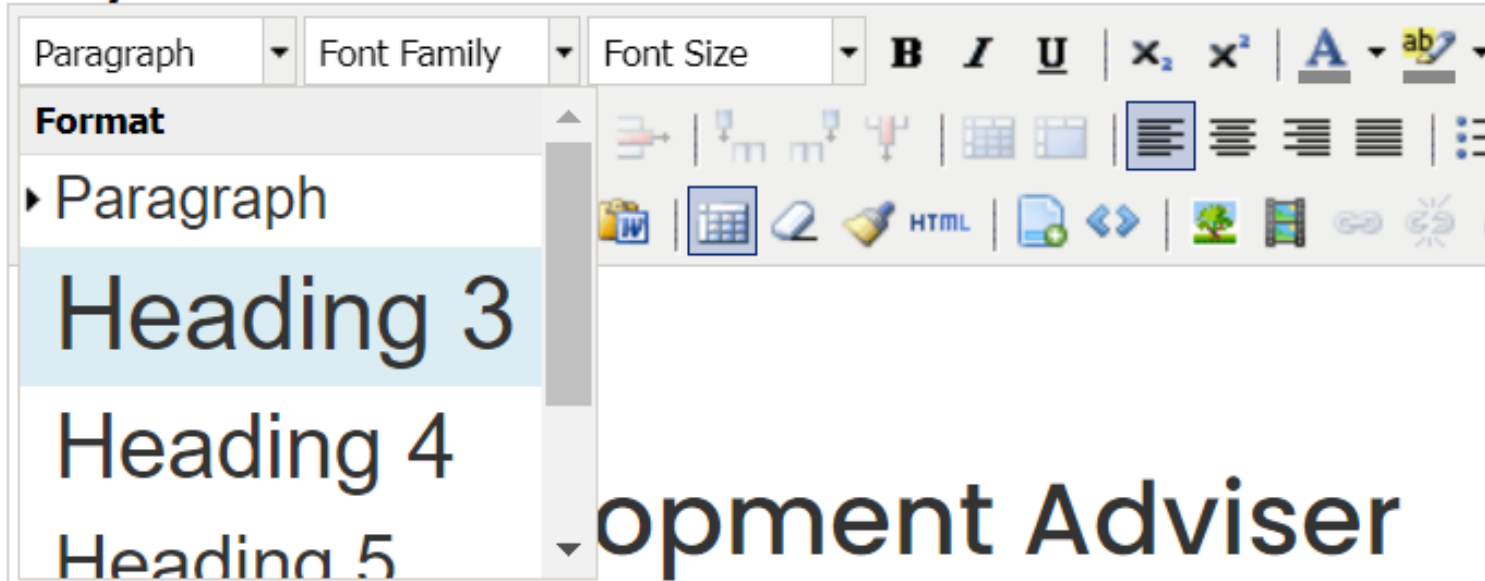


Be bold.
Don't over use
bold



Voice helps you use headings

Body text



The screenshot shows a rich text editor interface. At the top, there are dropdown menus for 'Paragraph', 'Font Family', and 'Font Size', followed by icons for bold (B), italic (I), underline (U), subscript (x₂), and superscript (x²). Below these are icons for text color (A) and background color (ab). A 'Format' dropdown menu is open, showing options for Paragraph, Heading 3 (highlighted), Heading 4, and Heading 5. To the right of the dropdown, the text 'opment Adviser' is visible, with the 'o' being the first letter of a word that is partially cut off.



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

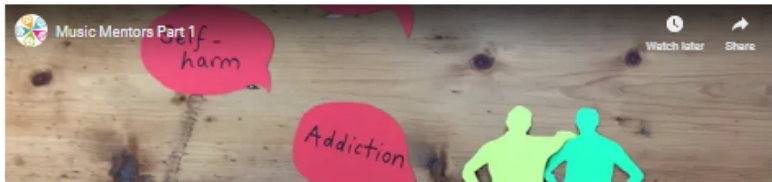
Music Mentors run music sessions in prisons where people can learn to play instruments, create music together and build relationships with mentors.

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.



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

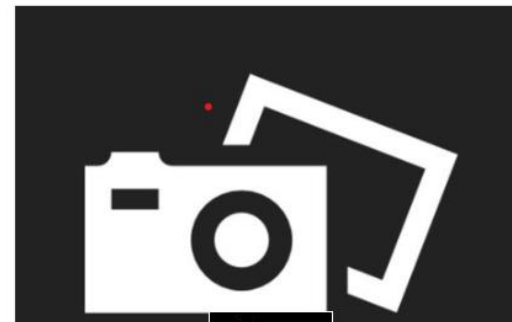
Gather your 'assets'

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)



pixabay.com

Free Images - Pixabay

Over 1,143,305 high quality photos, illustrations, and vector graphics. Free for commercial use. No attribution required.

[VIEW MORE](#)



pexels.com

Free stock photos · Pexels

Free stock photos you can use everywhere. ✓ Free for commercial use ✓ No attribution required

[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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@SuperhighwaysUK

