Agenda

Understanding Your Website’s Audience

Anatomy of a Good Web Page: Content Types and CMS Tips

SEO and Web Writing Tips

Resources
Identify Your Audience

Ask these questions:

Who is sitting behind the screen?

When are they visiting my website?

Why are they visiting my website?

What tone/voice will be most appealing to them?

How can I help them find what they are looking for?

Adopt a user-centered perspective

UMC can help
Understand Your Audience

They...

- Scan pages
- Pick out key words and phrases
- Read in quick, short bursts
- Respond to action-oriented content
- Click and forage in search of information
- Multi-task
Help Your Audience: Content

Focus is on:
- Usability
- Readability
- Accessibility
- Mobility
- Searchability (SEO)

More on SEO later
Above the Scroll Overview

Contains:

- Navigation
- Left column
  - Featured Links
  - Contact Info
- Title
- Banner image(s)
- Callout text
- Paragraph content
Simple Feedback Form
COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

Page Title - Header Style 1
This Callout Text area is used to describe the purpose of this page to the visitor. This area is also used for your search engine Meta Description. This content is required except in special cases reviewed by Web Services.

Main Paragraph Content - Header Style 2
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Featured Item One

Green Button

Featured Item Two

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Tables - Use Sparingly Due To Mobile

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Secondary Content
Featured Content & Actions

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University of West Florida
11000 University Pkwy, Pensacola, FL 32514
850-474-2000
Tables & Specialty Content

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- Go to UWF
- Text Only
- Maps & Directions
- Legal & Consumer Info
- Regulations & Policies
- Feedback
Universal Footer
What is search engine optimization?

Process of improving the volume and quality of traffic to a Web site from search engines via “natural” search results.

The higher a site appears in search engine results, the more traffic it will receive.

Search engine “spiders” crawl websites; indexing is based on content and following links to other pages and websites.

Search engines then use complex algorithms to weigh other factors for ranking and placement in search results.
SEO: Audience First

Always write for your visitors first…

THEN strategically weave search engine best practices into your overall web content plan
#1 influencer for Google is high quality, inbound referral links

Other Factors:
- Keywords used strategically throughout content
- Meaningful Page Titles
- Meaningful Image Alt Tags (Description in CMS)
- Meaningful Link Text
- Descriptive Headers
- Meta Description
- URL structure (we use verbose long-tail URLs)
- Site Maps / Structured Navigation
Consider what words and phrases people search for or what questions they may ask Google

Weave relevant keywords throughout the content of your site. Keywords may be different depending on the particular content of each page

Do not stuff keywords, try to weave them naturally into the content

Continually monitor and analyze your web statistics or ask Web Services for a report
Writing Tips

Avoid passive voice
Avoid marketing fluff
Be credible and factual
Avoid excess punctuation
Use humor sparingly, if at all
Proofread and use spell check
Use simple language and words
Use only one space after periods
Use hyperlinks within text blocks
Use calls to action when appropriate
Use more descriptive links, not *click here*
Create useful headlines that are visual cues
Capitalize words in headlines except prepositions
Resources & Support

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UWF.edu/ctguide

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Jay Massey
Director

Christina Anderson
Frontend Web Design

Jason O’Connell
Content Strategist