

1150 - Web Content Development II

Discovering your websites strengths and weaknesses

- How to look at a Website critically
- How to make improvements that count

How to start thinking like a Web reader

The old and new audience for the Web

- Exercise: Who is your company's audience?

The new problems of content

- Structure
- Format
- Lack of pinpoint answers
- Importance of customization

Three-dimensional Websites

- Keeping the audience's attention
- Giving an audience what it needs
- Exercise: Seeing your website as your audience does

Improving a Website through writing

- Don't cut randomly
- Exercise: re-writing confusing copy

Simplifying complex language

- Exercise: simplify the example

Instructions and Navigation on Website

- Exercise: rewriting instructions for clarity

Salvaging meaning when discarding excess copy

Graphs, Tables, Charts

- Exercise: Improving information by using a table

Titles that survive out of context

- Exercise: Rewriting titles

Useful Links and how to write them

- Exercise: Rewrite a paragraph and add links

Establishing credibility for your audience

Establishing credibility for search engines

- The theory of ONE: one idea per paragraph
- Exercise: Rewriting confusing paragraphs

Three revision tips

- Context and ideas
- Transitions that work
- Beginnings and ends
- Exercise: changing a paragraph from your website

Reduce your reader's cognitive burdens

- Exercise: rewriting paragraphs

Nouns drown meaning, verbs move meaning along

Writing a menu that works

Hierarchy

Genres and why they matter

- Genre and structure
- Exercise: Construct a meaningful Web document