

Website Content Development

Website content covers more than just copy on pages. Things like link names, title tags, page titles, alt tags, task names, meta data, image names and descriptions, and call-to-action buttons all have to work together for a site to be usable and effective.

To satisfy your user's needs, you need to

- Know your audience's concerns.
- Consider their desired tasks. Make these tasks apparent.
- Provide information to support decision making.
- Write easy-to-understand task instructions.

...while meeting business goals.

- What do we want customers to know and understand?
- What do we want customers to do?
- How will we retain customers long-term?

Poor web writing is ...

- Overwritten
- Lazy about spelling and grammar
- Lacking focus
- Hard to act upon
- All about you

Great web writing is ...

- Useful
 - Know what I want, and show me you do.
 - Help me accomplish something.
 - Deliver on your promises.
 - Answer my questions. Before I have them.

- Usable
 - Make sure all labels and links are clear.
 - Don't get in my way with unnecessary copy.
 - Write headings that quickly get me where I need to go.
- Findable
 - Put keywords in titles, links, subheads, and opening sentences.
 - Use related terms/phrases throughout.
 - Don't sacrifice readability for searchability.
- Engaging
 - Be personable.
 - Be authentic.
 - Avoid jargon.

