

WRITING WEB CONTENT

How to Make Sense Online

Website content is much harder to read than printed material, so brevity and clarity are extremely important. Your readers are looking for answers and helpful information – and *quickly*.

Website writing is as much about removing words as creating them. Think of the typical person who will be reading the page, then ask yourself “If they read this, how will it help them answer their question or find a solution to their problem?”

Remember, what’s interesting to you may not be interesting to them. Do they really care about the entire history of your company, or do they just want to know if you’ve been around for more than six months?

1 BASIC GUIDELINES

At Eduka, we have professional copywriters who can create your website content for you.

If you prefer the Do It Yourself option, these 5 points will get you well on the way.

1. Ask these questions about anything you write

- how does it meet the needs of readers?
- what will people know, or be able to do, after reading it?
- how does it help us achieve our aims?
- is this information really necessary?

2. Be friendly and personal

- every person reading your website does it alone, so write as if you have only one reader
- using a website is a personal experience
- write in 1st and 2nd person - it's “us” talking to “you”

3. Be brief

- about 150-300 words per page
- about 20 words per sentence
- about 1-3 sentences per paragraph

4. Remember that most people don't read most website content

- put the main point in the first paragraph so people see it first
- use bullet points if there is a list of related points (see the following "before" and "after" example)
- omit redundant content that obscures the important stuff

5. Avoid duplication and "filler content"

- instead of repeating information that is on another page, link to it
- don't waste your reader's time by stating the obvious
- leave out fluffy marketing slogans and the like

2 Before and After Example

Here is a page of website content that we rewrote to make it easier to read and more useful to the target audience. We used a fictional company name.

"BEFORE" (394 WORDS)

Workplace Counselling Service

Workplace discrimination and bullying represent two of the main causes of stress in the workplace that affect many people in our community. How should employees respond when the working environment becomes a problem? What can their friends or families do to help? How do they make sure their lives don't slip and slide with the ups and downs of working in a stressful environment?

Plaistowe Industrial Counselling Centre has a major focus on assisting workers and the people close to them find their own answers to these questions. Problems in the office can be frustrating, puzzling, frightening and downright energy sapping. Employees may feel like they are going mad with worry, especially when they are trying to cope with the aggressive behaviour that often comes with working with difficult colleagues, or working for a difficult manager. Being the partner or spouse of a worker suffering from discrimination or bullying can be like living on a roller coaster. Personal relationships are put under huge pressure, with family stress levels and individuals ability to cope taxed, sometimes to breaking point. Partners and family members respond in the same ways as they would to any other serious problem that affected their loved one. They try to help, they try to adjust what they're doing, they try to figure out what's causing it, they ignore it hoping it will go away, they question, advise, keep silent, counsel, get angry, threaten and plead; often to no avail! Sometimes they just fall over exhausted.

Plaistowe Industrial Counselling Centre has found, as do many family members, that these coping styles do not reduce the stress they are experiencing. Furthermore, they do not enable the victim to solve the problem, which usually continues to get worse. Plaistowe Industrial Counselling Centre provides unique programs for employees and their families, who are looking for an effective way to reduce the considerable emotional pain they are suffering and enable them to address the situation to create a real, long-term solution. People can be assisted to improve their quality of life, and even given advice on how to implement the appropriate legal action if that is proven necessary. However, our counselling services usually show the victim how to resolve the situation peacefully, permanently and effectively, without the need for expensive legal action in the workplace. Contact Plaistowe Industrial Counselling Centre for more information.

“AFTER” (113 WORDS)

Workplace Counselling Service

We understand what happens when workplace discrimination or bullying affects you or someone close to you. Our unique counselling service shows you how to solve the problem. It is very common to experience one or more of the following

- feeling puzzled, frightened or frustrated
- low energy levels
- tried everything without success
- unsure what to do next
- personal relationships at breaking point

We give you the answers you need and solutions that work. The quality of your life will improve, usually without the need for you to start legal action against the person who is responsible for the bullying or discrimination. Contact us for more information.

3 Getting Professional Help

There are more advanced methods of search engine optimisation that we can help you with. Get in touch with us to find out more.

email support@eduka.com

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