

Writing for the Web

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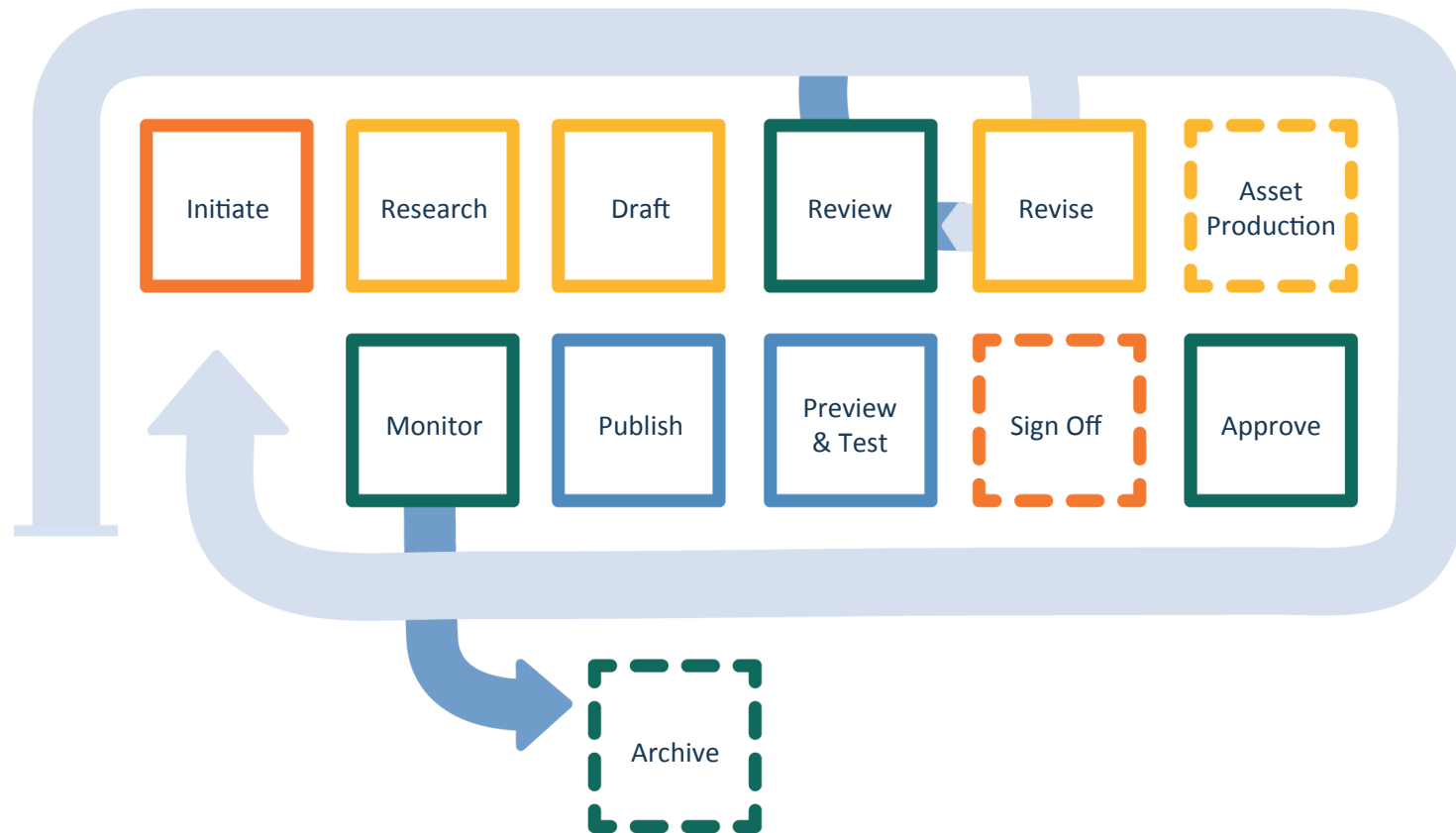
Agenda

- Process
- Content Strategy
- Best Practices
- Hope Practices

PROCESS

How we create content

Process



Process

INFLUENCER

Initiating & Consulting



AUTHOR

Creating



EDITOR

Guiding & Checking



PUBLISHER

Checking & Gatekeeping



Hope COLLEGE

STRATEGY

Thinking about your content

Strategy

- BRAND:
Who is Hope College?
- AUDIENCE:
Who is reading this?
- OBJECTIVE:
Why am I writing this?

Brand

A person's perception of his or her experience with Hope

- Promise
- Attributes
- Messaging

Brand

OUR PURPOSE:

- We speak and write on behalf of Hope College
- Our content must reflect who we really are

Brand

OUR PURPOSE:

- Drawn from our brand promise

“Hope College inspires students to be fully alive in mind, body and spirit through an exceptional liberal arts education and a community grounded in a vibrant Christian faith.”

Purpose

OUR PURPOSE:

- Students are our primary focus
- We're on their side, see their potential, draw out their best
- We use education and community

“Hope College inspires students to be fully alive in mind, body and spirit through an exceptional liberal arts education and a community grounded in a vibrant Christian faith.”

Audience

ASK

- Who is your audience?



Asami


Prospective student: A 17-year-old high school senior from Osaka, Japan.

"I want to study in the United States, but I'm worried I won't fit in or that it will be harder than I think."

SITUATION
Raised in the Buddhist faith, Asami is a bright student with plans to study biochemical engineering in preparation for future graduate studies. She needs to find work to help offset education costs and living expenses.

CONCERNS
She's scared to commit to living somewhere so foreign, and worried about feeling isolated and out of place, especially at a "Christian" school. English is not her first language, and she's afraid of failing her studies.

KIND • INTROVERTED • STUDIOUS • INQUISITIVE • FOCUSED

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Audience

ASK

- Who is your audience?
- What do they want or need?

Adam

Current Student: An 18-year-old college freshman from Ada, MI.

"I'm excited to be here and play on the soccer team. I'll figure out the rest as I go."

SITUATION

A natural athlete and skilled soccer player, Adam was recruited to the soccer team. He hasn't declared a major, but wants to get involved on campus. Vaguely interested in business, politics, or ministry.

CONCERNS

Diagnosed with ADD as a kid and a poor test-taker, Adam has never felt confident academically. He's still not really sure what he wants to do with his life.

FRIENDLY • OPTIMISTIC • IMPATIENT • ATHLETIC • INSECURE

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Audience

ASK

- Who is your audience?
- What do they want or need?
- How can you help them accomplish that?

Mark

Parent: A father of two from Cleveland, OH, his youngest daughter is a sophomore at Hope.

"She'll be alright. I just want her to know I believe in her and that I'm here to help if she needs anything."

SITUATION

Mark's daughter plays on the basketball team and is studying management, but she's having second thoughts about her major.

CONCERNS

His daughter has minor dyslexia and has sometimes struggled as a result. He's worried she's stressed and isn't getting the support she needs.

ENCOURAGING • SUPPORTIVE • CONNECTED

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Objective

ASK

- What are **you** trying to accomplish?
- What are the primary actions you want site visitors to take?
- What do you need to communicate?

BEST PRACTICES

Writing for the web

Reading on the Web

- We don't read, we scan
- We don't browse, we seek
- We don't finish, we act
- We don't trust, we judge

Easy to Read

- Short sentences, paragraphs, pages
- Simple, common language
- Write how you speak
- No unnecessary words
- Address your reader

Easy to Read

Example:

Graduates of accredited high schools and transfer students who have achieved a grade point average of 3.50 or above have an exciting and challenging opportunity available to them at Somesuch College. The Somesuch College Honors Program includes honors-by-contract courses and special activities, such as receptions, conferences, cultural affairs, and travel. Since the Honors Program is not a separate curriculum, the student may major in any Somesuch College one-year or two-year program and still participate in the Honors Program.

Easy to Read

Example:

The Somesuch College Honors Program is available for any incoming or transfer student with a GPA of 3.5 or above. This exciting and challenging program incorporates honors credits into any course. It also includes special receptions, conferences, cultural affairs, travel and other opportunities.

Easy to Scan

- Clear title
- Most important info first
- Break it up
- Lists, tables, accordions
- Signposts

Easy to Scan

Example:

Students who are members of the Honors Program and are enrolled in Honors course(s) will be eligible for a reimbursement of one-half of the in-county tuition for that course(s) paid by the Somesuch College Foundation. Students in the Honors Program are required to complete a minimum of 12 hours of honors courses with a grade of "B" or better, must maintain a 3.5 GPA, and must provide three hours of service to the college or the community per semester.

Easy to Scan

Example:

Honors students enrolled in at least one honors course are eligible for a reimbursement (50% of the in-county tuition) from the Somesuch College Foundation. Eligible students must:

- Complete 12+ hours of honors courses with a B or better
- Maintain a 3.5 GPA
- Provide three hours/semester of service to the college or the community

Easy to Act

- Meaningful links
- Clear calls to action
- Navigation & wayfinding

Easy to Act

Example:

To learn more about our philosophy honors program, [click here](#).

Easy to Act

Example:

Learn more about our [philosophy honors program](#).

Easy to Trust

- Helpful
- Accurate
- Up to date
- No broken links

HOPE PRACTICES

Writing for hope.edu

Voice

What is our personality?

- Confident
- Enthusiastic
- Encouraging
- Inviting
- Straightforward

Confident

WRITE LIKE THIS

Ranked 4th in the U.S. for research and creative activity, Hope College receives more National Science Foundation grants for undergraduate research than any other liberal arts college in the country.

NOT LIKE THIS

When it comes to research, we're one of the very best colleges in the country, right up there with MIT and Stanford.

Enthusiastic

WRITE LIKE THIS

Students at Hope are unusually happy with their education, and Holland ranks as one of the happiest cities in the U.S. All in all, Hope is a great place to be.

NOT LIKE THIS

Surveys and polls consistently rank the satisfaction of Hope students and Holland residents as higher than the national average.

Encouraging

WRITE LIKE THIS

If you're already proficient in one of the subject areas below, you may be able to test out of certain classes and earn college credit.

NOT LIKE THIS

Students who have had excellent preparation in one of the subject areas below may wish to register for the exam. Students who score at or above the cut-off level indicated on the chart will be granted credit toward their degree.

Inviting

WRITE LIKE THIS

As a student of biology, you'll get to apply what you learn through labs and research. This gives you the hands-on experience you need to thrive in grad school and career.

NOT LIKE THIS

The Biology Department combines lectures, labs and research opportunities to give students a comprehensive education that prepares them for graduate school and careers related to their chosen field.

Straightforward

WRITE LIKE THIS

If you're an international student, here's how to apply for admission:

- Complete the Common Application
- Pay the \$35 application fee
- ...

NOT LIKE THIS

In order to apply for admission as an international student, you must provide the following items:

- Completed Common Application
- \$35 application fee
- ...

Tone

- Audience-specific
- Context-aware

Audience-specific

PROSPECTIVE STUDENTS

- Be helpful, friendly, calm
- Answer quickly & clearly

CURRENT STUDENTS

- Be casual, clear, direct
- Spare non-essential details
- Help them get what they need & move along

Audience-specific

PARENTS

- Be kind & reassuring

FACULTY & STAFF

- Be clear & concise

PROSPECTIVE FACULTY & STAFF

- Be transparent & professional

ALUMNI

- Be celebratory & friendly

COMMUNITY MEMBERS

- Be friendly & welcoming

Context-aware

- Top-level landing pages
- Information pages
- Forms & transactional pages
- Blogs
- Emails
- Social media

Style

- Grammar
- Punctuation
- Spelling
- Other conventions

Style

RESOURCES:

- Hope College Web Style Guide (to come)
- *Associated Press (AP) Stylebook*
- *Webster's New World College Dictionary*
- Public Affairs & Marketing

Content Types

- Page title
- Headline
- Summary
- Body content
(including subheads, lists, tables, &c.)
- Calls to action
- Statistics

Other Considerations

- Non-text content
- Alt text
- Meta data
- Search Engine Optimization (SEO)

The image shows a screenshot of a Google search result for the term "Google". The search bar at the top contains "Google" and the search button. Below the search bar, there are navigation tabs for "Web", "News", "Images", "Maps", "Videos", and "More". The search results show "About 7,540,000,000 results (0.25 seconds)".

Callout boxes highlight the following elements:

- Top Callout:** Shows the Google logo, the URL www.google.com/, and the text "Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking ...". Below this are links for "Translate", "Sign in", "Google Maps", and "Google Videos".
- Bottom Callout:** Shows the "Google" title, the URL www.google.com/, and the text "Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking ...". Below this are links for "Translate", "Sign in", "Google Maps", and "Google Videos".

The main search result for "Google" includes:

- Title:** Google
- URL:** www.google.com/
- Description:** Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking ...
- Links:** Translate - Sign in - Google Maps - Google Videos

Other search results include:

- Google Drive - Cloud Storage & File Backup for Photos ...**
<https://www.google.com/drive/>
Get access to files anywhere through secure cloud storage and file backup for your photos, videos, files and more with Google Drive.
- Google Docs - create and edit documents online, for free.**
www.google.com/docs/about/
Google Docs brings your documents to life with smart editing and styling tools to help you easily format text and paragraphs. Choose from thousands of fonts, ...
- Gmail - Google**
<https://mail.google.com/>
Google-owned, web-based email service provides details of storage, options and links to related services.

On the right side of the search results, there is a "Knowledge Panel" for Google:

- Title:** Google
- Category:** Internet company
- Description:** Google is an American multinational corporation specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. [Wikipedia](#)
- Customer service:** 1 (650) 253-0000
- Stock price:** GOOG (NASDAQ) \$576.77 +3.00
- Mar 5, 10:17 AM EST - Disclaimer**
- Founded:** September 4, 1998, Menlo Park, CA
- CEO:** Larry Page
- Headquarters:** Mountain View, CA
- Founders:** Larry Page, Sergey Brin

Below the Knowledge Panel, there are "Profiles" for Google on Facebook, Twitter, and LinkedIn.

At the bottom of the search results, there is a section "In the news" with a link to "How Google's New Wireless Service Will Change the Internet | WIRED".



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Proofreading

1. Walk away
2. Double-check facts & links
3. Read out loud
4. Use a dictionary
5. Print it out
6. Read it backward
7. Ask for help



WRAP-UP

Resources

- Web Content Guidelines
- Brand Quick Guide
- Content Checklist
- Web Style Guide (to come)

Support

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