



## 2020 DRUPAL TRAINING

### Content Basics: Communicating Your Message

---

**Objective:** Make your webpage content effective and compelling.

In this workshop you will learn best practices when approaching your website strategy and writing your website copy.

*There are two goals for your webpage: Be **user-friendly** and be a **resource** for visitors.*

#### Get to Know your Page

- Purpose: “The Why.” Inform, engage
- What information do you have to include? What is optional? “color”
- What is your Call to Action?
- Who are you talking to? Parents, students, community members?
- What is the most important thing you want people to know or do after reading your page?

#### Page Strategy

**Overall:** It’s a good idea to visually break up your page: Use photos, video, testimonials, short paragraphs

**Headlines:** Use clear headlines that are concise and engaging

#### **Content:**

- Put the most important info at the top.
- Keep paragraphs and sentences short. Both are more inviting for readers.
- Use bullet points. Bulleted lists help with readability and helps users understand and store that information more easily. (Tip: turn a paragraph with items separated by a comma into a bulleted list)
- Use bold words—sparingly—to call attention to key terms and phrases.
- Use hyperlinks within page for ease of use.

#### **Writing Tips:**

- **Be you:** Talk to your reader, and use “you,” “we,” “our” where appropriate
- **Be compelling:** Ask yourself: Can I bring in emotion? Is my tone friendly?
- **Be concise:** Ask yourself: Is it relevant and necessary? Does it provide value to the user?
- **Be aware** of your word choices: Use words that your audience is familiar with. Using complex or internal jargon may confuse your reader.
- **Be consistent:** Stick with word choices throughout your pages and the site. (student)
- **Be careful:** Proofread your copy to make sure there aren’t any typos. It’s a good idea to have someone else look at the content, too, since it’s easy to overlook typos when you’re familiar with the content.
- **Be active:** Use active voice instead of passive (f.e. registrar’s program instead of the program of the registrar.)

#### **Writing Tips 2.0**

**Search Engine Optimization:** Here’s how to make your page attractive to search engines like Google.

- Include your most important keyword in the page title.
- Use your primary keyword(s) in the first sentence on the page
- Include common alternatives of your keyword throughout your content.
- Use geography with your keywords, if appropriate. (Moorpark, Oxnard, Ventura)
- Mention a few other key pages on your website and include links.

| Keyword Suggestions >                    |                             | SERP Analysis >                        |                                                                                                                                                  |                 |                 |
|------------------------------------------|-----------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| Keyword                                  | Monthly Volume <sup>i</sup> | Rank                                   | Title & URL                                                                                                                                      | PA <sup>i</sup> | DA <sup>i</sup> |
| website copy                             | 322                         | 1                                      | 7 Ways to Write More Engaging, Comp...<br><a href="https://www.wordstream.com/blog/ws...">https://www.wordstream.com/blog/ws...</a>              | 48              | 83              |
| website copywriting                      | 31                          | 2                                      | 6 tips for writing better website copy   I...<br><a href="https://blog.tbhcreative.com/2018/08/...">https://blog.tbhcreative.com/2018/08/...</a> | 24              | 38              |
| what is website copy                     | 11                          | 3                                      | 7 Important Tips That Will Improve Yo...<br><a href="https://www.hootdesignco.com/blog/h...">https://www.hootdesignco.com/blog/h...</a>          | 22              | 30              |
| copywriting                              | 26,856                      |                                        |                                                                                                                                                  |                 |                 |
| copywriting examples                     | 1,273                       |                                        |                                                                                                                                                  |                 |                 |
| <a href="#">See all suggestions &gt;</a> |                             | <a href="#">See full analysis &gt;</a> |                                                                                                                                                  |                 |                 |

| Keyword Suggestions >                    |                             | SERP Analysis >                        |                                                                                                                                                 |                 |                 |
|------------------------------------------|-----------------------------|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| Keyword                                  | Monthly Volume <sup>i</sup> | Rank                                   | Title & URL                                                                                                                                     | PA <sup>i</sup> | DA <sup>i</sup> |
| persuasive writing                       | 2,024                       | 1                                      | Persuasive   Definition of Persuasive by...<br><a href="https://www.merriam-webster.com/dic...">https://www.merriam-webster.com/dic...</a>      | 55              | 92              |
| persuasive definition                    | 1,331                       | 2                                      | Persuasive   Definition of Persuasive at ...<br><a href="https://www.dictionary.com/browse/p...">https://www.dictionary.com/browse/p...</a>     | 49              | 92              |
| persuasive essay                         | 6,279                       | 3                                      | PERSUASIVE   definition in the Cambri...<br><a href="https://dictionary.cambridge.org/us/dic...">https://dictionary.cambridge.org/us/dic...</a> | 44              | 93              |
| persuasive techniques                    | 1,904                       |                                        |                                                                                                                                                 |                 |                 |
| persuasive speech                        | 4,741                       |                                        |                                                                                                                                                 |                 |                 |
| <a href="#">See all suggestions &gt;</a> |                             | <a href="#">See full analysis &gt;</a> |                                                                                                                                                 |                 |                 |

### Future: Maintaining pages

- Check your pages monthly for updates, outdated copy and to check links.
- Set a calendar alert to remove dated events as they pass.

### Handy Resources:

Grammarly: grammar help

Hemingway: readability test

Power Thesaurus: synonym finder

Pro Writing Aid: grammar help and reference articles

Moz: SEO help (subscription required after free 30-day trial)

If you have questions, we're here for you. Please submit through our Wrike form. Use this form for submitting videos for closed captioning, too.