

Class 5: Writing for the Web

Class Agenda

Readability

Editorial Style Guides

Measuring Success

Readability

Our content should be at an **8th grade reading level or lower**. This makes it easier to read and scan.

Use:

- Short sentences & paragraphs
- Broken up sections
- Headings for structure
- Descriptive link text
- Bullets & numbering
- Numbers & symbols (5, %, \$)

Eliminate:

- Passive voice
- Redundant words
- Complicated words
- Jargon

Tools:

- PlainLanguage.gov
- HemingwayApp.com
- Rewordify.com

Editorial Style Guides

Editorial style guides include information on voice, tone, variations between channels, grammar, terms, and approved/unapproved topics and sources. They should be user-friendly and useful for content contributors.

Tips:

- Make a cheat sheet
- Give examples
- Update regularly
- Keep it focused on the audience!

Start with a common one — like AP — or other style guides you find online and modify as needed. If you have external freelancers or shareholders contributing content to your agency, put a cheat sheet on your site.

Measuring Success

Set **SMART goals** and **key performance indicators** (KPIs).

Track changes over time (pageviews, search terms, etc.) in Google Analytics. Check for search engine rank in an incognito search or through Search Console in Google Analytics. Note the interaction on social media and forms.

Specific
Measurable
Attainable
Realistic
Time-based

Homework

Complete:

- Editorial Style Guide
- Analytics Homework

Bring:

- Analytics Homework
- Laptop
- Content Inventory

Next class:

Content Makeover