Sandy Rushman
Topic Project
E-marketing Chapter 7 - Writing for Digital

My topic is writing for digital, which is a chapter from an e-marketing textbook. It's not the most interesting topic to learn about, but it's really important, so I want to try to make it more fun. Writing for digital includes everything from titles, subheads, call to action buttons, HTML formatting, SEO, and knowing your audience. These are all really important things to make a more successful website. I want to keep the information short and sweet, but still informative. I want to include examples and images, if applicable. There is a lot of information on this topic, but I'm going to try my best to pick the most important and make it as interesting as possible.

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Topic Project
E-marketing Chapter 7 - Writing for Digital
Research/Resources

Bootstrap Snippets
Panel
http://bootsnipp.com/snippets/featured/full-clickable-panel-heading
http://bootsnipp.com/snippets/featured/panel-with-tabs
http://bootsnipp.com/snippets/featured/panel-horizontal
Carousel
http://bootsnipp.com/snippets/featured/carousel-extended
Timeline
http://bootsnipp.com/snippets/featured/zigzag-timeline-layout
http://bootsnipp.com/snippets/featured/timeline-responsive

Outline of Book
7.1 Introduction
- Online copy must provide information to visitors, engage with them, convince them to take action, and stick to the brand. Quality content is king because there is so much information on the internet.
- In this chapter you will learn: The principles of writing for your web audience, which types of web copy are available to you, the basics of HTML for formatting online text, how to write for search engine optimization (SEO) and focusing on keywords, and the best practices for successful online copywriting.

7.2 Key terms and concepts
- above the fold
- active verb
- audience
- benefit
- call to action
- dynamic keyword insertion
- feature
- hypertext markup language (HTML)
- keyword stuffing
- mass customization
- meta data
- persona
- paid search advertising

- sender alias
- search engine optimization (SEO)
- search engine results page (SERP)
- tone of voice
- unique selling point (USP)

7.3 Writing for your audience
- Understand who you are writing for and know your audience
- Three questions you should ask: Who is my audience? What actions do I want them to take? What information do they need in order to feel confident taking action?
- Identify an individual and write as if you're talking to him/her
- This could be a persona which is a profile a writer creates that embodies the characteristics of the target audience the writer is writing for
- This persona comes from a profile of your readers
- Things to consider about your audience: Are they primarily male, female, mixture? How old are they? What are their other demographics and psychographics?
- More in-depth questions: How do they make purchasing decisions? Do they compare many service providers before selecting one? Do they make lists of questions and call in for assistance with decision making or do they make purchase decisions spontaneously based on a special offer?
- Digital copy can be structured to cater to more than one persona.

7.4 Types of web copy
- In order to communicate the intended message effectively, content needs to be:
    - Clear and concise
    - Easy to read
    - Well written
    - Well structured
- Short copy: call to action buttons, titles and subject lines, search adverts, social media
- Long copy: news releases, articles, emails, blog posts, advertorials, website

7.5 HTML for formatting
- HyperText Markup Language: foundation of documents on the web
- Basic HTML tags: bold, italic, underline, list, paragraph, line break (br), link, heading (h1), sub-heading (h2)
- These tags also help search engines identify the content on the page

7.6 SEO copywriting
- Key phrases are used in long and short copy
- With writing for digital, you are speaking to the audience and search engines
- Your target audience is likely using a search engine to find your content, so these keywords and phrases are important
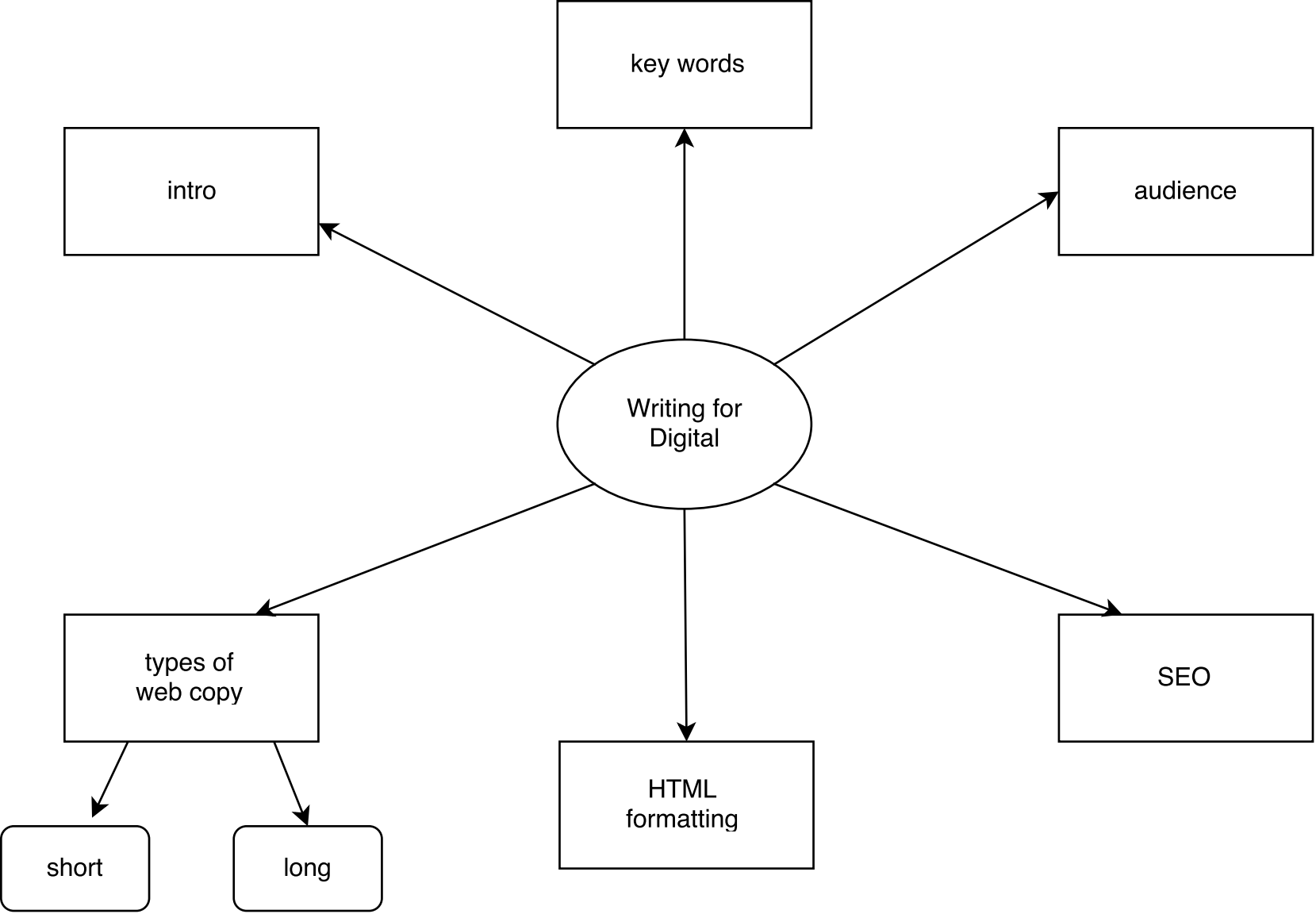- The meta description can also be used by search engines

- Keyword = single word, key phrase = more than one word
- It's important to know what people are searching for so you can give them what they need/want.
- You should be able to weave these keywords into your copy seamlessly, so the reader won't even notice.
- Usually a web page is optimized for three key phrases (up to 5, anymore and it's not effective).
- Some places to include key phrases: page title, page url, meta description, meta keywords, headings and sub-headings, on-page copy, links, images (alt text and title tags).

7.7 Best practices for online copywriting
- Does your copy convey a creative idea?
- Does the layout of your copy make it easier to read?
- Is your meaning clear and direct?
- Does the copy convey the features and benefits necessary to make your point (if applicable)?
- Will your readers clearly understand the content of your writing?
- Is the content of your message structured in a logical manner?
- Copy should also be creative, beautiful, and thought provoking and express an idea that grips your readers.
- On the web, readers tend to scan text rather than read every word.
- It should look easy to read and be easy to scan, Is it easy to scan?
- Use: clear and concise headings, bulleted and numbered lists, short paragraphs, bold and italics, descriptive links
- Language; tone, active voice, buzzwords, features and benefits
- Most important information should be at the top of the page

7.8 Tools of the trade
- www.harrymclaughlin.com/smog.htm - calculate reading level of copy
- www.flesh.sourceforge.net - java application that procudes the grade level and reading ease score of a document
- www.dictionary.reference.com
- www.thesaurus.com
- www.visualthesaurus.com

key words

intro

audience

Writing for
Digital

types of
web copy

short

long

HTML
formatting

SEO

topic	Writing for Digital
User goals	gain new knowledge, learn new skills
User characteristics	want to learn hands-on, want information quickly, want clear navigation
website goals	put the most important information in a simple, yet intriguing way that will make people want to learn about writing for digital
website message	the way you write your content can greatly improve your website

<table>
<tr><td colspan="3" align="center">OUTLINE</td></tr>
<tr><td colspan="2" align="center">heading and content</td><td align="center">element type</td></tr>
<tr><td>h1</td><td>Writing for Digital</td><td>banner/text</td></tr>
<tr><td>h2</td><td>introduction</td><td></td></tr>
<tr><td>h2</td><td>words to know</td><td>table/panel (maybe tabs or dropdown)</td></tr>
<tr><td>h2</td><td>your audience</td><td>boxes</td></tr>
<tr><td>h2</td><td>types of web copy</td><td>examples (maybe carousel)</td></tr>
<tr><td>h3</td><td>short copy (call to action buttons)</td><td></td></tr>
<tr><td>h3</td><td>long copy</td><td></td></tr>
<tr><td>h2</td><td>HTML formatting</td><td></td></tr>
<tr><td>h2</td><td>SEO copywriting</td><td>boxes</td></tr>
<tr><td>h2</td><td>Ask yourself (conclusion)</td><td>maybe timeline</td></tr>
<tr><td>h2</td><td>resources/links</td><td></td></tr>
</table>

Template Analysis Worksheet

- ➢ **TEMPLATE ANALYSIS FOCUS** ---
  - 1) Categorize Template Types

Choose a Template:

- 2) Match a Template features to your Content
- 3) Sketch the chosen template's breakpoint layout pattern
- 4) Create the Desktop layout wireframe with element labels and content descriptions

- ➢ **TEMPLATE TYPES**

  Look at this website for ideas about how to categorize Templates

  HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/

What do you **need** your website to do?   What Layout Fits Your Needs?

> The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

> Look past the color scheme and graphic treatment.

1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

Template Types / Categorizes	Example: description or mini-screenshot or link
Scroll/Single page	http://blackrockdigital.github.io/startbootstrap-agency/
Multi page	more traditional website feel - http://html5templatesdreamweaver.com/free/bootstrap-biz-1/site/index.html
Lots of features	http://shapebootstrap.net/item/1524960-multi-free-responsive-onepage-html-template/live-demo
Very simple	http://blackrockdigital.github.io/startbootstrap-freelancer/

> **CHOOSE A TEMPLATE**
> **2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT**
>   **ANALYZE YOUR TEMPLATE:**

> **HTTP://STARTBOOTSTRAP.COM/TEMPLATE-OVERVIEWS/CREATIVE/**

General Features	
Is it responsive?	yes
What is the navigation scheme?	fixed top bar
Can I rearrange the layout (is it in sections) ?	yes, it's in sections
What is the home page like?	hero image, large header text
What are the interior sections like?	simple, solid colors, sections for about, features, portfolio, etc.
Is all the content on one long scroll page?	yes
Other:	

MATCH THE TEMPLATE TO YOUR CONTENT LIST:

| List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
important stuff about your audience, facts about SEO copywriting	section with 4 columns with icons and simple headings
examples/images	portfolio section with images, hover with description
button to the pdf of the e-marketing book	section with heading and button

➢ **TEMPLATE LAYOUT PATTERN** --

3) Using the breakpoint sketch sheet -

Do a rough sketch of the **Breakpoint Layout Pattern**
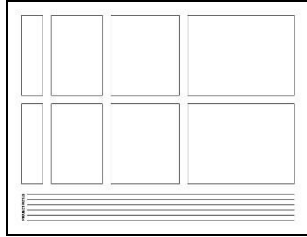
4) Wireframe the Desktop Layout.
Label each element with its Section Name & Content Description
(You can use Balsamiq for this)
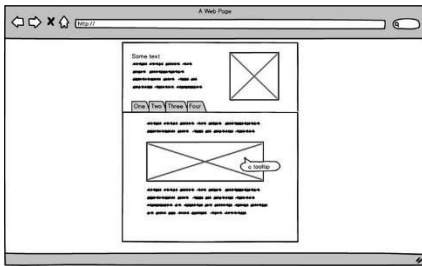
Topic User Analysis Worksheet

➢ **USER ANALYSIS FOCUS** ---

    1) User Needs and Goals: What are your website users looking for?

    2) User Characteristics: What are the behaviors and motivations of the User?

➢ **USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after**.**

Outcome:
A *measurable* change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.
From your Topic Survey determine:

You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.

User Outcomes	Website Features
List the **outcomes** your users want from your website. (Pick the most distinctive ones or the one they you most understand.)	Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome.
how to write for the web	Give the most important information, use subheads and break the information up so that it's easy to understand and the user doesn't get bored
why is writing for digital important to web design	Tell/show the user how this information relates to web design and how it will make your website better
what do certain words mean (SEO, long copy, etc.)	Give definitions (list, bold words - don't just put them all in a big paragraph)
how to make a good call to action button	Give examples of good call to action buttons or show how to make a good call to action button (what words work best)
examples	put helpful examples and pictures in because most people learn best from examples and

	not just a bunch of words that they don't really want to read

> ## USER CHARACTERISTICS

1) What are the motivations and behaviors of your Users?

2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

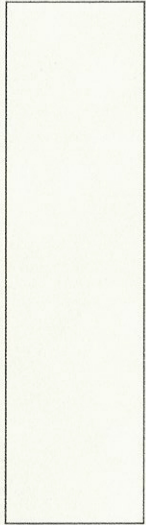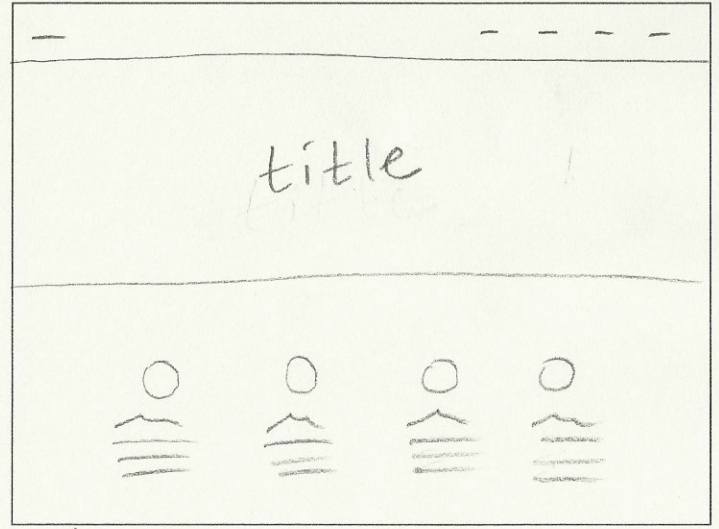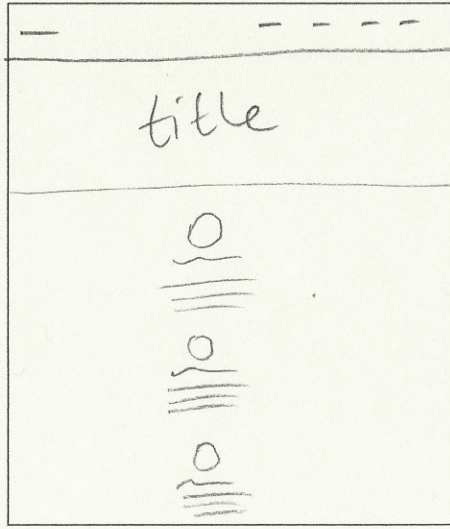| User Motivation	Website Approach
List user motivations	Match how this would influence your content design.
desire to gain knowledge	I will give them the most important information, make it easy to understand
have a job they love	Maybe if they learn something from my website, it can help them get the job they want
learn/improve skills	I want to show them how to write for digital, so they can improve this on their future websites

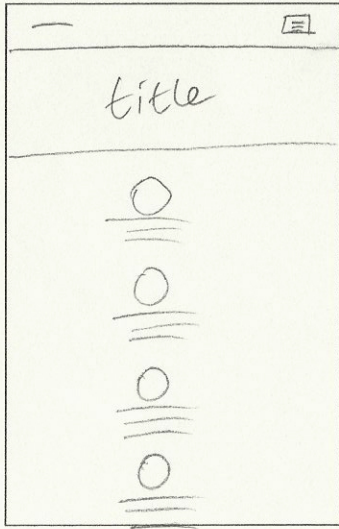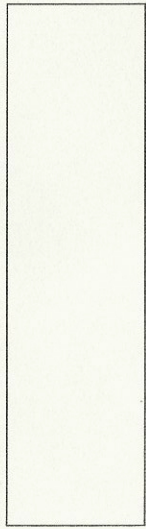### FROM THE USER PROFILES DETERMINE:

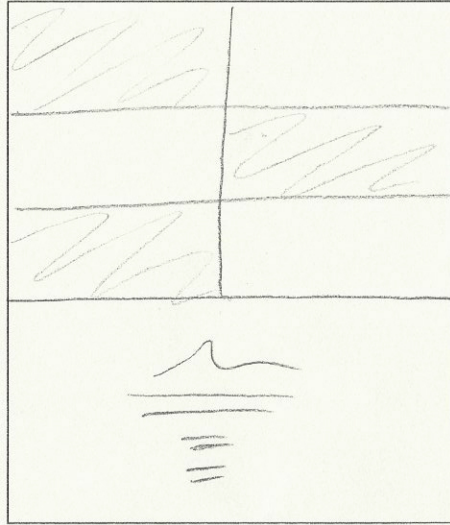| User Behaviors	Website Approach
List user behaviors	Match how this would influence your content design.
hands-on learning	show examples, pictures, make it easy to understand
hate slow websites	keep content to a minimum and make sure images are compressed
want to know where they are on a website and be able to find what they're looking for easily	have good, clear navigation and keep the content simple and organized

➢ **APPLY FINDINGS TO CONTENT PLAN** ------------------------------------

From The Worksheet Tables – place the information into your Content Plan
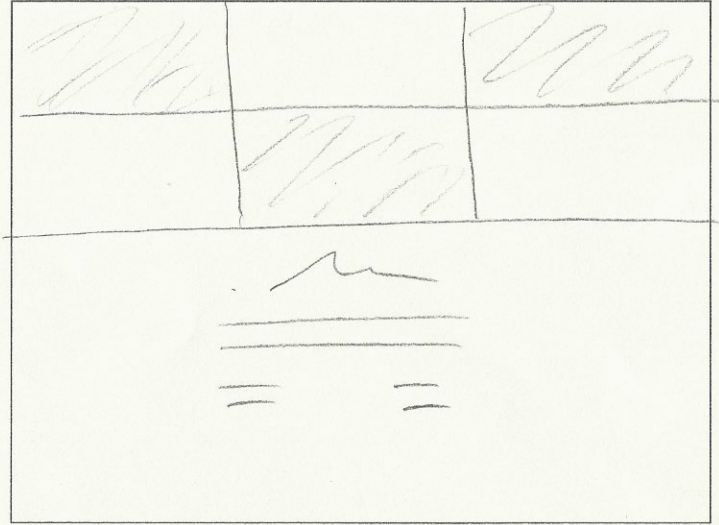
topic	writing for digital
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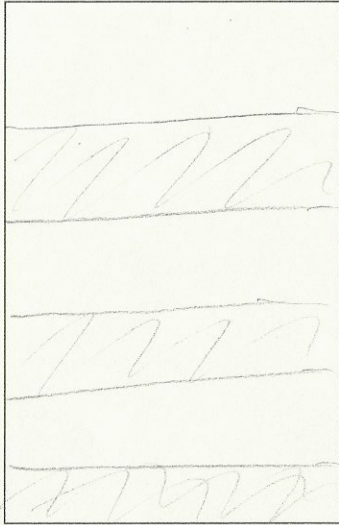
title

title

title

360 × 640

768 × 1024

1280 × 600

Writing for Digital

Some text

Introduction

aaaaa aaaaa aaaaa aaa aaaaa aaaaaaaaaaa
aaaaaaaaaaa aaaaa aaaaa aaa aaaaaaaaa aaaaaaa
aaaaaaaaaaa aa aaaaaaaa aaa aaaaaaa aaaaaaa aaaaaaaa
aa aaaaa aaaa aaaa aaaaaaaa aaaaa aaaaaaaa

Key terms

Key term	definition
word	definition
word	definition
word	definition
word	definition

Audience

☐ Some text   ☐ Some text   ☐ Some text   ☐ Some text

Types
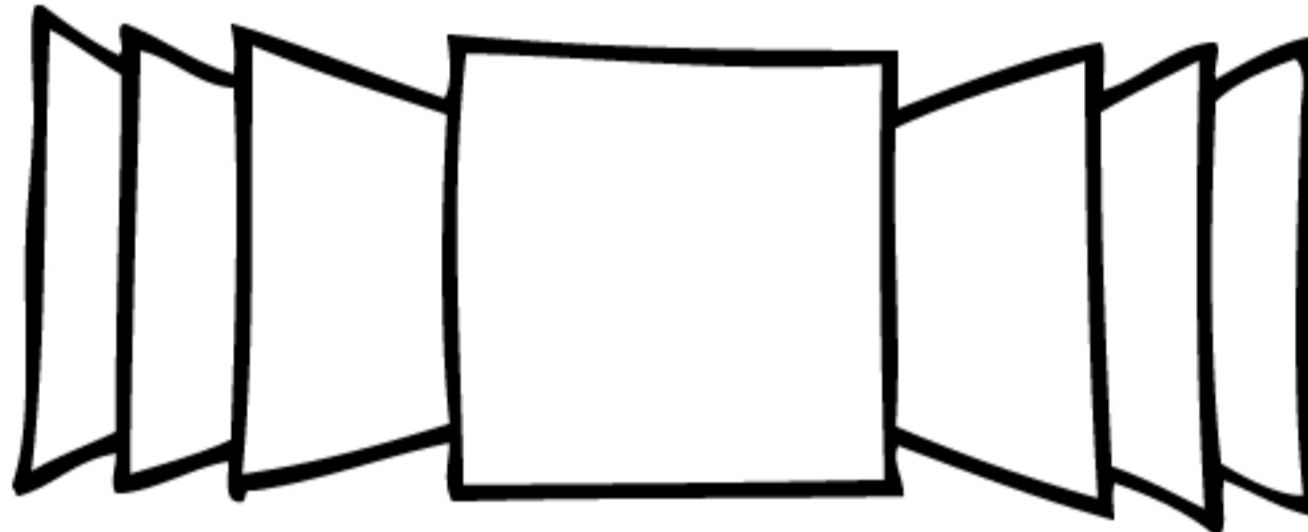
Introduction

aaaaa aaaaa aaaaa aaa aaaaa aaaaaaaaaaa
aaaaaaaaaaa aaaaa aaaaa aaa aaaaaaaaa aaaaaaa
aaaaaaaaaaa aa aaaaaaaa aaa aaaaaaa aaaaaaa aaaaaaaa
aa aaaaa aaaa aaaa aaaaaaaa aaaaa aaaaaaaa

Overview

Download Book

Button

E-MARKETING:
WRITING FOR DIGITAL

FIND OUT MORE

urdy Templates

templates are updated
rly so they don't break.

Ready to Ship

You can use this theme as is, or
you can make changes!

Up to Date

We update dependencies to keep
things fresh.

Made with Lov

You have to make your w
with love these days

CATEGORY
Project Name

clean   simple   **pink**   *cascade*