BELLEVUE COLLEGE

BUSINESS & PROFESSIONAL PROGRAMS

Developing Web Content

This course is designed for writers who want to learn how to create great content for web sites. Students will learn how to focus on the reader, plan and design content, write a content-rich home page, create focused, well designed pathway pages, and use effective headings, illustrations, and links to add interest and readability. Students will practice writing web content in class and on assigned projects.

Who should take this course?

This course is designed for technical writers, content specialists who write or edit for the Web, business owners desiring to create a web site, and those who simply want to understand the characteristics of effective web writing.

Course Objectives

- Explain the importance of writing content as a conversation.
- Explain how personas and scenarios define the major audiences and establish a site's goals.
- Identify the meaning and significance of content strategy.
- Recognize the characteristics and design elements of usable web sites.
- Develop the content, tone, and personality of an effective home page.
- Describe the purpose of, and then structure, an effective pathway page.
- Describe how headings, lists, tables, and illustrations can be used to enhance web content.
- Rewrite print articles so they are clear, concise, and effective as web content.
- Create content for a final web project, including a persona, a scenario for each persona, a home page, a pathway page, and a website article that includes headings, links, a list, a table, and illustrations.

Course Details

- Length: 15 hours
- Classroom Type: Lecture
- Prerequisites: None

  The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.

Course Contents

Explain the importance of writing content as a conversation.

- Seeing content as conversations started by site visitors.
- Making sure content answers site visitors' questions quickly.

Explain how personas and scenarios define the major audiences and establish a site's goals.

- Guidelines for listing website purposes and developing a plan to identify major audiences.
- Methods for gathering and analyzing data to create personas.
- Instructions on writing scenarios for each persona and make sure the content fulfills that scenario.

Identify the meaning and significance of content strategy.

- Definition of content strategy.
- How content strategy builds credibility through consistency.
- How content strategy keeps website uncluttered, accurate, and up to date.

Recognize the characteristics and design elements of usable web sites.

- Flexibility suggestions for universal usability.
- Color, space, and typography guidelines for usability.

Develop the content, tone, and personality of an effective home page.

- How to write headings and content using the readers' keywords.
- How to set the tone and personality with remarkable content.
- How to start major tasks on the home page.

Course Contents, continued

Describe the purpose of, and then structure, an effective pathway page.

- Purpose of a pathway page or landing page.
- How to create pathway pages that help site visitors scan, select, and move on.
- How to see pathway pages as tables of contents.
- How links and brief descriptions provide easy pathway-page navigation.

Describe how headings, lists, tables, and illustrations can be used to enhance web content.

- Provide easy navigation with useful headings using site visitors' words.
- Add scannability with short, bulleted or numbered lists.
- Compare information and answer questions by using tables.
- Add value to the conversation with illustrations.

Rewrite print articles so they are clear, concise, and effective as web content.

- Understand differences between print and Web content.
- Revise print articles for use on the Web.

Create content for a final web project, including a persona, a scenario for each persona, a home page, a pathway page, and a website article that includes headings, links, a list, a table, and illustrations.

- Create one persona and one scenario for a new web site.
- Create a mock-up of a well-designed home page using PowerPoint, Word, or Adobe software.
- Create a mock-up of a well-designed pathway page using PowerPoint, Word, or Adobe software.
- Write a website article that would link from the pathway page and includes meaningful headings, links, a list, a table, and at least one illustration.