



GRANICUS

Writing for the Web

Part 3 of the Community Engagement Picnic Series

Agenda Today

1

House Keeping

2

Speaker Introduction

3

Align on Goals

4

Know Your Audience

5

Write Content That Meets Those Needs

6

Questions



Granicus is Transforming how Government and People Connect Digitally

“Serving”
the public’s
needs &
interests since
1999.



“Connecting”
with
government-
provided
information and
services

Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console.



govCommunity

See additional resources and chat after the webinar



Chat

Your peers are in the chat. We encourage you to connect there!

Today's **Speaker**



Lyndsay Booth

Manager, Experience Practice
Granicus Experience Group



Words Are Hard.
But They're Important.



Content Is The *Only*
Essential Feature Of Your
Website



The crux is this: we are not our users. We are subject-matter experts. Many of us have spent our careers talking to users. But when we understand a subject intimately, the hardest part of writing is keeping our own perspective out of it. We can be blinded by how much we know and by how much we care.”

- 18F Team

Developing Effective Website Content

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

CONTENT

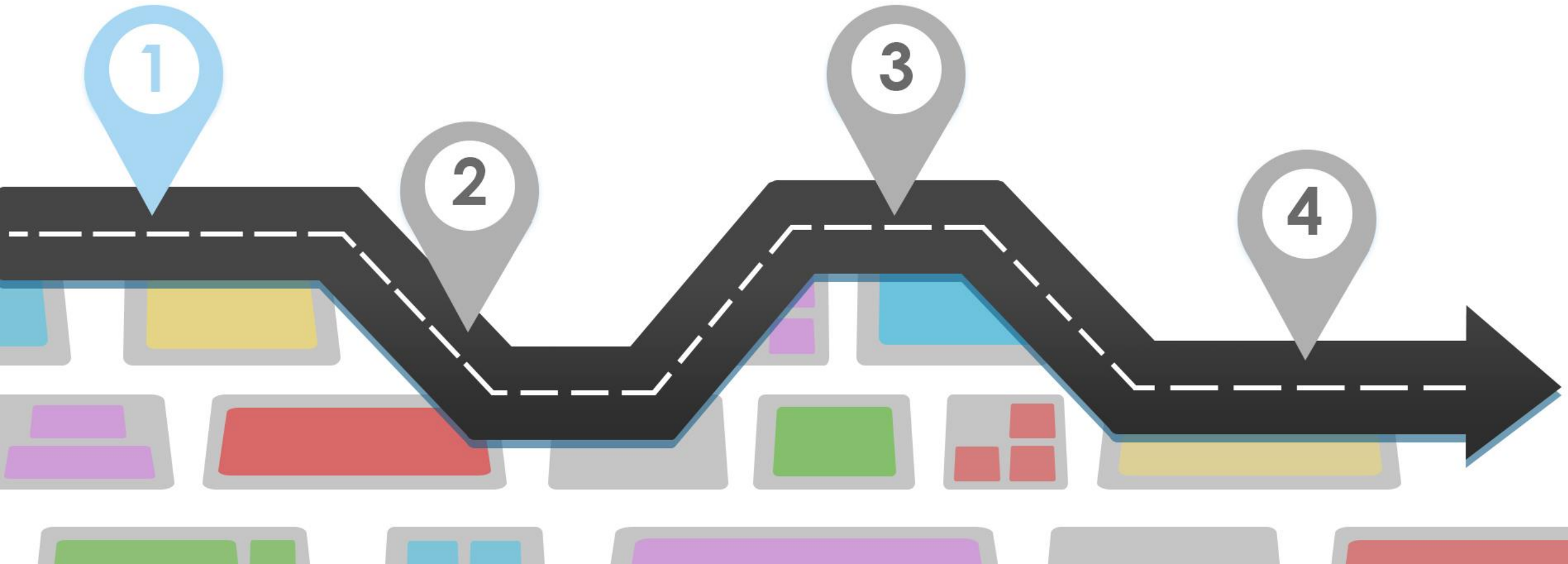
Access and create content needed at various touchpoints and phases of the journey.

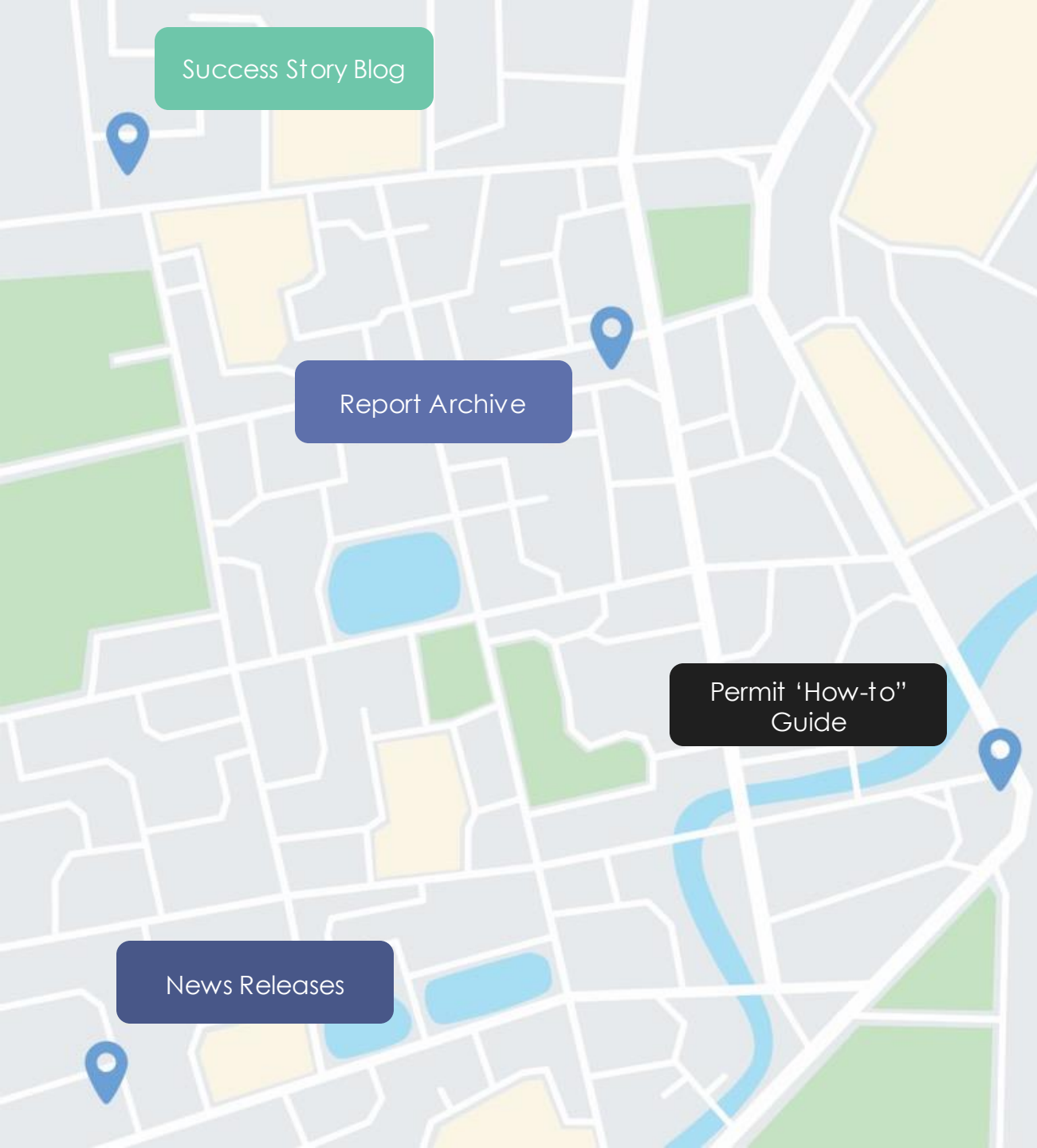


Know Where You Are Going

GOALS

Determine what success looks like. Align on measurement plan.





Know where you are going

- ✓ When developing a content strategy for a website, it is important to first align around a set of website goals.
- ✓ These goals should support your agency's overall goals and objectives.
- ✓ Aligning around website goals will help inform what types of content should be prioritized.

GOAL	OBJECTIVE
<p>The desired result you want to achieve.</p> <p>They are usually broad, long-term and should align with the organizations goals overall goals.</p>	<p>Defines the specific, measurable milestones that will assist with reaching your goals.</p> <p>Objectives should be S.M.A.R.T.</p> <ul style="list-style-type: none">• Specific• Measurable• Actionable• Realistic• Time bound (due date or deadline)






Poll

What color is this dress?



What Does Alignment
Look Like?

What Are You **Trying To Achieve?**

Goals	Performance Indicators
 <p>Educate the Public About Area History</p>	<ul style="list-style-type: none">• Increased traffic to the educational blog articles• Increased traffic to the educational worksheets and PDF resources• Increased inquiries from local schools and teachers about organizing field trips
 <p>Increase Visits to The Site</p>	<ul style="list-style-type: none">• Increased visits and ticket sales• Increased web visits from out-of-state users• Increased cross-promotion from local brands and attractions due to an overall increase in museum popularity
 <p>Increase Public Events at the Site</p>	<ul style="list-style-type: none">• Increased traffic to private event pages• Increase in inquiries to book agency venues for weddings and special events

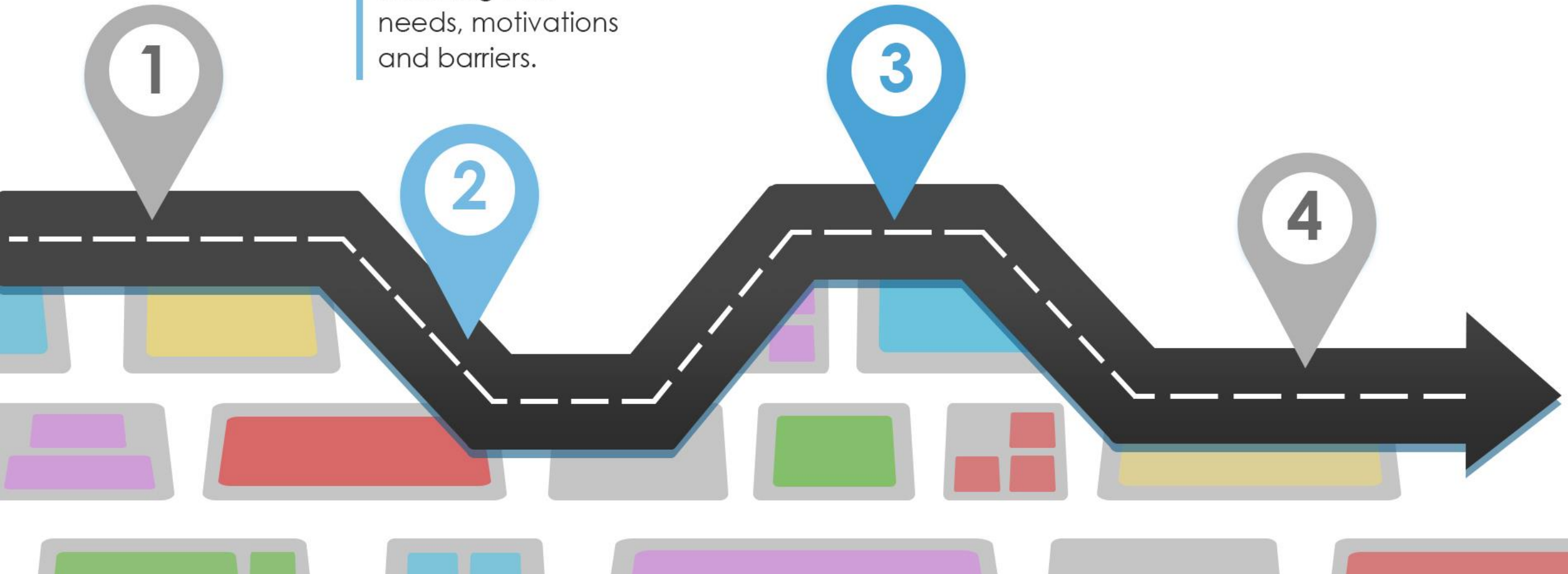
Know Who You Are Talking To

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.



Who Is Your Audience?

Who are they?

RESIDENTS & VISITORS



Land Owner

Easily obtain and manage their land rights

- Use the water rights query system to find their water right
- Submit a water rights application
- Submit a change application without any issues



Recreationist

Find out what they need to be able to legally recreate on land, maintain compliance with permits

- Easily get the right permit
- Understand when to go to Agency A vs Agency B
- Participate in educational programming

REGULATED INDUSTRIES



Lawyer

Understand laws, access new regulations online

- Comply with rules and regulations
- Get proper permits without an issue
- Complete inspections or trainings



Civil Engineer

Understand permitting requirements to legally operate, manage documentation online

- Comply with rules and regulations
- Get proper permits without an issue
- Complete inspections or trainings



District Admin

Obtain available funding for projects, assistance for implementing projects

- Apply for grants/loans
- Stay compliant
- Attend meetings/hearings
- Preserve and protect the natural resources in their community or jurisdiction

INTERNAL STAFF



Internal Employee

Update content across multiple channels, easily access content to help clients

- Keep website content up-to-date
- Don't treat website like an archive
- Follow brand guidelines and templates

What do they want?

What do we want them to do?

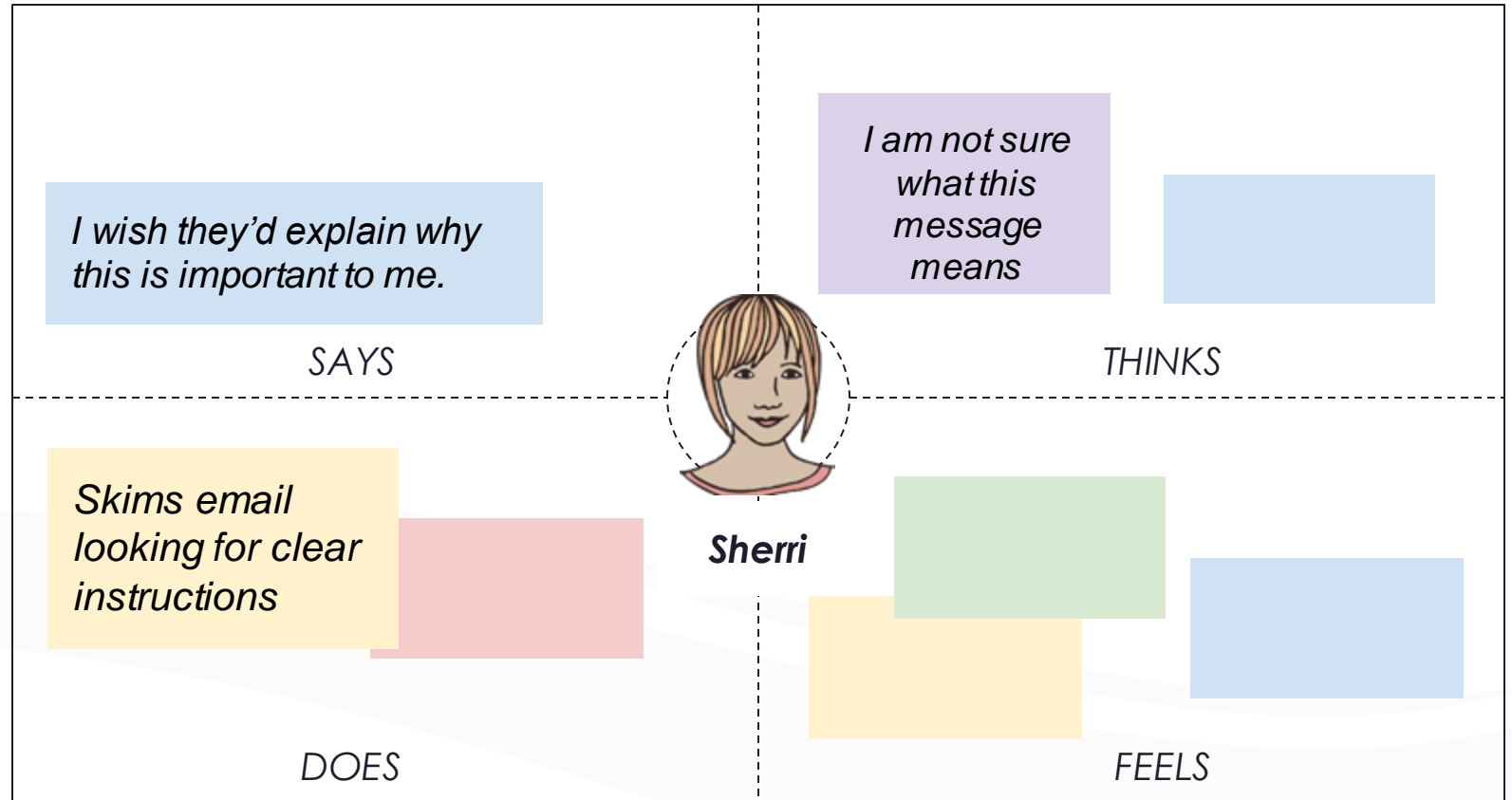




How Can You Get To
Know Them?

Gathering Audience Data

- Website behavior data
- Email engagement data
- Social media comments
- Interviews
- User Surveys
- Field visits
- Call/Service Center FAQs
- Academic research
- Empathy maps



Know What You Are Saying

CONTENT

Access and create content needed at various touchpoints and phases of the journey.



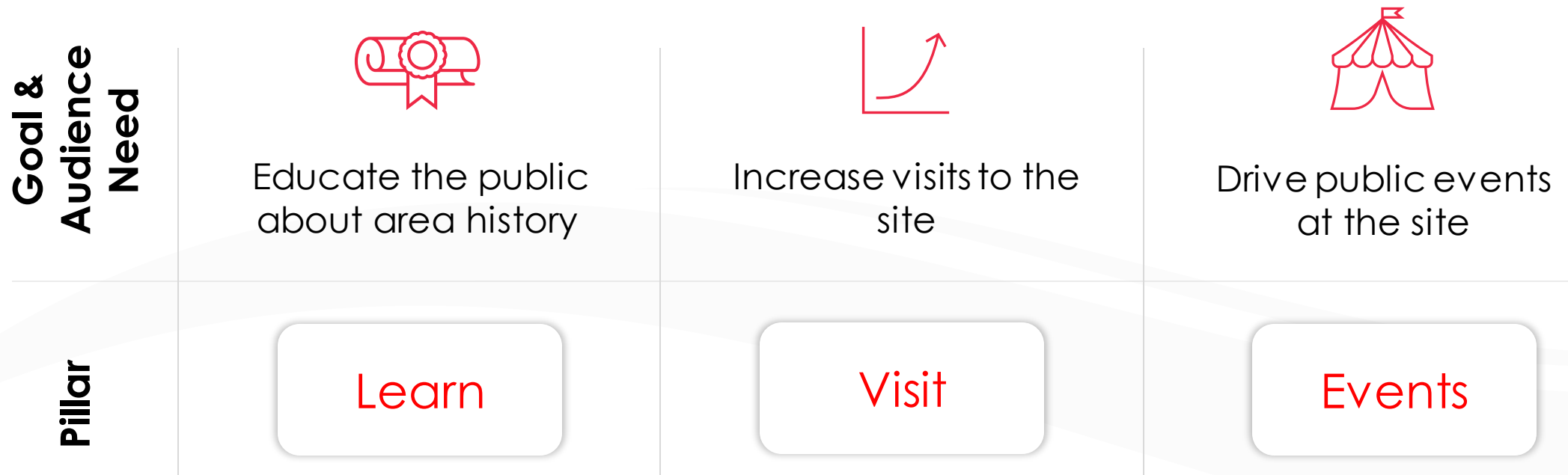


Now What Do You Write?

Content Pillars

Content pillars are the primary organizing themes for website content. They represent the high-level groupings of the information that your agency provides to its stakeholders.

Your content pillars should align to both your agency goals and your audience needs. These pillars usually align with the main and top link items of the website.



Every Piece Of Content Needs A Job

Identifying a purpose for content can help us make informed decisions about how the content should be written and displayed.



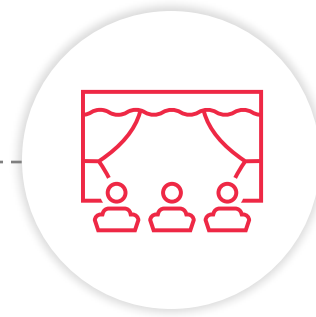
Persuade

Encourage the user to make a decision in our favor



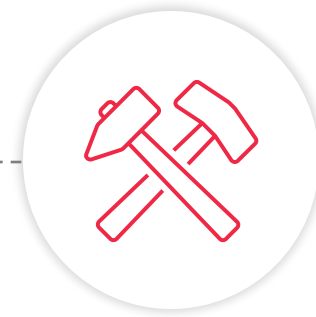
Inform

Provide reliable information on a specific topic



Entertain

Provide amusement or enjoyment



Empower

Provide the tools and confidence to complete a task on their own

Create A Content Strategy

	Visit	Learn	Events
What content lives here?	<ul style="list-style-type: none"> • Visitor Information • Private event Booking Information 	<ul style="list-style-type: none"> • Historical Information & Resources • Blog 	<ul style="list-style-type: none"> • Upcoming events • Special exhibits • Timely information
What are the primary jobs or purpose of this content?	<ul style="list-style-type: none"> • Persuade • Inform 	<ul style="list-style-type: none"> • Inform • Entertain • Empower 	<ul style="list-style-type: none"> • Inform • Persuade • Entertain
Who are the key audiences of this content?	<ul style="list-style-type: none"> • Travelers • Groups • Area Residents • Event Planners 	<ul style="list-style-type: none"> • Students/Teachers • History Buffs 	<ul style="list-style-type: none"> • Area Residents • Travelers • Donors

Rules For Actionable & Scannable Content

1

Focus on a single topic per page

If there are other topics related to your topic, write about them somewhere else.

2

Write a clear page title

The title should reveal exactly what the page is about.

3

Lead With Your Best Material

Get straight to the point—readers should know the most important information after reading the first two sentences.

4

Break up & organize content into digestible sections

Try to limit paragraphs to 70 words; use (short) lists whenever possible and (simple) tables where appropriate.

5

Write simple sentences

Your writing should be easy for a middle schooler to understand.

6

Focus relentlessly on your audience

Always think the user and if this is for them.

7

Cut unnecessary words

If it's possible to cut a word out, always cut it.

8

Address people directly

Use “you” to keep your writing conversational and help people figure out what applies to them.

9

Tell people what to do

Use verbs and imperatives (“download,” “send,”) and use lists for instructions (numbered when order matters).

10

Connect cause and effect

Links and buttons should say what they'll do and do what they say so that people know they got where they thought they were going.





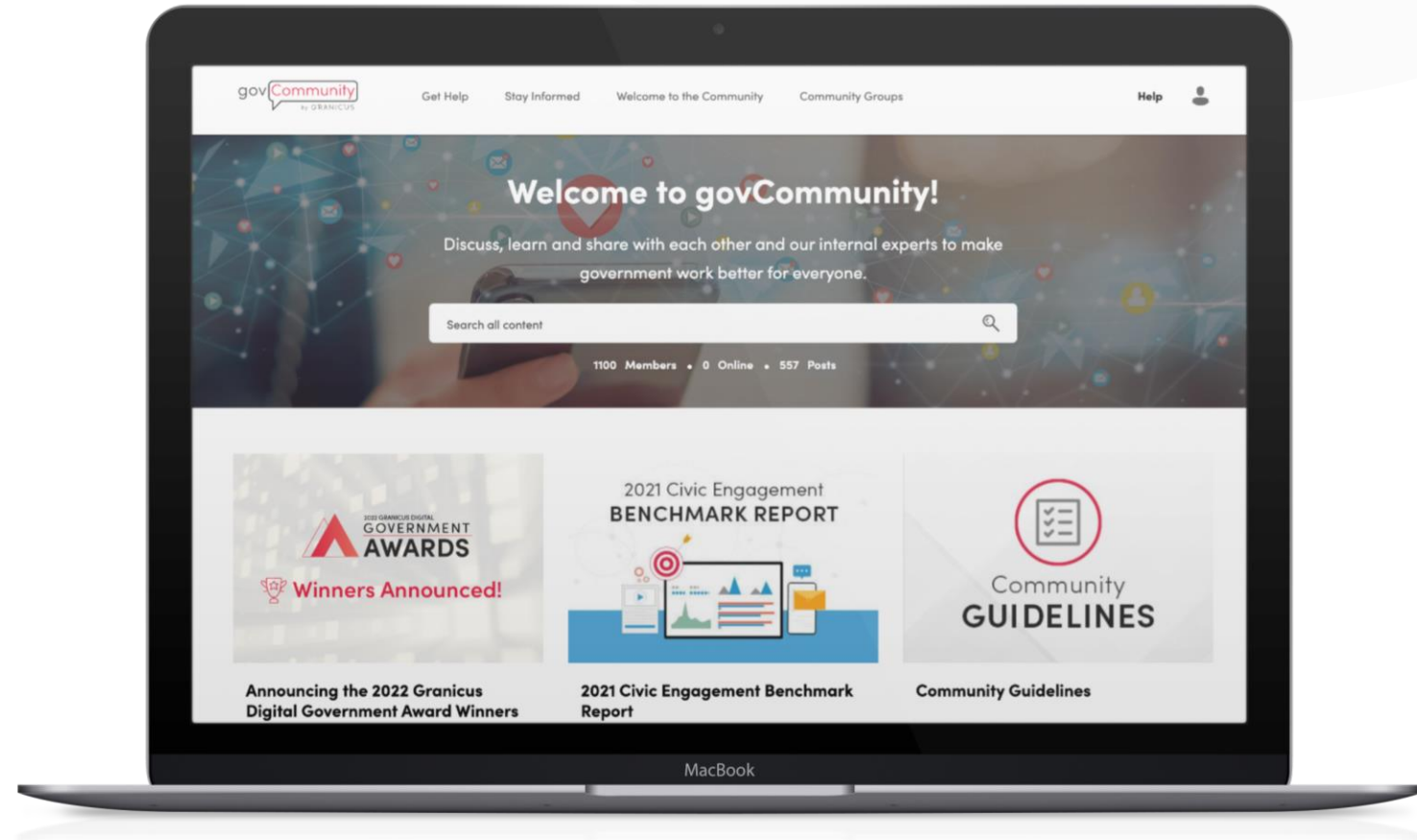
Questions?

Continue The Conversation

Hang out after class on govCommunity

- ✓ Access additional resources
- ✓ Ask questions about today's lesson
- ✓ Brainstorm ideas with your peers
- ✓ Share best practices

community.granicus.com





Thank you

Questions? Contact info@granicus.com