

# CREATING ENGAGING AND EFFECTIVE WEB CONTENT



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

Quality content is crucial when it comes to creating a great web experience for both users and search engines. This checklist will help you create web content that is audience focused, has a clear purpose and can easily be found by your target audience(s).

## STEP ONE: PLAN

- Outline who your target audience is and ask yourself the questions: What type of content is my audience looking for? What will they find interesting, relevant and useful?
- Define and assign a purpose for your content. Ask yourself: What do I want my audience to do?
- Establish a set of key messages you need to communicate and build your content around these messages.
- Tailor content for your target audience(s).

And planning will help you make it easy for users to...

## STEP TWO: UNDERSTAND

- 'Chunk' your content under appropriate and descriptive headings and subheadings.
- Use short sentences (15-20 words max) and short paragraphs (1-3 sentences max).
- Use your first paragraph to summarise what's on your page and then give the details in the content below.
- Use a warm and personal tone – don't be too formal. Refer to the University's Writing Guidelines: [www.newcastle.edu.au/mpr/resourcecentre](http://www.newcastle.edu.au/mpr/resourcecentre).
- Use bullet points where appropriate – they're great for users who scan.
- Use formatting sparingly – don't unnecessarily bold, italicise or capitalise your copy.
- Include related images and short videos – make sure you add a description.
- Try not to duplicate content or create unnecessary content. Instead link to existing relevant content.
- Review, proofread and test all content, including links.
- Use the accessibility checker to remove any 'errors' and ensure everyone can access all content.
- Use UoN's brand elements appropriately - refer to the University's Brand Guidelines: [www.newcastle.edu.au/mpr/resourcecentre](http://www.newcastle.edu.au/mpr/resourcecentre).

## STEP THREE: FIND

- Use at least one top heading (H1 tag).
- Include relevant and descriptive subheadings (H2 and H3 tags).
- Add a page title and page description.
- Copy should relate to your metadata.
- Add unique and descriptive alternative tags for images and videos.
- Manage and update your content regularly.

## STEP FOUR: ACTION

- If you have a task(s) for your audience, this should become your 'call(s) to action'.
- 'Call(s) to action' should be concise, prominent and displayed towards the top of a page, for example 'Apply online', 'Find a supervisor' and 'Register now'.

## STEP FIVE: SHARE

- Help drive traffic by including share icons where possible.
- Inspire and ask users to share your content by using the share icons.
- Be creative – think about opportunities for interaction and personalisation.

FIND OUT MORE

View the 'Writing for website guidelines' available at the Web Publishers Cafe on Blackboard Cafe <http://blackboard.newcastle.edu.au>

# CHEEKY CHECKLIST