



# Writing Great Website Content

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# Great Website Content

Worth a  
thousand  
words



## Photos

- can help people feel welcome
- add interest to a page
- need to be high quality
- should reinforce the text

# Great Website Content

**Blog Post: I Love Hanging Around UA Little Rock**







Our **university photo archive** can provide some great photos for your pages.

Let our office know if you need access to PhotoShelter and we can help get you set up.

# Writing Great Website Content

**1. Keep it short.**

# Writing Great Website Content

Jakob Nielsen (web usability expert):

Users have time to read 20-28% of the words on a webpage during an average visit.

# Writing Great Website Content



Writing for the web is not like writing a report, a letter, or an essay.

Web content must be **concise and scannable.**

**About**

- [Hours and Location](#)
- [Make an Appointment](#)
- [Meet the Staff](#)
- [Forms](#)

**Providing Quality Health Care and Wellness Promotion**

**Current Visit Options:**

- Telemedicine visits for symptoms of COVID-19 (such as coughing, fever, shortness of breath)
- In-person or telemedicine visits for all other health concerns

**COVID-19 Resources & Information**

**COVID-19**

- Telemedicine visits for symptoms of COVID-19 (such as coughing, fever, shortness of breath)
- In-person or telemedicine visits for all other health concerns

**Services**

- [Our Services](#)
- [Make an Appointment](#)
- [Eligibility & General Information](#)
- [Clinic Charges](#)
- [Women's Health Care](#)
- [Sexually Transmitted Infection Testing & Treatment](#)
- [Sexual Health](#)

Please note that certain appointment reasons do require patients to visit the clinic in person. When you call to schedule an appointment (501-916-3188), a healthcare provider will help determine the type of visit you need.

*Face masks are still required for all in-clinic visits.*

Health Services aims to improve the health and wellness of the university community by providing inclusive evidenced-based, quality health care and wellness promotion.

**Monkeypox Resources & Info**

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**Health Services does not respond to emergencies on campus**

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# Writing Great Website Content

## **Instead of:**

UA Little Rock is proud to have the unique opportunity to offer students the chance to work toward earning the only doctoral degree in criminal justice available in the state of Arkansas.

# Writing Great Website Content

**Say:**

UA Little Rock is proud to offer the only  
Ph.D. in criminal justice in Arkansas.

# Writing Great Website Content

**2. Use descriptive headings.**

# Writing Great Website Content

Break up text with descriptive headings so readers can easily find information they need.



# **(Campus Living) What to Bring With You to College page**

**The Essentials**

**Suggested Items**

**What NOT to Bring**



# Writing Great Website Content

**3. Use bulleted lists.**

# Nursing Program Options

- [Associate of Applied Science \(AAS\) RN program](#)
- [Associate of Applied Science \(AAS\) – LPN/Paramedic to RN program](#)
- [Bachelor of Science in Nursing \(BSN\)](#)
- [RN to BSN online program](#)

All program options offer the knowledge, skills, and attitudes essential to the competent nurse and are taught in settings ranging from the classroom, campus skills laboratories, area hospitals, outpatient, online, and other healthcare facilities.

# Writing Great Website Content

**4. Add keywords.**

# Writing Great Website Content

Include words commonly used to describe your topic – words that people are likely to search for or “Google.”

## Campus Life

Greek Life – fraternities and sororities

Student Government

Student Organizations

Campus Recreation



# Writing Great Website Content

Always keep in mind - quality content that helps people:

- **find answers**
- **get information**
- **solve problems**

# Writing Great Website Content

**5. Use active voice.**

# Writing Great Website Content

Use active rather than passive voice.

**Instead of:**

In-person or online learning is available to students.

**Say:**

Students can learn in-person or online.

# Writing Great Website Content

Even better – adopt a more reader-friendly tone and address your audience:

- **You can learn in-person or online.**
- **We offer you flexible learning options.**
- **Get to know us. Schedule your campus visit today.**

# Writing Great Website Content

- 1. Keep it short.**
- 2. Use descriptive headings.**
- 3. Use bulleted lists.**
- 4. Add keywords.**
- 5. Use active voice.**



# Writing Great Website Content

Create quality content that helps people:

- **find answers**
- **get information**
- **solve problems**

## Resources

- Checklist for Plain Language on the Web:  
[www.plainlanguage.gov/resources/checklists/web-checklist/](http://www.plainlanguage.gov/resources/checklists/web-checklist/)
- Writing for Web Accessibility:  
[www.w3.org/WAI/tips/writing/](http://www.w3.org/WAI/tips/writing/)

# Writing Great Website Content

**Bonus Tip:**  
**Read aloud**

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# Writing Great Website Content

Reading your writing aloud helps you:

- determine if content is too long
- see repetition
- find errors in sentences

Questions?

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UA  
LITTLE  
ROCK