Writing for websites and search engines

What websites do you like and why?

This is useful to help you think about the ways in which people read and experience websites. It might be because of that the website helps you to do, how it looks or how easy it is to use.

Who do you want to come to your website?

List the groups of people or other stakeholders who might come to your website.

User needs statements

Write as many statements as you can in the next few minutes. This can be useful to do with others if you have staff or volunteers who can help.

As a [who are you?]

I need [what do you need to do?]

So that [why do you need to do this. what is the purpose?]

As a…

I need…

So that…

As a…

I need…

So that…

As a…

I need…

So that…

Writing alt-text

Write a brief description of this image for your website for people that cannot see it:

Thanks for taking part today. Book one-to-one time with us if you need help with anything we have covered today.

Next week: Planning your website. You will also be logging in and adding content to your website.