

BEST PRACTICES FOR WEB CONTENT

It's About Your Audience, Not You

In many ways, your website is not for you. It is for those who come to visit your site. Thus,

Keep Content Fresh

Not only is it good for [search engine optimization](#)

“Ford to City: Drop Dead!”

This is one of the most memorable tabloid headlines, courtesy of the New York Daily News about the President Ford’s decision to deny New York City needed emergency funds. A good headline captures your attention and makes you want to stop what you’re doing and read the article that accompanies it.

Web headlines (as opposed to a newspaper headline) present a unique conundrum. On the Web, headlines are often displayed out of context. The reader is searching for your content usually from a crowded Web page or from a page full of search engine results. So unlike a newspaper where articles are often accompanied by images that can describe an article, a Web header has to

Tools at Your Disposal: Bullets, Subheads, Etc.

There are a variety of tools in your editorial arsenal to make content on a Web page visually compelling, grab readers' attention (especially those who might otherwise not be interested), convey salient points immediately, provide visual relief and entice a reader to stay on your page.

- Bullets or lists
- Subheads
- Callouts (aka [pull quotes](#))
- Diagrams, photographs (images), screen shots, etc.
- Multimedia: slide shows, audios, interactive features, etc

This Video Is About?...

When posting a video, audio, etc., include a brief caption or paragraph to describe what readers can expect to see or hear. Don't make the reader guess or work to find this out.

Tell Me a Story

In many ways, websites carry on the great tradition of books, journals, magazines, newspapers, etc.: they are designed to tell a story. Whether it's your personal blog or the Yeshiva University site, all the pages combined on a website leave readers with definite impressions and images of yourself or the organization you are writing for.

Keep this in mind as you craft your content for a website. Not every page you write could be fascinating or filled with creativity. But where such opportunities exist, use content to create positive impressions that readers will carry with them as they navigate through your

site. YU is a living, active hub. Your challenge: to make your content just as dynamic and relevant. If you need help in achieving this, please email emaildev@yu.edu