The SUNY Center for Professional Development is pleased to present:

Writing for the Web and Maximizing Content for Use on the Web

Presenter: Suzanne Wayne, Coordinator of College Relations, Penn State College of Education

The Web has become an extremely important communications tool. Students, alumni, faculty, staff, and other university partners rely on the Web as their initial-and sometimes only-source of information. It is crucial that our Web sites have the necessary information for each of these important audiences. Web usability experts suggest that Web content should be 50% shorter than printed content to increase readability and reader retention.

In this workshop, we will discuss how to keep Web content concise while retaining the important information users are looking for. Designed specifically for higher education professionals, this workshop will help you understand the writing style that works best on the Web.

We will also discuss strategies for repurposing content for Web delivery. How do you repurpose, convert, and then maximize your printed content for the Web? How do we communicate so much more information with less content? Suzanne will lead us in answering these questions.

This is an Introductory level workshop for anyone interested in communicating their Web site message more effectively. Participants will leave with strategies to help produce appropriate Web content themselves or support communications staff in this endeavor.

Topics to be covered include:

- Writing in a concise style for the Web, with a review of standard grammatical issues
- Cutting content while retaining meaning
- Organizing your site for ease of management
- Labeling your information and writing clear links
- Knowing your audience and your purpose
- Fitting your site into a larger communications plan
- Converting printed content to the Web
- Knowing what to avoid
- Writing for search engine placement
- Finding already existing content that can be repurposed for the Web

Date: Friday, April 11, 2008

Time: 9:00 am—4:00 pm   *(Continental Breakfast 8:30 am)*

Location: SUNY Center for Professional Development, East Syracuse, NY

Cost: CPD Member - $210   CPD Non-Member - $250

CPD and ITEC Points can be used for payment.

Register Online at: http://www.cpd.suny.edu

Questions? Email or Phone: info@cpd.suny.edu / (315) 233-3052 ext.112

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