

Writing words for you website

Getting people to listen and
connect with your non-profit



Why are we here?



WRITING WORDS FOR YOUR WEBSITE



Avoid

Most common content creation traps



Discover

Top 3 Mistakes that are turning people and Google away from your website



Tools and Tips

How to review & tweak content. How to avoid content creation pitfalls.



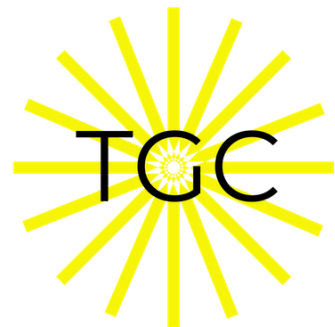
Make an impact

Engage your audience, create a content plan, and increase your online visibility.

Meet your presenters



Martina Grossi
Founder - The Global Curious
Copywriter - Digital Services Lab



Bel Temby
Director - Digital Services Lab



Meet Digital Services Lab 04

CULTURE

Every action we take is an opportunity to be more ethical, sustainable and socially just.

MISSION

Do great work for the greater good helping clients to inspire, engage and connect with audiences.

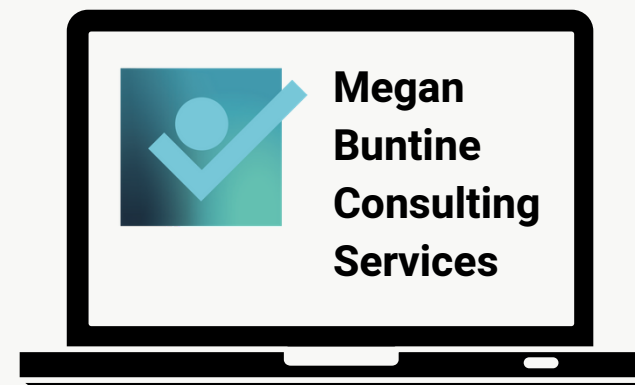
SERVICES

- Web Design and Development
- Website Care and Security
- Search Engine Optimisation Services
- Analytics Dashboards
- Graphic Design
- Email automation and template development
- Consulting
- Bespoke software solutions



Meet some of our clients

05



POLL!!

POLL!!

POLL!!

BEFORE WE WRITE WORDS FOR OUR WEBSITE

There are some things that we SHOULD be aware of....

KNOW YOUR AUDIENCE

- Who are they
- Where are they
- How old are they
- What are they going through

WEBSITE

- Needs to work
- Be well designed
- Be useful
- Easy to navigate

ALLOCATE RESOURCES

- People
- Time
- Budget

PLAN

- What
- Why
- When
- Who
- Set some goals

TRACK

- Understand your baseline data
- Track what you are doing is working

WHO IS THE BEST PERSON FOR THE JOB?

Are they within or outside of your organisation? Who is your second set of eyes?



DON'T BE AFRAID

TO BE CREATIVE



KEY DIFFERENCES FOR WEBSITE CONTENT



Main pages

- Home, About, Contact & Service pages often contain static content
- Still written with flare and updated as needed
- These are the trusty pages that help people understand what you do and if you are a good fit for them



Blog

- Categories of information
- Go deep into subject matter
- Have fun
- Formal and informal
- Talk to audience groups
- Endless content opportunities
- Endless SEO opportunities

INTERVIEW WITH MARTINA



POLL!!

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POLL!!

KEYWORDS | KEY PHRASES

01

WHAT IS A KEYWORD?

A keyword or key phrase are the word or sentence that people type into Google (or other search engines) to help solve their problems.

02

WHY IS IT IMPORTANT?

If you can articulate what you do using words or phrases that people use in search you have a much stronger likelihood of ranking (or showing up) for those terms. i.e. being found online

03

WHERE CAN WE DO OUR RESEARCH?

Free: <https://ads.google.com/>
Paid: <https://www.keysearch.co/>

04

HOW DOES IT WORK?

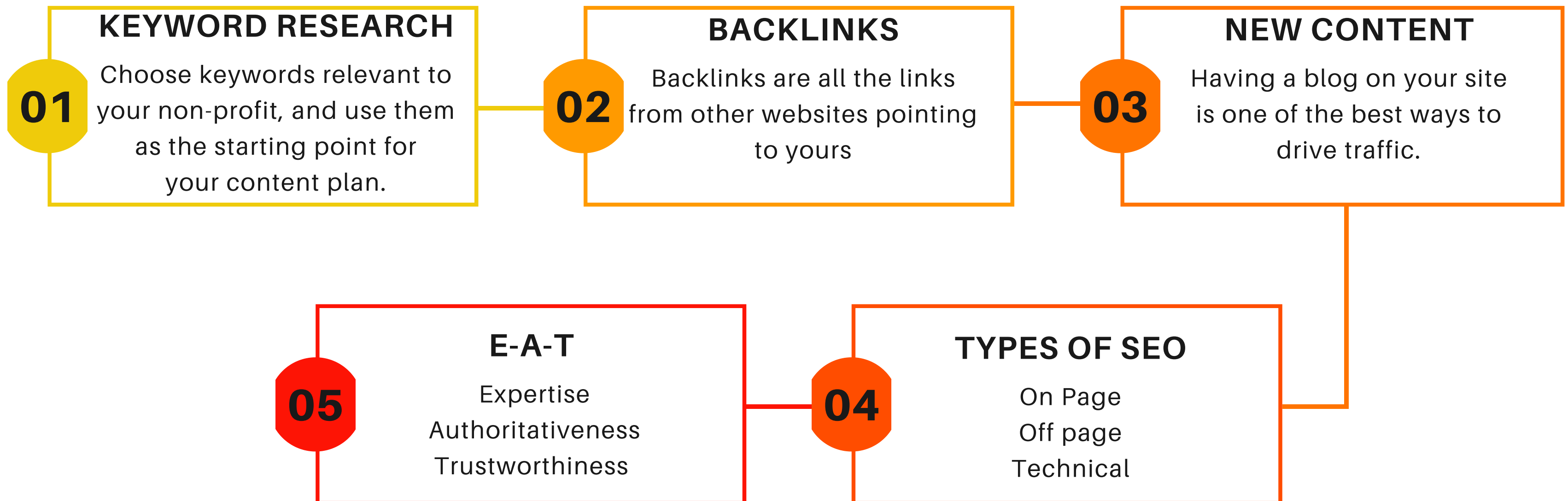
You type in what you think people are searching for. The tool will return the results (the volume) of search AND you can see if it is competitive. It will also suggest similar terms.

05

JUST USE DATA

Like we use data for getting a grant or opening a non-profit we must use data to understand:
a) how people are using the web
b) how our website is solving those problems

How can you improve your ranking in search engine results pages ?





Wrap up and a gift for you

ENGAGE- INSPIRE-CONNECT

Offer: Email me for a link to book in a free one-on-one half hour content brainstorm session OR to review the words on ONE selected page of your website. Only available for the first 20 organisations.

Everyone who emails me will get a content audit checklist to help you review the words on your website.

email: bel@digitalserviceslab.com.au

Expires: Wednesday 6th October 2020



**DIGITAL
SERVICES
LAB**

