

BEST PRACTICES FOR WEB CONTENT

Creating great website content is easier than you might think! Even if you're working in a field that most consider stuffy or technical, it is not impossible to produce content that is interesting and highly engaging. No matter what kinds of events or services your department offers, you can't afford to be boring if you're looking to spread awareness and increase enrollment. If you want to make sure your event and/or services stand out amongst the crowd, please review this document to take your web content from dull to exciting.

Sources: buffer.com/resources/the-ideal-length-of-everything-online-according-to-science?utm_campaign=weekly_digest
[10 Ways to Improve Web Content \(pdf\)](#) - BU Marketing & Communications

BEST PRACTICES WEB CONTENT

TWEET LENGTH » 100 CHARACTERS

Get a 17% higher engagement rate, 71-100 words get more retweets since they allow people to add their own commentary.

FACEBOOK POST » UNDER 40 CHARACTERS

More engagement with posts, including likes. If you can't keep it to 40, at least keep it under 80. Less than 80 character posts receive 66% higher engagement.

HEADLINE » 6 WORDS

First and last 3 words count most. If you want the whole thing read, keep it to 6 total.

TITLE TAG » 55 CHARACTERS

This is the line that shows up in Google results. They can get cut off with an ellipse so short and clear is best.

SEMINAR » 18 MINUTES

BLOG POST » 7 MINUTES TO READ

1,600 words tops, more like 1,000 if there are photos/graphics.

EMAIL SUBJECT LINE » 28-39 CHARACTERS

Timely, useful information or information the reader needs to know gets the best opens. Reminders, exclamations, sales, and help content get the lowest open.

VIDEOS

Always capture attention in the first 5-10 seconds regardless of the style. Start with information you want them to know or something to hook them, then give your name later (or give your name/title in a text overlay). Example: bu.edu/ar/2013/saturno/

Videos that have someone speaking and also show what they are speaking about work better—mixing up content keeps attention. For example, if a professor is talking about melting icebergs, show them speaking then switch to a shot of melting icebergs.

Example: bu.edu/buniverse/view/?v=I8Qmv1C

Entertainment videos are in the 30-second range.

Business videos are 2-3 minutes max. Business videos should make people want to learn more about us on their own. The videos should engage and excite. It shouldn't be the only way to get important content.

Subject/course matter: 6 minutes.

BEST PRACTICES

CONTENT WRITING

1. MAKE IT VISUAL:

The saying, "A picture is worth a thousand words" holds particularly true with web content. Even the most tedious information and data can grab a reader's attention if it is organized into a compelling visual chart, graph or image. Rather than explaining complicated information in lengthy paragraphs, consider an infographic. An infographic uses pictures, images, charts, graphs and other visual elements to present information and data. Infographics are an effective way to help your readers visualize and quickly understand complex concepts.

Outside of infographics, images make all the difference in a person's willingness to read your content. Fortunately, you don't have to be a professional photographer to add images to your event materials or website content. There are dozens of free and high-quality stock image sites you can take advantage of, like Pexels, Unsplash, iStockPhoto, and Shutterstock.

No matter what you do, make sure any images you include in your content are high-quality – there should be no blurring or odd proportions – and relevant.

2. DIG DEEPER TO VERIFY FACTS & STATISTICS:

It's easy to fill your writing with general statements. It's much harder, however, to go to the source and find relevant, solid statistics to back up your claims. This is one simple way to beef up your content writing.

Today, it's easier than ever to find quality statistics for any industry you're involved in. A simple Google search with the word "statistic" at the end will reveal thousands, if not millions, of hits. Before you go plugging them into your content, however, you need to know how to determine what is a high-quality source and what's not. One fantastic, 100% trustworthy tool for determining this is Alexa.

Alexa is an Amazon subsidiary that allows users to access traffic and rank estimates based on mass browsing behavior. Alexa's ranks are updated daily and the tool offers a quick view of sites that are high-quality and sites that are low-quality – the lower the site ranking number, the better it's doing online.

To use Alexa, just head to [Alexa.com/siteinfo](https://www.alexa.com/siteinfo), and type in your target URL. If it ranks over 100,000, it's a high-quality link that you can include in your content.

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CONTENT WRITING

3. TELL A STORY:

Storytelling is an easy way to bring your events and/or services to life. Stories and anecdotes not only make your content more compelling; they also give you an opportunity to connect with your readers. Stories can go a long way in helping you draw in visitors and increase enrollment within a class, program, or event.

4. ADD EXCITEMENT:

Use dynamic, attention-grabbing words to convey what your event has to offer. Instead of using bland language or complex technical jargon that most readers will glaze over, use everyday language that engenders trust and makes your readers (and potential attendees) feel comfortable with your department.

5. KEEP IT CURRENT:

Nothing will turn a visitor away from a website or an event faster than outdated content. Regularly review your materials to remove old and irrelevant information. If you feature blogs and articles on your site, aim to produce new content on a weekly or even daily basis. Publishing articles that cover hot topics in the news or on social media channels is a great way to attract visitors, establish authority and keep readers coming back to your site.

Sources: expresswriters.com/how-to-improve-your-content-writing/inc.com/young-entrepreneur-council/6-simple-ways-to-improve-your-web-content.html