

A Dozen Ways to Win with Your iWriting

Copyright © 2010 and presented by

Jim Haynes

APR, Fellow PRSA

QuickSilver Interactive Group, Inc.

June 14, 2010

With thanks to

Jeannine Lee, APR

QuickSilver Interactive Group, Inc.

www.qsigroup.com

Why improve your iWriting?

Even in a world of Twitter, Facebook and E-mail, it's what leaders say and how they say it that determines how successful, influential, inspirational, and motivational an individual can become.

People are inspired by words well spoken, motivated by words put to good use, and influenced by stories that teach important, relevant lessons.

--Jim Lukaszewski (loo ka SHEV skee)

The Lukaszewski Group Inc.

www.e911.com

Purpose

- The Internet has not changed our purpose as communicators
 - Write clean, clear, brief and concise copy
 - Write with the audience in mind
 - Write content with a purpose
 - Motivate
 - Inform
 - Educate
 - Entertain

iWriting style

- Is iWriting really that different?
 - YES
 - Information presented in short bursts
 - Web readers scan
 - Non-linear vs. linear
 - NO
 - Pyramid style still applies
 - A good lead is critical to drawing in the audience
 - BUT the pyramid must be broken into chunks

Effective iWriting

- Deliver copy in smaller *chunks*
 - Write half as much copy as for printed materials
 - When in doubt, cut it out
- A Sun Microsystems study found
 - 79% of site visitors *scan* content
 - Only 11% read *word for word*.
 - Copy on the screen is about 25% more difficult to read than in printed form

iWriting tips

- Outline
- Grab attention
- Write tight
 - Act as if every word you cut earns you \$1,000
 - One thought per sentence
- Leave it overnight
- Edit!
- Get a proofing buddy
- Use active verbs
- Know *users'* style
- Get to the point!
- Avoid overwriting
- Show it to someone not “in the know”

With thanks to Ken Jacobs
Jacobs Consulting LLC
Princeton Junction, NJ

iWriting types

Most sites use these types of writing:

- Headlines
- Subheads
- Bulleted heads
- Page titles
- Briefs or “blurbs”
- Navigation buttons, bars, links
- Article “chunks”

Focus the site

- What's the site's main purpose?
 - To attract contributions?
 - To raise funds online?
 - To provide information to members?
 - To encourage volunteers?
 - To recruit personnel?
 - For use in a crisis only (dark site)?
- Secondary purposes?
- What kind of content is important for each purpose?
- Who are the main constituencies?

Use a content matrix

- Outlines/explains all content elements
 - Provides an effective reference as site is built
 - Usually in columns
 - Name of page
 - Source for content
 - Deadline for content
 - Person(s) responsible for content
 - Method to be used in updating
 - Frequency of updates (hourly, daily, weekly, etc.)

Make it credible

- Content must advance the strategic objectives of the organization
 - Double-check your facts
 - Have a written approval process
- Know your audience
 - Write what they know and understand
 - Don't assume (*i.e.* abbreviations, acronyms, jargon)

Understand each page's purpose

- Landing, Main or Home page
 - Should reflect the main purpose(s) of your organization (briefly)
- Main page should be *promotional*
 - Intrigue your readers
 - Make them want to learn more
 - Keep the content readable and simple
 - Make it easy for users to find what they want
 - Site maps, links
 - Draw the reader into more pertinent information
- Limit content so scrolling isn't necessary

Fort Worth Zoo

strengthening the bond
between humans and the
environment by focusing
on

- (1) Conservation
- (2) Education
- and
- (3) Entertainment

fortworthzoo.com

Note → or

fortworthzoo.org

Site Map Option →

The screenshot shows the Fort Worth Zoo website. At the top is the logo and a navigation bar with links: HOME, PLAN A VISIT, PLAN YOUR EVENT, EDUCATION, ABOUT US, SUPPORT US, and ANIMALS & CONSERVATION. The main content area features a large banner for 'adopt fort worth zoo' with a photo of two giraffes and the text 'From our Mothers to Yours! - SOLD OUT!'. To the right of the banner are several smaller promotional boxes: 'MOLA Museum of Living Art (MOLA) NOW OPEN! Reptiles, amphibians and MORE.', 'Texas Wild! offers an experience as big as the Lone Star State.', 'Take a trip down memory lane as you share your favorite photos and stories from the Fort Worth Zoo.', and 'The Fort Worth Zoo presents its fourth annual tasting event! Friday, June 11, 2010, 7:30pm-11:30pm'. Below the banner is a section titled 'Events: Upcoming events at the Zoo' with a list of events: 'Mother's Day Brunch' (May 9), 'Beastro at the Zoo' (June 11), 'Summer Zoo Camp' (Summer 2010), 'Zoo Careers Camp' (Summer 2010), and 'Overnights & Birthdays' (Year LONG). To the right of the events is a section titled 'Want to support us? Here's how you can:' with links for 'Adopt an animal', 'Sign up for our membership', 'Make a donation', and 'Participate in our volunteer jobs'. At the bottom of the page is a 'Site Map' section with links organized into six columns: PLAN A VISIT, PLAN YOUR EVENT, EDUCATION, ABOUT US, SUPPORT US, and CONSERVATION.

fort worth zoo

HOME PLAN A VISIT PLAN YOUR EVENT EDUCATION ABOUT US SUPPORT US ANIMALS & CONSERVATION

adopt fort worth zoo

From our Mothers to Yours! - SOLD OUT!

MOLA Museum of Living Art (MOLA) NOW OPEN! Reptiles, amphibians and MORE.

From our Mothers to Yours! Celebrate Mother's Day 2010 at the Fort Worth Zoo. SOLD OUT!

Texas Wild! offers an experience as big as the Lone Star State.

Take a trip down memory lane as you share your favorite photos and stories from the Fort Worth Zoo.

The Fort Worth Zoo presents its fourth annual tasting event! Friday, June 11, 2010, 7:30pm-11:30pm

Events: Upcoming events at the Zoo

9 MAY Mother's Day Brunch Bring your Mom to the Zoo on Mother's Day. Sunday, May 9, to enjoy a fun-filled day with her family. SOLD OUT!

11 JUN Beastro at the Zoo **BEASTRO** Fort Worth Zoo's fourth annual tasting event. Friday, June 11, 2010 from 7:30 to 11:30 p.m. Ticket sales begin April 19, 2010.

Summer 2010 Summer Zoo Camp Come out of your shell with Adventures in learning! Kids get up close and personal with elephants, others, meerkats and more!

Summer 2010 Zoo Careers Camp A five-day resident camp is a unique opportunity for high school students to experience many occupations in a world-class Zoo.

Year LONG Overnights & Birthdays Come spend the night at the Fort Worth Zoo and choose from our exciting Overnight themes like Safari Overnight, Texas Wild! Overnight, etc.

Want to support us? Here's how you can:

Adopt an animal The Zoo spends \$350K a year feeding all of its animals. You can adopt one of the Zoo's animals to contribute to its care and feeding for one full year.

Sign up for our membership Join the Fort Worth Zoo Membership Program and enjoy wild savings and benefits. (Unlimited admission, free parking, discounts throughout, special invitations)

Make a donation Give to the Fort Worth Zoo's Annual Fund to make a world of difference. [Find out more.](#)

Participate in our volunteer jobs The Zoo is always in need of additional help for special events. Join the ZOO CREW and have some fun while helping the Zoo. [Find out more.](#)

MUSEUM OF LIVING ART ADOPTIONS NOW AVAILABLE adopt Click here to adopt.

Purchase your 2010 ZOO MEMBERSHIP at the 2009 price!

THE RACE results for the 12th annual Fort Worth Zoo Run is now available. Visit [our results page](#) for more information.

facebook twitter

Follow us on:

PLAN A VISIT Visitor Information Attractions Exhibits Calendar of Events Dining & Merchandise

PLAN YOUR EVENT Events & Catering Overnights & Birthdays Wild Wonders Group Tickets

EDUCATION Homework Help Weekday Adventure School Saturday Classes Student Groups Photo Safari Family Programs Educator Resources Home School Day Summer Zoo Camp Zoo Careers Camp Scouts Program Overnights & Birthdays Wild Wonders



ABOUT US Mission History Employment Volunteer Opportunities Zoo News & Info Site Map Contact Us

SUPPORT US Adoption Development Membership Sponsorship Volunteer Opportunities


CONSERVATION Aesthetics Conservation Museum of Living Art Species Survival Plan

Fort Worth Zoo Site Map

fortworthzoo.org/about/site-map.html



PLAN A VISIT | PLAN YOUR EVENT | EDUCATION | ABOUT US | SUPPORT US | ANIMALS/CONSERVATION




about us / site map

| | |
|---|---|
| Plan A Visit | About Us |
| Exhibits Attractions Dining & Merchandise Events Calendar | Mission History Employment Zoo News & Info Site Map Contact Us |
| Plan Your Event | Support Us |
| Catered Picnics & Parties Meetings Overnights & Birthdays Wild Wonders Group Rates | Development Sponsorship Conservation Volunteer Opportunities Adoption Membership |
| Education | Animals/Conservation |
| Weekday Zoo School Saturday Classes Summer Zoo Camp Zoo Careers Camp Student Groups Teacher Workshops Overnights & Birthdays Wild Wonder | Animals Species Survival Plan Conservation |

Copyright © 2008
Fort Worth Zoo
Privacy Statement
Contact Us

Most Animal Photography
Courtesy of
Dr. Paddy Ryan



Second type of page

- Destination page
- Informational
 - People go here to get details
- Writing
 - Break text into chunks
 - Limit paragraphs to 2-3 short sentences
 - Keep it on one screen
 - No scrolling!
- Use links and bullet points
 - Provide a link option for the full-text version—[More](#)
 - Keep the audience in mind



education / homework help

- Homework Policy
- FAQ's
- Staff Interviews

Homework Help

The Fort Worth Zoo greatly appreciates your interest! As you know, our Zoo keepers and staff are very busy caring for the animals. So, due to the large volume of project and homework assistance requests received, we must limit student interactions. If you have general questions regarding the Fort Worth Zoo, our animals and staff, please visit the **Frequently Asked Questions** section.

For project or homework assistance, please be mindful of the following:

- Lots of information can be found on the Zoo's website, specifically in the Frequently Asked Questions section and provided links. Always do your basic research first!
- Attend a Zoo keeper chat! Keeper chats provide guests the opportunity to learn more specific information about the amazing wildlife here at the Zoo. Come prepared with two or three questions for our Zoo keepers; they will be happy to assist you.

Keeper chats are scheduled periodically throughout the day. Visit Guest Services located near the Zoo entrance for a current schedule when you visit.

- Students are welcome to complete projects and homework assignments from the Zoo's public areas with the purchase of regular admission. Each Zoo exhibit includes an animal information sign that can be very helpful as you conduct your research.

The use of any photography (still and video) is strictly limited to personal use. It cannot be used for reproduction or commercial use. If special assistance, commercial use of photography or additional "guest" space is needed, please contact the PR/Communications Department at 817/759-7500.

- The Zoo does not fill requests to have individual photos taken with animals. **For guest safety, interaction with Zoo animals is completely restricted.** With the purchase of regular admission, students are welcome to photograph animals in their exhibits for personal use.
- The Zoo does not provide keeper shadowing or behind-the-scenes opportunities for school projects or homework assignments. If your project requires an interview of a Zoo keeper or other staff member, please read the following **Fort Worth Zoo staff interviews**.
- According to U.S. Department of Agriculture (USDA), U.S. Fish and Wildlife Service and Centers for Disease Control and Prevention (CDC) regulations, the Zoo is unable to fill requests for fecal, hair, and feather samples, artifacts or pelts.

Use effective headlines

- The effective headline:
 - Has a subject and a verb
 - Is in present/future tense
 - No more than 10 words
 - If two lines, try to match the lengths
- Make it short, explanatory, scannable and stand-alone

Headline writing formulas

- 1) 10 Ways to Improve Your _____
- 2) How _____ Will Impact You
- 3) How to Beat the Fear of _____
- 4) Get Rid of Your _____ Once and for All
- 5) Beware _____ and How to Spot them
- 6) The Unseen/Biggest Dangers of _____
- 7) 7 Things _____ Should Never Do
- 8) 101 Most Popular _____ Myths
- 9) 10 _____ Facts You Need to Know
- 10) 10 Lies We Tell Our _____
- 11) 10 Reasons It's Better to _____
- 12) How You Can _____ Like a _____
- 13) Here's a Quick Way to _____
- 14) 9 Surprising Things You Can _____
- 15) 100 Useful or Beautiful _____
- 16) 5 Reasons _____ Is Better than _____
- 17) Our Area's Top 10 Most Important _____
- 18) 10 _____ We Don't Want to See _____
- 19) Top 20 Most _____ Friendly _____
- 20) 5 Reasons You Should _____

From

"102 Headline-Writing Formulas" By Chris Garrett

<http://socialmediaworkbook.com/wp-content/uploads/102-headline-formulas.pdf>

Used with permission

Don't use headlines like these

- *Issue #3*
- *What to do?*
- *????????*
- *Re: FYI*
- *Two things*
- *Great news*
- *Urgent!*
- *Tomorrow*
- *Quick question*
- *Status*
- *We need your assistance*

With thanks to
David Shipley & Will Schwalbe

Eliminate buzzwords

assessment
asset
competency
customer satisfaction
empowerment

environment
focus
human assets
interactive
leverage

maximize
ownership
paradigm
parameter
process

strategic
support
system
team
validate
...and so on

- Combine these randomly and you get meaningless phrases:
 - “Analysis and validation of support strategies for customer satisfaction parameters”
 - “Maximized systems of strategic environmental processes”
 - “Parameters of team competency assessment support”
 - “Focus on ownership of teamwork assessment validation assets”
 - “Empowering your interactive competency team process”
 - “Utilizing paradigms of support validation strategies of assessment”
- “I utilized a multitined tool to process a starch resource.”
 - TRANSLATION: “I used my fork to eat a potato.”

Keep it simple!

- Choose only what's necessary
- Buttons and links
 - Should be 1-3 words long:
 - New Products
 - New Services
 - U.S.A. Directory
 - Why Volunteer?
 - News
 - Clear and precise

I Give Smart

When your members make purchases from GiveSmart's name brand merchants, a percentage of each purchase is returned to your organization

igivesmart.com

The screenshot shows the GiveSmart website interface. At the top is the GiveSmart logo with the tagline "CLICK • SHOP • GIVE". Below the logo is a navigation bar with links: Home, About Us, Register, Shop, and Contact Us. The main content area features a three-step process for earning money:

- 1 Register at GiveSmart**
At no cost to you or your members
- 2 Tell your members**
How they can shop and give to you
- 3 Earn Extra Money**
It's as easy as click, shop, give

A "Register Now! >>" button is positioned below the steps. To the right, under the heading "Partner with Great Brands", are logos for Staples, Gap, HP, and Best Buy. Below the three-step process, a text box explains: "GiveSmart - the smart way for members to shop and give". Further down, a paragraph describes the program: "The GiveSmart program is a simple, secure, no cost yet powerful online vehicle, which enables your organization to earn significant and ongoing revenue. Your members will shop online with name brand merchants that will in turn refund a portion (%) of the purchase price to your organization." Another paragraph states: "CLICK-SHOP-GIVE with GiveSmart. It's easy, costs you nothing and is beneficial for both you and your members. Simply [register your organization](#). Once approved, your members will have access to the GiveSmart website, customized with your logo, mission statement, and your personalized message. Members make their online purchases from hundreds of popular merchants. Then, these merchants return a percentage of each purchase to GiveSmart, who distributes your portion. [Learn more about us.](#)" A blue starburst graphic on the right says "DISCOVER a NEW WAY for your members to give >>". The footer contains social media links for Facebook Fans, Twitter Fans, and a "ShareThis Now!" button, along with a "Login >" link.

Use “briefs”

- No more than two sentences
 - Each sentence 20 words or fewer
- Should entice the reader to explore further
 - First and second person establishes dialogue with audience and allows you to talk to your reader
 - How will the story benefit the reader?
 - Use relevant questions to capture the reader’s curiosity
 - Example: “Don’t know who to call for what? [Who To Call](#) provides an A-Z listing on company services and people.”

QuickSilver Interactive Group, Inc.

interactive marketing
services

qsigroup.com



ABOUT US

SERVICES

CLIENTS

STORIES

If it touches the Internet, we do it. From Web to e-mail to systems to social media, let us help *make interactive work best for you.*



Services

- » Web Design
- » Promotions
- » Email
- » Systems
- » Web Tools
- » Social Media
- » SEO

Web Design

We know what a powerful business tool the Internet can be when the correct direction, vision and goals are employed. Whether you're a small business just starting out or a large brand in need of a facelift or jump-start, the experience and creative insights of QSI can help your company develop an innovative and effective online presence.



We listen... to your goals and objectives; to your perceived strengths and weaknesses; to your problems, and barriers to success,

We learn... how you motivate audiences; how you sell and who you sell against and how you deliver products and services,


We innovate... looking for new and efficient ways to communicate and motivate; we create systems to support and streamline human processes, research key audiences and devise feedback trails where desirable; migrate systems and processes and train, monitor use and retrain if needed.




Public Relations Society of America (PRSA) Dallas Chapter

PRSA provides professional development and sets standards of excellence and ethics

prsadallas.org
or
prsadallas.com





Public Relations Society of America

[Home](#)[Chapter Info](#)[Member Resources](#)[Events](#)[Groups](#)[Get Involved](#)

THIS MONTH'S EVENT

May 13, 2010 Dallas PRSA Monthly Luncheon

[REGISTER NOW](#)

UPCOMING EVENTS

Thu, May 13th, 2010
Monthly Luncheon

Thu, Jun 10th, 2010
Monthly Luncheon

Thu, Aug 12th, 2010
Monthly Luncheon

Thu, Sep 9th, 2010
Monthly Luncheon

Fri, Oct 22nd, 2010
Communications Summit

Thu, Nov 11th, 2010
Monthly Luncheon

LATEST NEWS

[Help Us Help You!](#)
The board is looking for individuals who want to grow and develop the Dallas PRSA chapter by serving in one of many board and committee positions in 2010. Contact [Reace Alvarenga-Smith](#) to learn more.

May 13, 2010 Dallas PRSA Monthly Luncheon

PR and Politics: Why Grassroots Activism and Social Media Matter More than Ever
In an election year, the best political minds are tested and have to rely on old and new tactics to reach their intended audiences. The 2008 presidential election changed the role of PR in politics with the combined use of social media and grassroots activism for the first time ever in political campaigns, platforms and messaging. This program brings together strategists from both sides of the political aisle to focus on how these tactics have evolved to become more important now than ever before.

Our panelists will be:
Hector Nieto, Communications Director, Organizing for America (Texas)
Matt Brownfield, Managing Partner, Nasica Consulting and Professor (Politics), University of Dallas

October 22, 2010


Save the date! This year's Communications Summit will be held on October 22 and will feature **Brian Solis** as the lunch keynote speaker. Solis is recognized as one of most prominent thought leaders and published authors in new media. A digital analyst, sociologist, and futurist, Solis has influenced the effects of emerging media on the convergence of marketing, communications, and publishing. For more information on Solis as well as his newest book, "Engage!" visit www.briansolis.com

Dallas PRSA

Dallas PRSA welcomes all communications professionals who want to meet people in their field and become more involved in the area's dynamic public relations and marketing community. Dallas PRSA strives to provide services that help develop core skills as well as provide continuing education for more seasoned professionals.

The organization is also dedicated to professional interaction and mentoring, offering monthly topical luncheons and other activities that spur creativity and encourage participation.

Follow Us



© 2009 PRSA DALLAS CHAPTER. ALL RIGHTS RESERVED. | [PRIVACY](#)

4



Follow design guidelines

- No amount of good writing can hold up to a poor design
 - Eye flow still important
 - Too much on a screen can distract and confuse
 - Use colors pleasing to the eye
 - Print design materials don't always translate
 - Branding

Austin Farmers' Market

austinfarmersmarket.org

[Home](#) [About Us](#) [Calendar](#) [In Season](#) [Vendors](#) [Our Programs](#) [Support](#) [Other Markets](#) [Store](#)



Hands of the Earth Farm display. The farm is in East Austin.

Markets

Saturday 9 am - 1 pm
4th and Guadalupe - Downtown

Saturday 9 am - 1 pm
NEW! SFC Farmers' Market at Sunset Valley
3200 Jones Road, at Toney Burger Center



Wednesday 4 pm to 8 pm
46th and Lamar - The Triangle

Neighborhood Farm Markets

[Click here for locations and times.](#)




Upcoming Events

[CLICK HERE TO VISIT THE SUSTAINABLE FOOD CENTER WEBSITE](#)

[Locavore's Diary](#)

[Sign up for the eNewsletter](#) [Traffic Alerts](#)



GROW. SHARE. PREPARE.

© 2010 AUSTIN FARMERS MARKET. ALL RIGHTS RESERVED. | [PRIVACY](#) | Site Designed by [QuickSilver Interactive Group](#)

Understand iFonts

- Until recently, computers displayed only the *system fonts* installed:

PCs

- Times New Roman
- Arial
- Verdana
- Georgia

Macs

- Times
- Arial
- Verdana
- Georgia

- Now 2,000+ “Web fonts” are available
 - Must be purchased
 - Temporarily installed on the viewer’s computer


Wednesday's Child...

...a foster child who is in the custody of the state.

Wednesday's Child Benefit Corporation serves foster children in 19 North Texas counties where one in every 207 children is a foster child.

wedchild.org



[About Us](#) | [Our Kids](#) | [Events](#) |  [Giving](#) | [Alliance](#) | [Resources](#) | [Blog](#) | [Subscribe](#)

Our Latest Blogs

-  [02-18-2010
Summer Internship Opportunity](#)
-  [12-23-2009
Christmas Cheer for Our Kids](#)
-  [09-17-2009
Education Needs for Foster Children](#)

Wednesday's Child Benefit Corporation brings hope and healing to North Texas children in foster care so they can overcome pasts of abuse and neglect and claim futures as confident, independent members of the community.



iGiveSmart.com/WCBC

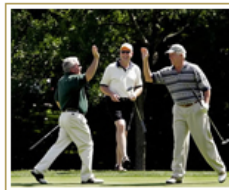
What's New

We Have Moved!
Please note our new address, we are so excited about our beautiful new place!

Our New Address:
2801 Swiss Avenue
Suite 130
Dallas, Texas 75204

Save The Date!

Annual Celebrity Golf Tournament
October 25, 2010
Bear Creek Golf Club



More information coming soon.

[GiveSmart](#) is a quick, easy, smart, safe portal in which to do your online shopping and most importantly you will be contributing a portion of the proceeds from your purchase to us at no extra charge or hassle to you.

Click: Shop. Support Foster Children in North Texas.

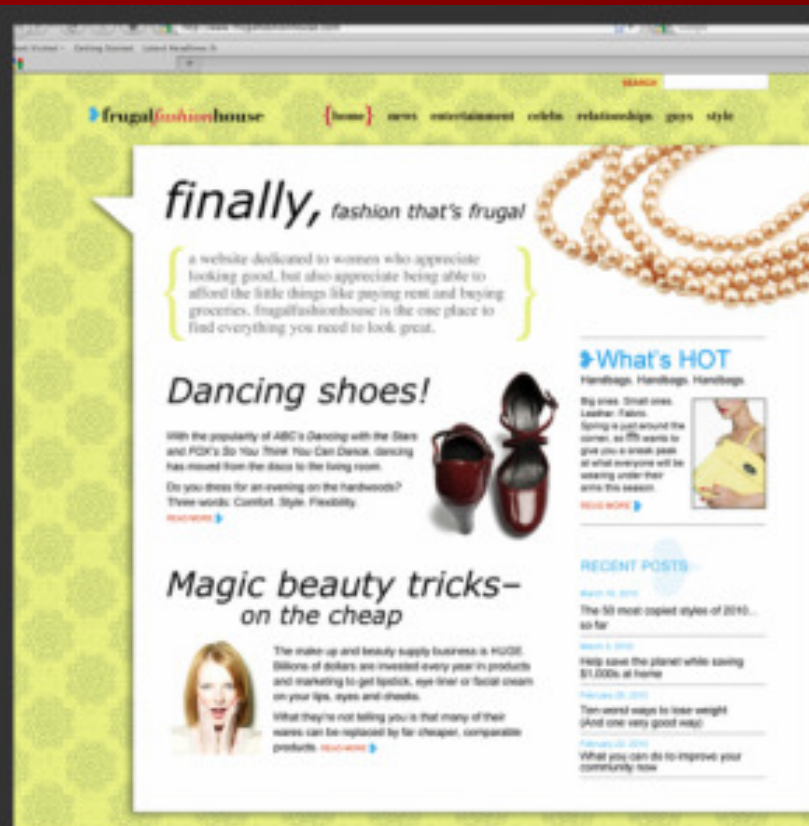


Thank you to All of Our Sponsors

We want to say a **Special Thank You** to all of our sponsors who made 2009 such an incredible year for Wednesday's Child Benefit Corporation!

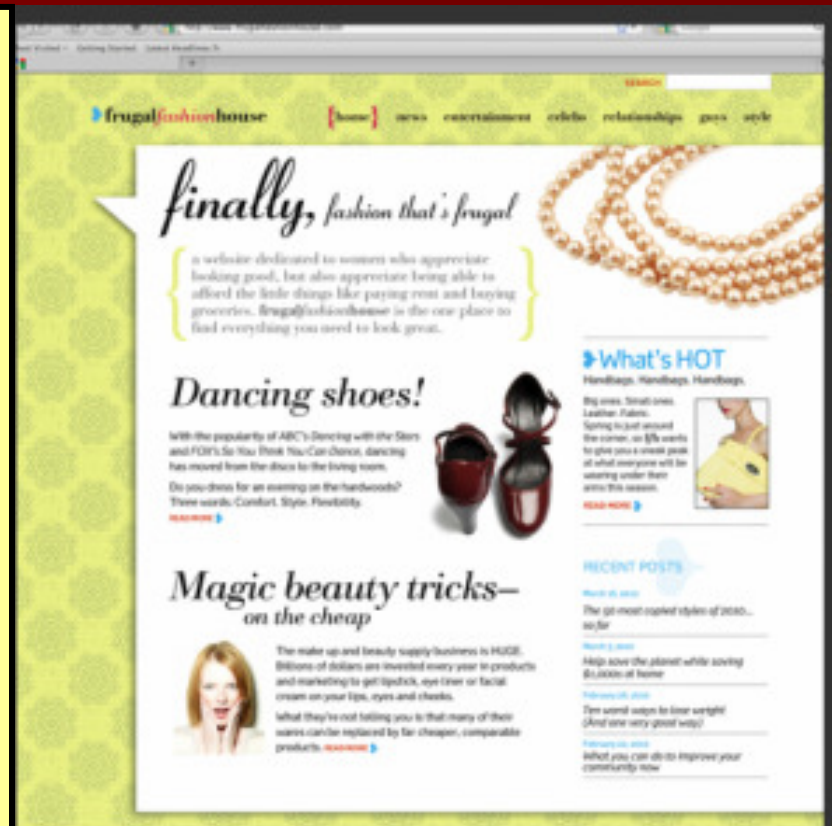
We [Thank You](#) for the In-Kind donations made in the Fall of 2009.

1 out of every 207 North Texas children are in foster care and need your help.
[Please donate today.](#)



This image uses **system** fonts:
Verdana; Times New Roman and Arial.

Illustration from the *Los Angeles Times*



This one uses **Web** fonts:
Linotype's Coronet "finally, fashion that's frugal"
Monotype Imaging's Parma is used for the serif text
 The sans serif text is in Monotype Imaging's Felbridge.

Point sizes



- Point sizes are meaningless on the Web
 - PCs display type about a third larger than Macs
 - Browsers allow users to control font size
 - Rules of thumb
 - Use setting of 12 (roughly equal to 12 points) for text
 - 24-point equivalent for headlines
 - 18-point equivalent for sub-heads

Choose the right people

■ Site management

- Vendors
- Freelancers
- Staff
- Compare: Experience, rates, reputation, chemistry

■ Site maintenance

- Content managers
- Graphics
- Standards assure continuity in look and feel

Keep it current

- Having up-to-date information on your site is one of the best ways to keep people coming back
- Add or change information frequently
 - Archive old information
- Changing content improves your site's placement by search engines

Avoid Clutter

- Don't confuse the user with *overchoice* on your main page
- Give the eye a place to land
 - If you use motion, animate just *one* object
 - Organize content well and consistently
- Don't distract users with extraneous graphics or information

Please don't do
your website this
way!

This was a real
site.

webpagesthatsuck.com



Make it quick and easy

- Don't try to do everything on your front page
 - Make it *look* simple even if it's complicated
 - Make it easy for the user
- Use graphics sparingly
 - Make it load quickly or people will go away
- Performance benchmarks
 - First view load time 7.066 seconds
 - Repeat view load time 3.970 seconds

▪ From <http://www.apptimize.com/Upload/docs/2010-Website-Performance-Benchmarks.pdf>

Dallas CASA

Court Appointed Special Advocates are volunteers who are voices for abused children in court.

CASA volunteers are appointed by judges to advocate for the best interests of abused and neglected children in protective care.

dallascasa.org

The screenshot shows the Dallas CASA website homepage. The top navigation bar includes links for Home, About Us, How to Volunteer, How to Give, News, Events, and For Advocates. Below the navigation bar is the Dallas CASA logo, which features a stylized heart and the text "DALLAS CASA Court Appointed Special Advocates". To the right of the logo is a photo of three children. The main content area has a dark blue background. On the left is a photo of a man with his arms crossed. In the center is a video player titled "Everyday Heroes" with a "View Video" link. To the right of the video player is the text "It's about helping a child replace a life of hurt with one of hope." Below this is a "30 YEARS STANDING UP FOR ABUSED CHILDREN" banner. The bottom section has a white background and contains three columns of text. The first column is titled "Dallas CASA Changes Lives" and describes the organization's mission. The second column is titled "Because CASA was there Our Children" and mentions a news story. The third column is titled "What's New" and mentions a news story. At the bottom of the page is a copyright notice.

Home About Us How to Volunteer How to Give News Events For Advocates

 DALLAS CASA
Court Appointed Special Advocates



Everyday Heroes

 Everyday heroes
(View Video)

It's about helping a child replace a life of hurt with one of hope.

30 YEARS STANDING UP FOR ABUSED CHILDREN

Dallas CASA Changes Lives

On an average day in Dallas County, nearly 2,000 abused and neglected children live in foster care because they cannot live safely at home. These children need powerful voices to speak for them. Dallas CASA (Court Appointed Special Advocates) is a non-profit organization of volunteers who are voices for abused children in court. CASA volunteers are appointed by judges to advocate for the best interests of abused and neglected children in protective care. [Learn More](#)

[VOLUNTEER](#) [DONATE](#)

 [Fan Us](#) ▶

Because CASA was there
Our Children

What's New

Celebrate 30 years with Dallas CASA
The Dallas Morning News: Texas' most at-risk children need your help.

© Copyright 2010 Dallas CASA. All Rights Reserved. | 2815 Gaston Avenue, Dallas, Texas 75226 214.827.8961 | info@dallascasa.org
Court Appointed Special Advocates and CASA are registered trademarks of the National CASA Association

Ask users to help

- Ask your users to give you suggestions for improving the site
 - Form a Users Group
 - Conduct focus group interviews
 - Ask open-ended questions like:
 - What's most helpful?
 - What's essential?
 - What do you like most?
 - What one thing would you change?

Think/write from **users'** point of view

- Use terms *they* use
- Make the site look like what they're accustomed to seeing
 - Engineers are different than salespeople
- Tailor the site's design and writing to your particular audience
- Give the eye a place to land

Promote it!

- Don't make the contents of your site the organization's best-kept secret
- Communicate what's there
 - Email
 - Direct mail
 - Memos
 - Contests
 - Publications
- Use your website's URL *everywhere*

Tip #13
(Okay, so it's
a baker's
dozen!)

Monitor it regularly

- Check your site daily to be sure it's functioning properly
 - On both PCs and Macs
- Monitor use of the site
 - By asking people
 - With software that provides usage statistics



for allowing me
to be with you today.

Questions



This presentation is copyrighted.
You may quote from it without additional approval by crediting
Jim Haynes, co-author of *Public Relations Writing: Form & Style*, 9th edition