

**Interreg
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How to improve your project **website?**



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26 SEP 2024 | 1 Hour

Project training days 2024
Lille, France

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Content

1. Why **writing for the web** is important
2. Practical **activity**
3. **Recap**: Key ways to **engage your audience**
4. Think: **accessibility**
5. Get **help**
6. Q&A

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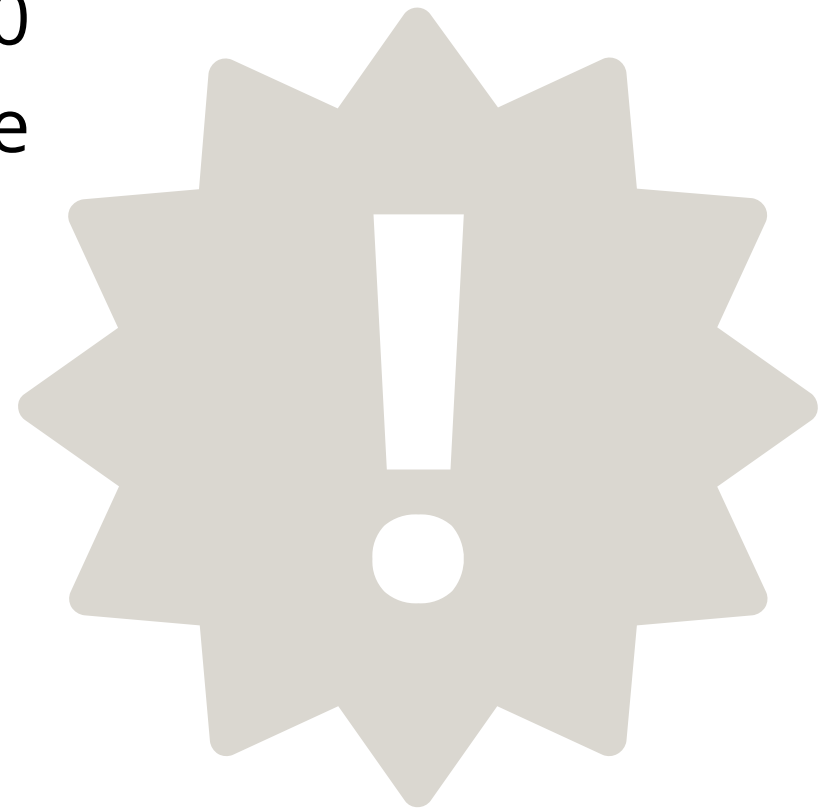
1.

Why **writing for the web** is important



Did you know?

The average web user has about 7-10 seconds to be engaged by a website before clicking away.



How do you **keep them online?**

- Know you audience
- Effective voice and tone
- Make it visual
- Understand how people 'read' websites



Having **concise, scannable** text....

- Increases usability by **124%**
- Ensures **everyone** is included



2

Practical activity:

- Engaging your audience

Activity **instructions**

- Get into **6 groups**
- **Discuss** the example website (**15 min**)
 - What is **good** about this page?
 - What could be **improved**?
- **Present** your findings to the group



Group **one** and **four**

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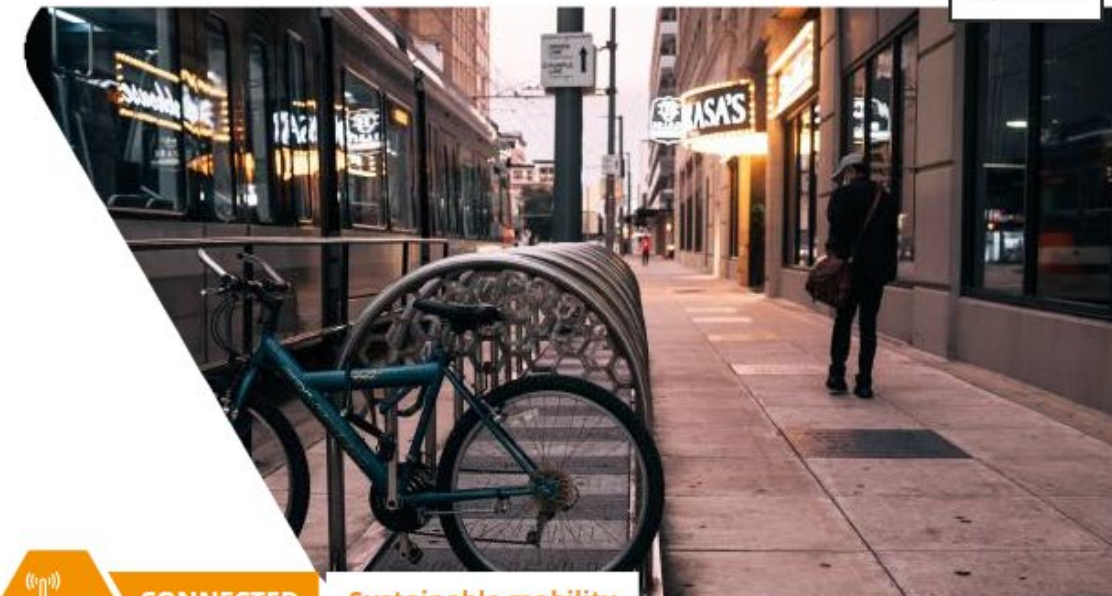
Stakeholders
interviews

EMBRACER in the
press

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EMBRACER

intErconnecting MoBility acRoss
europeAn CitiEs and subuRbs



Share



CONNECTED

Sustainable mobility

Group **two** and **five**

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CIBioGo

Citizen Participation in Biodiversity Governance



GREEN


Biodiversity preservation


Group **three** and **six**

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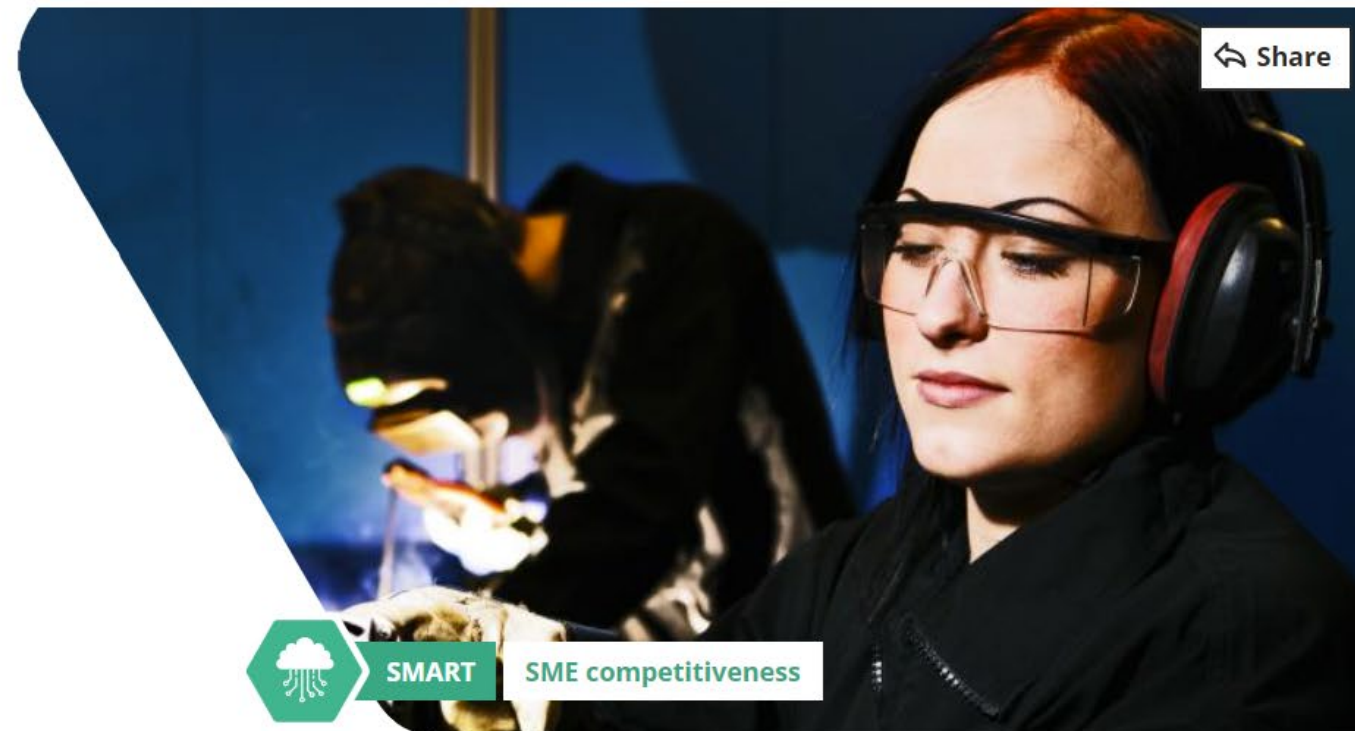
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DEBUTING

Developing Business Through
Inclusiveness and Gender
Awareness - New Cluster
Competences

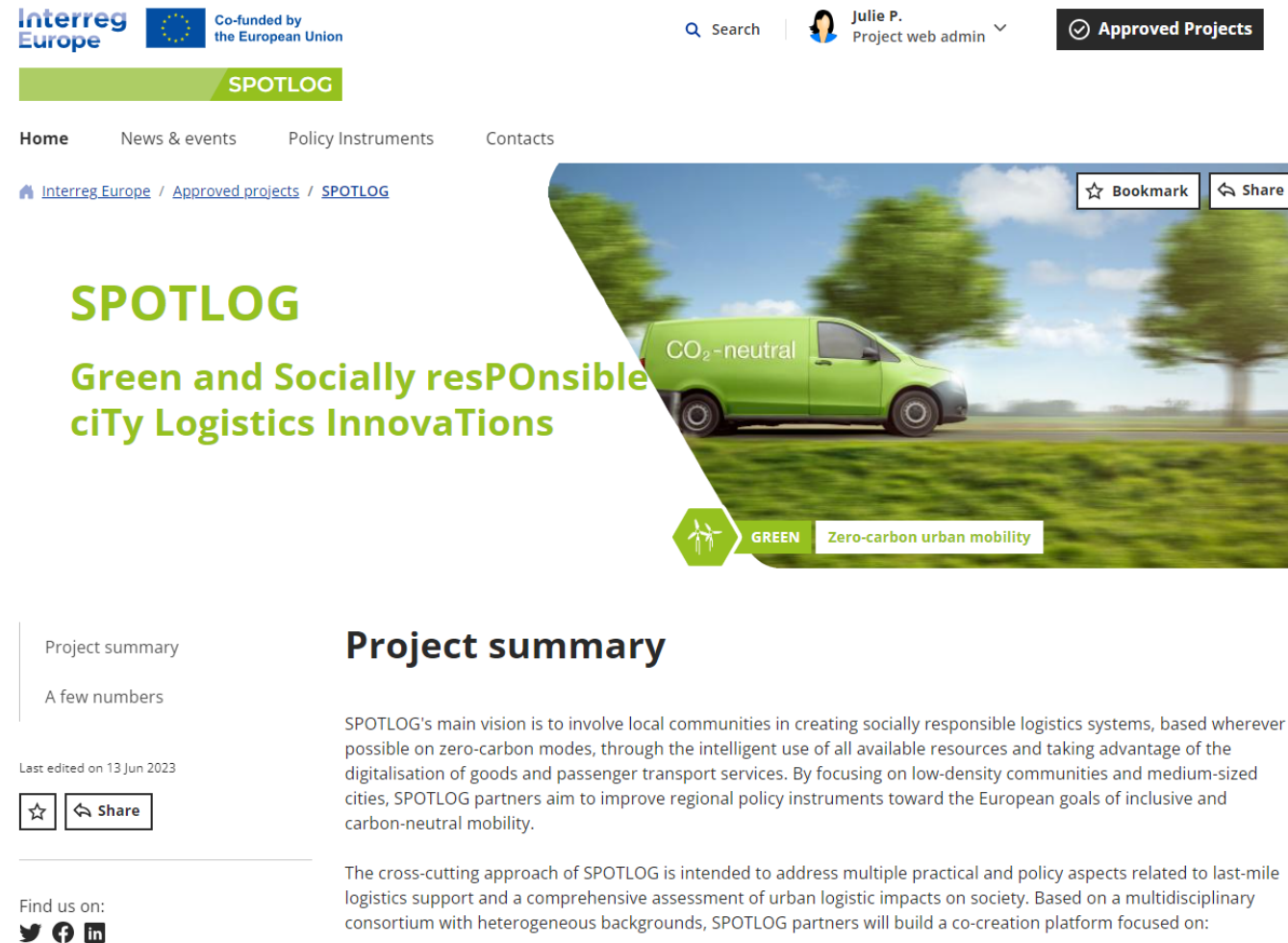


3.

Recap: Key ways to
engage your audience

Structure your page

- Vary the sentence length
- Use short paragraphs, bullet points, & bold
- Use headers & sub-headers



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SPOTLOG

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SPOTLOG

Green and Socially resPOnsible ciTY Logistics InnovaTions

CO₂-neutral




GREEN Zero-carbon urban mobility

Project summary

A few numbers

Last edited on 13 Jun 2023

☆ Share

Find us on:   

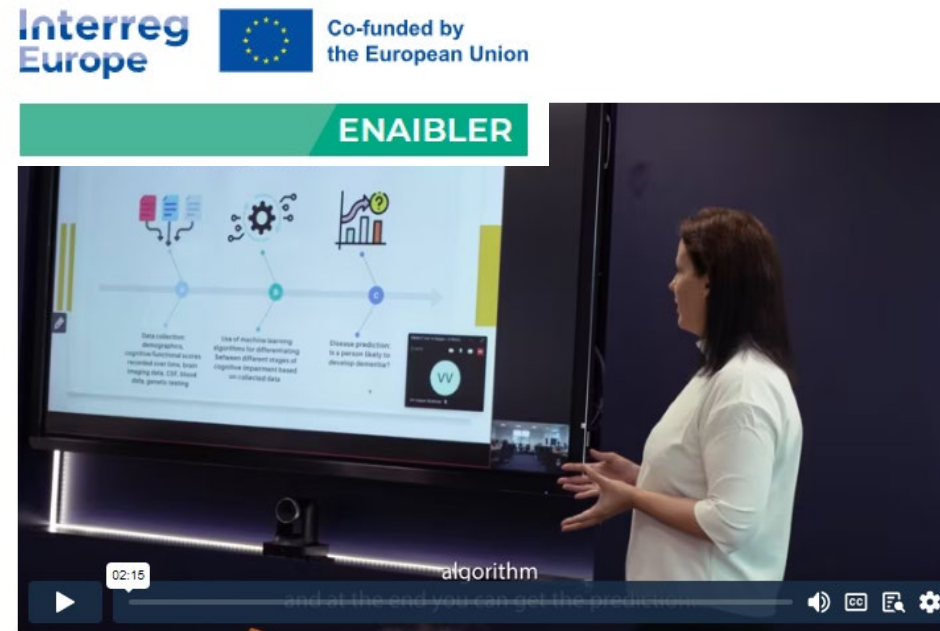
Project summary

SPOTLOG's main vision is to involve local communities in creating socially responsible logistics systems, based wherever possible on zero-carbon modes, through the intelligent use of all available resources and taking advantage of the digitalisation of goods and passenger transport services. By focusing on low-density communities and medium-sized cities, SPOTLOG partners aim to improve regional policy instruments toward the European goals of inclusive and carbon-neutral mobility.

The cross-cutting approach of SPOTLOG is intended to address multiple practical and policy aspects related to last-mile logistics support and a comprehensive assessment of urban logistic impacts on society. Based on a multidisciplinary consortium with heterogeneous backgrounds, SPOTLOG partners will build a co-creation platform focused on:

Add variety to your content

- Quotes
- Documents
- Images
- Videos
- Links
- Call to actions



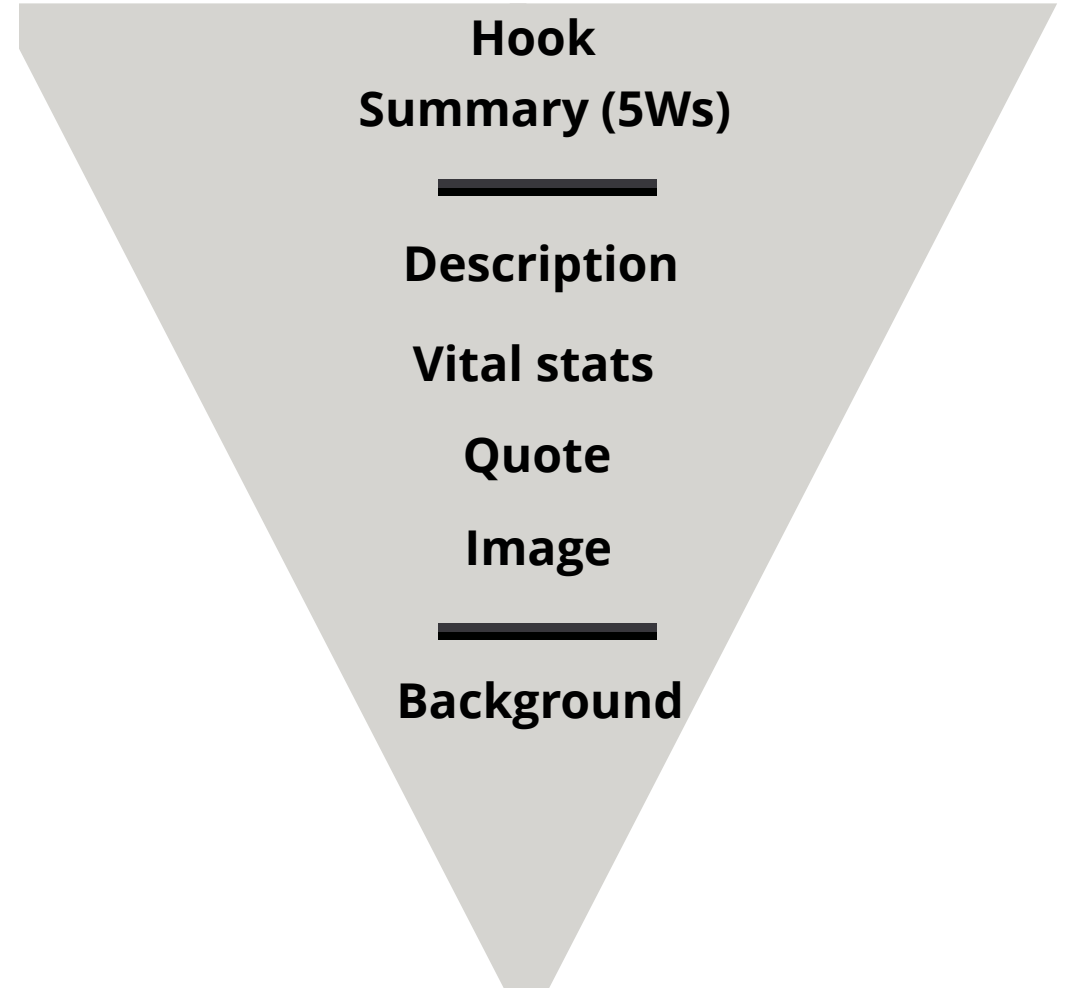
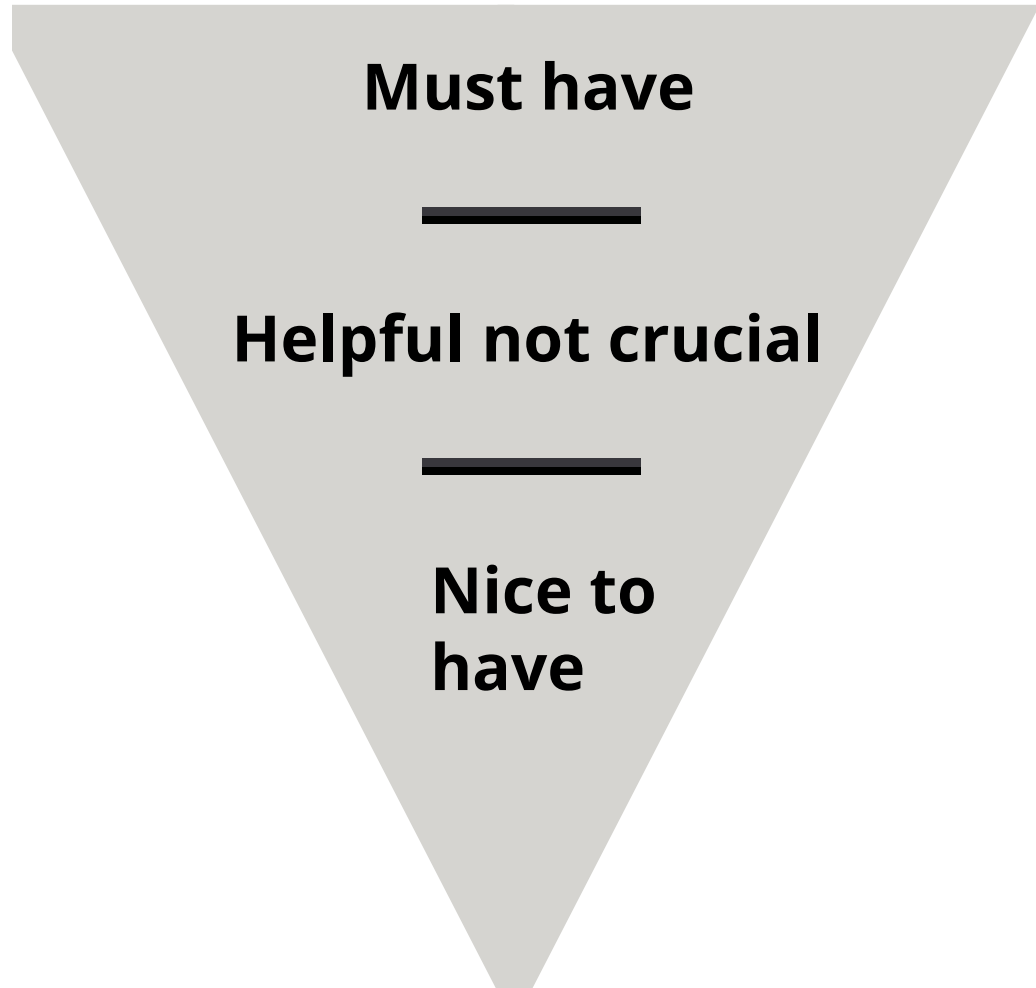
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UNLOCK

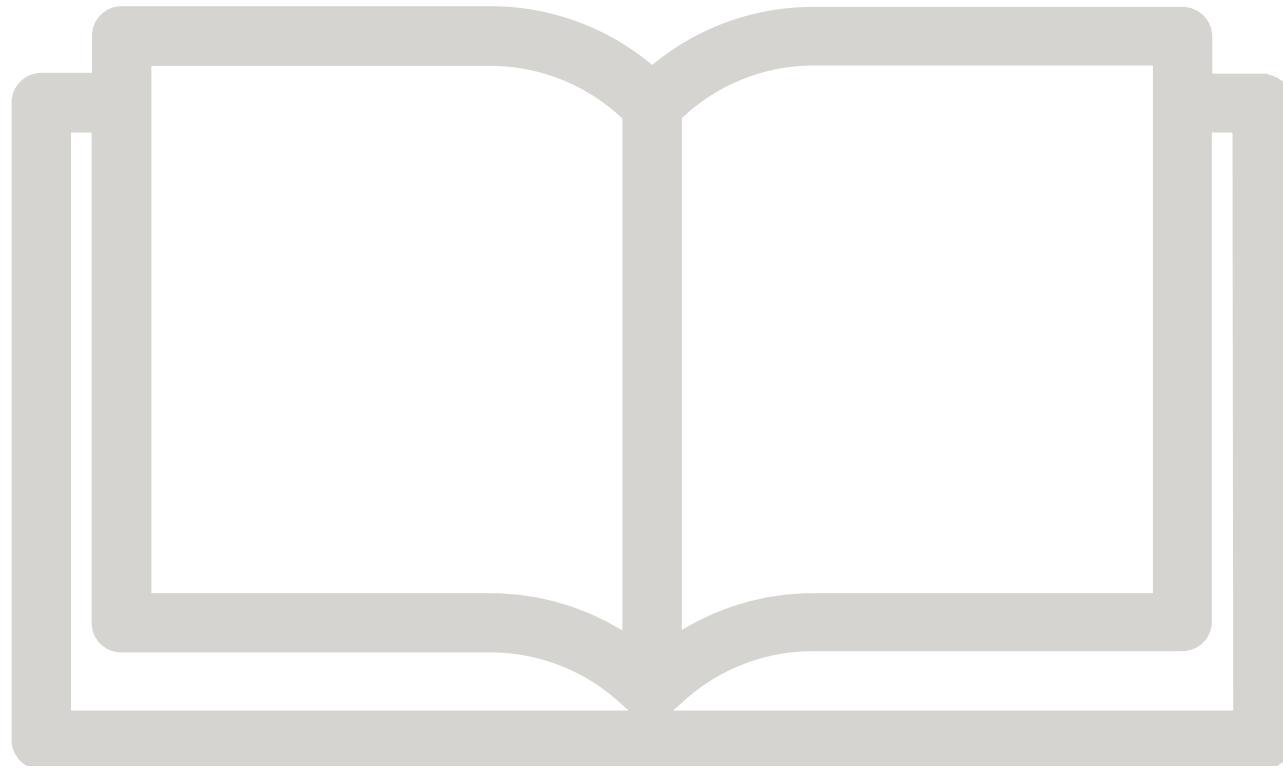
Your news articles: **the pyramid**



Your news: focus on **achievements**

RESULTS

Your news articles: **storytelling**



Write in **Plain English**

- **Active** verbs
- Mix **long & short** sentences
- **One idea** per sentence + one related point
- Avoid **nominalisations** (e.g. decision vs decide)
- Use the **words** people use **every day**
- **Edit** your work – be **ruthless!**



4. ● Make it **accessible**

**The more
accessible** you
make the website,
the **easier** it will be
for everyone.



Accessible **links**

- The **text** of your link should be **unique** and **easy to speak out loud**.
- It should be **obvious** what you will get if you click on it.
- **Avoid:** click here, more, read more, next step
- Fill in **ARIA label** under 'Advanced'

Share your project idea on our website **to find partners**. Let people know what you're working on and see if they want to team up.

Or search our community for people with similar interests as you. **Get in touch** with them to find out if they want to form a partnership.



Accessible **images**

The **more information** you **fill in**, the **better** it is.

- Alternative text: **describe** what someone can **see** in the image
- Title: **descriptive title** of the image



Alternative text *

Close up of two people discussing about project results in an office

This text will be used by screen readers, search engines, or when the image cannot be load

Title *

Two people discussing about project results

The title is used as a tool tip when the user hovers the mouse over the image.

Accessible **font size**

- Text should be **easy to read** for everyone
- Font type & size is **already built into** the website's **code**
- **Clear all formatting** when copy & pasting



5. Get **help**

Find **help** and **tips**

- Inside the web editing tool
- User manual
- Training videos (Youtube)
- Writing for the web guide
- Help centre

A button with a blue information icon (i) and the text "Help and tips" in a blue, sans-serif font, set against a white rounded rectangle with a light blue shadow.

Top banner



Insert an image into your website's main banner and make your project stand out from the rest

To insert an image

1. Click 'Add media'
2. Choose an image file from your computer (.png, .gif, .jpg, .jpeg, .svg)
3. Image name: name your file so that you can find it easier later
4. Alternative text: describe what is in the image. This helps people with accessibility issues. It also helps Google index your images and can increase the visibility of your website.
5. Credit: Write the name of the person or company who owns the image and the URL to their website (if relevant)
6. Confirm that you have the right to use this image and grant Interreg Europe and the European Union the right to reuse it for communication purposes

Contact us for help

Send your questions to your communication officer.

Include:

- Policy Officer
- Finance Officer
- Lead partner



Web features **coming in 2025**

- **Pilot actions:** add images, text and videos
- **Project results:** new page with stats, videos, images and text.



Q & A



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Thank you!

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