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Europe**



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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. Key ways to **engage your audience**
3. Think: **accessibility**

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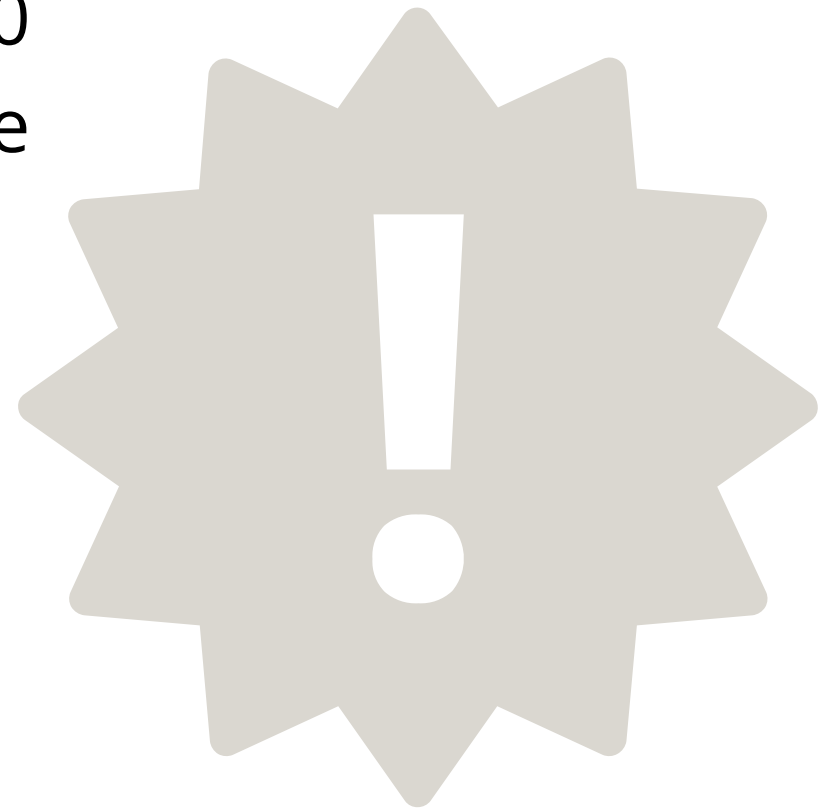
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1. Why **writing for the web** is important



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. **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

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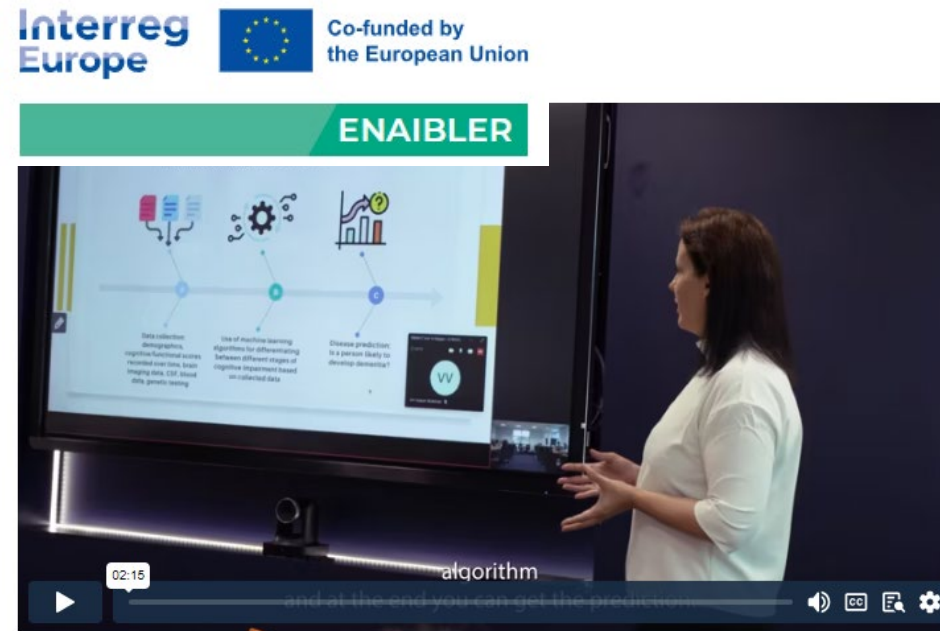
Project summary

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



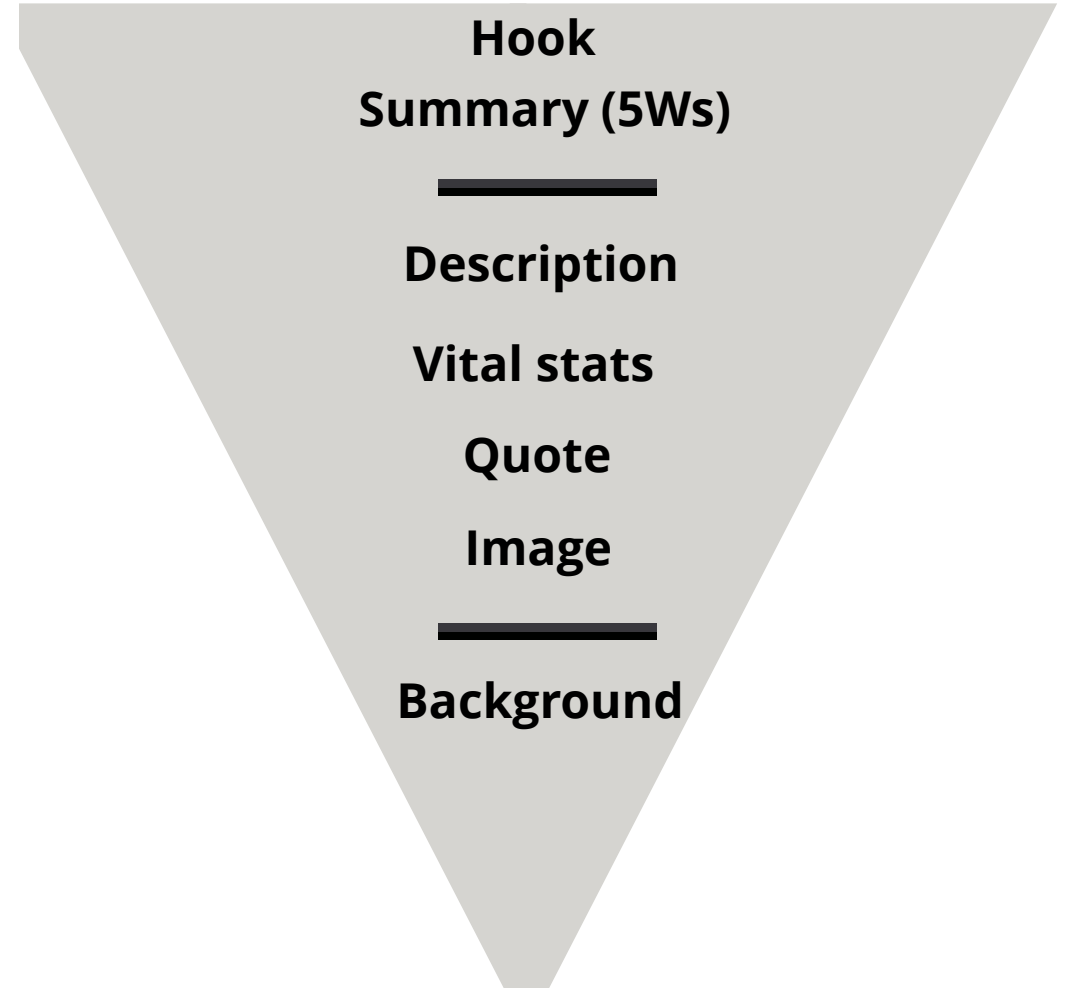
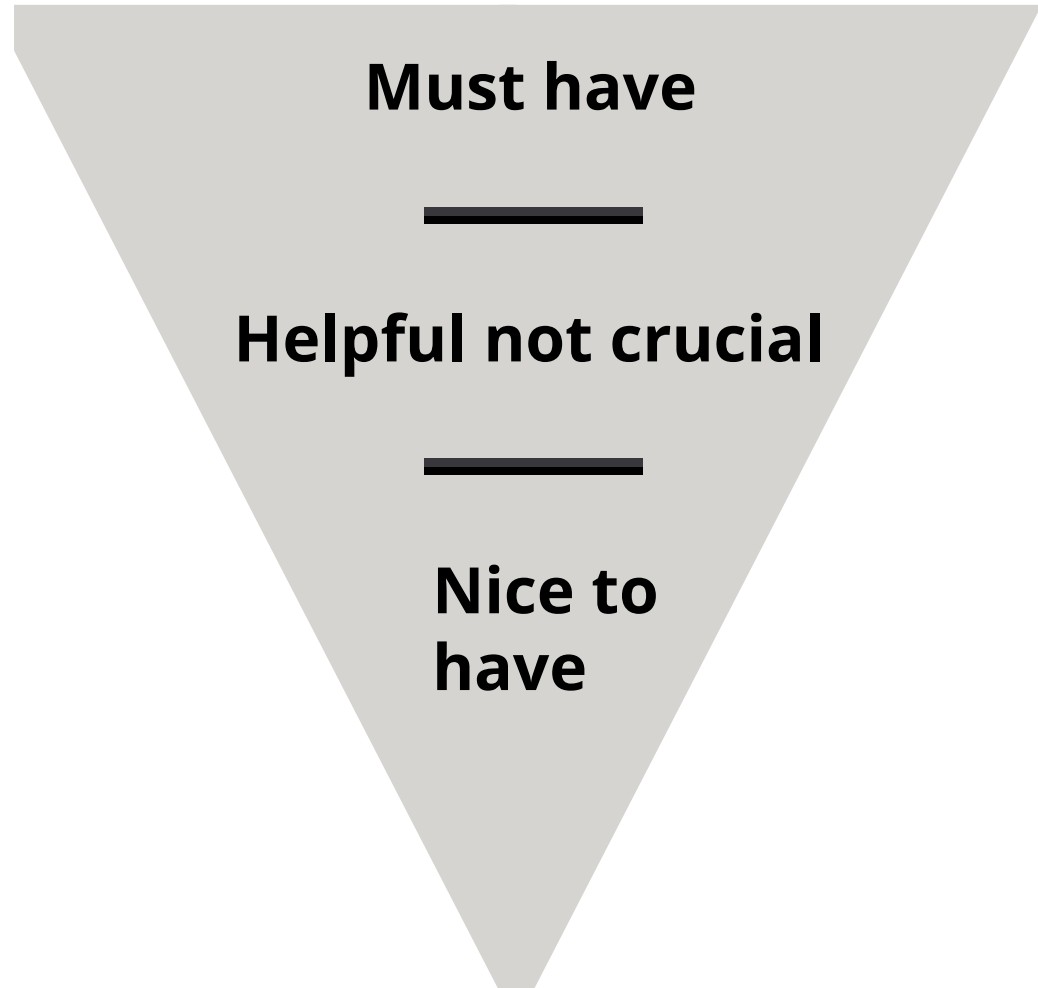
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UNLOCK

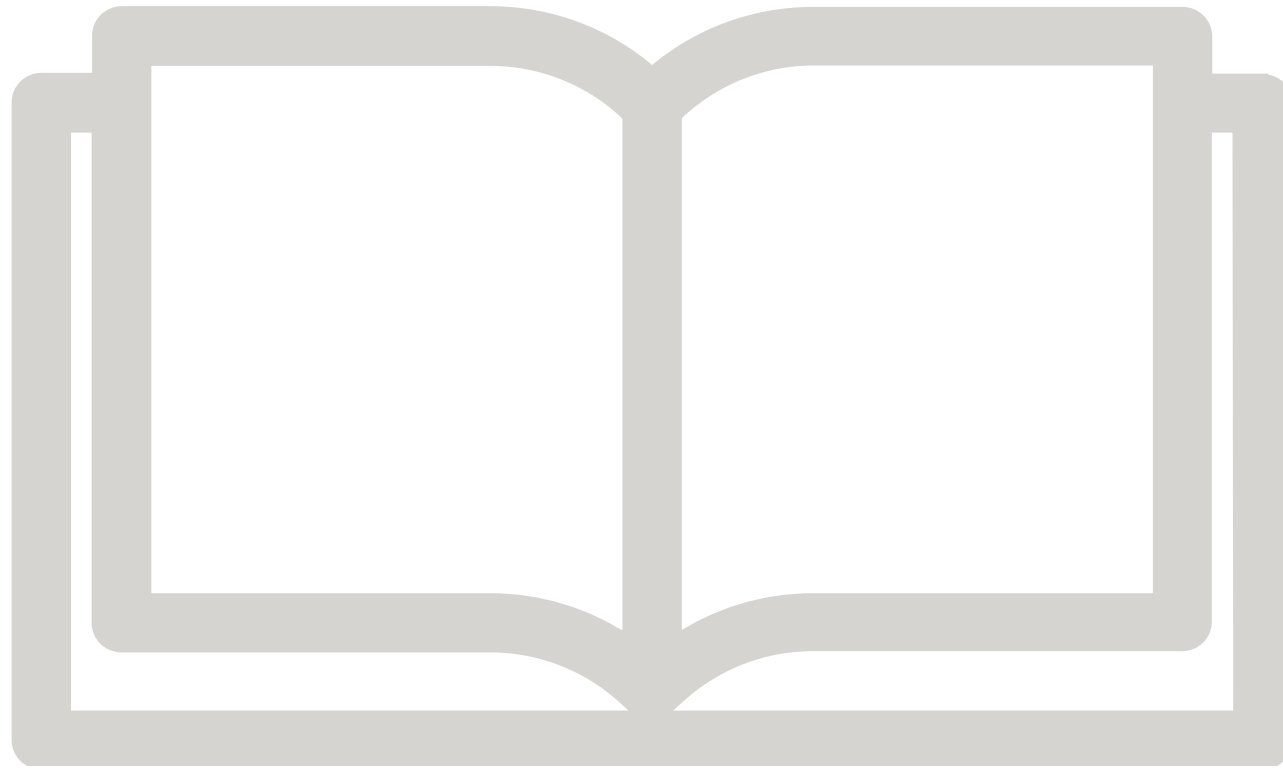
Your news articles: **the pyramid**



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!**



3. 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



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Thank you!

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