

Website

Where users go to get information

accurate | consistent | organized

Website: Identify your audience and establish your goals

- Determine primary and secondary audiences
 - Why are they visiting your site?
- Develop goals for the website
 - What do you want visitors to your website to do?
- What's your +1?
 - How can you exceed users' expectations?
 - What separates you from your competition?

Exercise: Audiences & Goals

- Who is my primary audience? Who are secondary audiences?
- Why is my audience visiting my website?
- What do I want them to do while they are here?
- What tools do I have in my arsenal? What's my +1?

Website: Top 5 of mobile

1. Feature important items in your body content.
2. Use headings and bullet points to provide structure.
3. Use hyperlinks strategically and efficiently.
4. Get visual with photo and video.
5. Write lean.

Exercise: Editing content for your website

To: Missouri State Dept. of Music, Fashion & Entertainment

As YOU know, **Hound Dog International** is the world's leading maker of blue suede shoes. We have heard our shoes described as "heavenly" and "life changing". Some even call us scrumptious!!!! It is easy to understand, then why we take such care when choosing partners for our heavenly, life changing and scrumptious products. When one is thinking of fashions by **Hound Dog International**, only the best will do!!! In the past, we've considered taking on interns, but we have always hesitated. Who could match our standards of perfection? Who would even want to try? In days gone by, we've considered and rejected partnerships with entities such as

Viva Las Vegas State

University of Blue Hawaii

Now, having learned of Dr. Presley's unprecedented and remarkable work in our field, we are now led to feel and hope that we have found the ideal partner in developing the trailblazers of tomorrow's blue suede shoe fronteir. All of which is why, starting next semester, we will be accepting applications exclusively from Dr. Presley's students. May they all be bold enough to try! It is very important that applicants remember certain things when applying. 1. They must include a portfolio of past work. 2. They must write an essay expression heartfelt passion for blue suede. Perhaps even more important than those, students must really want to be a part of all the wonderful things we are doing at Hound Dog International.

What should I look for?

- Does this support any of my website's goals?
- What is the main purpose of the content?
- Is this one-time use or long-term information?
- Who is this content relevant for?

Internships

Gain hands-on experience in the fashion industry. Apply for a highly competitive summer internship with Hound Dog International.

Internship description

Summer interns will gain experience in all aspects of the business, including:

- Product development and testing
- Marketing
- Pricing
- Distribution

Application instructions

Submit the following items via email to intern@hdinternational.com by March 1:

- Electronic portfolio of past design work
- A 500-word essay expressing passion for fashion

Hound Dog International is a worldwide leader in the fashion industry. Explore more about [Hound Dog International](#) on its website. Contact [Dr. Elvis Presley](#) with any questions.



Writing for the digital world: Formatting strategies

Challenges

- Visitors won't read every word.
- They will skim, not read.
- They'll notice structure more than individual words.
- Readers want you to tell them what to do.
- They pay attention to lists and hyperlinks.
- Words alone have much less impact than words + visual content.

Strategies

- Lead with strength.
- Convey one idea per paragraph.
- Use internal sub-headings.
- Write short sentences with action words.
- Use bulleted lists and hyperlinks.
- Whenever possible, add photos or videos.

Website: Evaluate where you are

- Outline your existing site
 - Does this structure make sense?
 - Is anything out of place?
 - Is anything missing?
 - When were pages last updated?
 - Is it mobile-friendly? (See www.google.com/webmasters/tools/mobile-friendly)
- Ask students, faculty and others to review your site
 - Give them a task to complete
 - Have them review a key page, tell you what they learned from it
 - Watch the paths they take to find information
 - Try it out on desktop, tablet and phone

Blog

Where you build relationships

conversational | truthful | maintained

Exercise: The 6 word story



Social media

A party conversation

unpretentious | interactive | effortless*

*it only looks effortless

What social media can and can't do

What can social media do for my brand?

- Connect you to people
- Help you make a lot of noise
- Legitimize you (particularly for younger audiences)
- Influence and shift people's opinions
- Provide an easy channel by which others can promote your brand
- Make you more aware of what others think of you

What can't it do?

- Magic
- Conversion
- Maintain itself
- Replace your website or blog
- Guarantee a predictable platform over the long term

Social media: Best practices and platforms

Best practices for all platforms

- Adopt a long-term philosophy. If you commit to a platform, stick with it.
- Understand that things move fast. Post consistently and with low expectations.
- Content is king! If you think something is interesting, others are likely to as well.
- Brevity is crucial. Always ask yourself if you can shorten your post.
- Get selective. Be wary of jumping into too many social networks at once.

Choosing a platform: Questions to consider

- How much time do you have?
- Where and when will you be posting updates? From your office? From your phone? During traditional business hours? Evenings and weekends?
- Which social media sites do you personally enjoy?
- What is your skill set? Words? Photography? Visuals?
- **Who is your ideal audience?**

Who is your ideal audience? Use descriptive adjectives or statements to describe the person you want to reach via social media:

-
-
-
-
-

So what can I take away?

- Does your **website**'s organization make sense?
 - Ask someone to find something on it.
- Define your audiences and goals.
 - Get input from stakeholders; write the goals down.
- Update your **blog**.
- Use the storytelling tools to engage readers.
- Identify the ideal audience for your **social media**.