



# Training “Writing for the web”

## November 2020

# Let's meet!



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- Founder and associate director at Mots-Clés communication agency



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- Consultant, responsible for the training program at Mots-Clés
- PhD student in communication studies ("The social and discursive itineraries of the *digital revolution* vocabulary")



# How are you today?

## Expectations wrap-up



# Your expectations

“Use the **right language** and be **more impactful**”

“What is the **best wording/format** for a news **to catch interest** from readers »

“How to write **effective short messages for the web.**”

“To learn how to have a webpage **more attractive**”

“**How to stand out** (in a positive way!) in communication.”

“Increase the ability to **transform scientific results into useful information** for a wider audience”

“**Intro techniques**, and perhaps some understanding of **SEO**”

“Basic, “**Tips & tricks**” for an effective writing for the web”



# Planning of the session

## 1. Writing for the web (30')

- Storytelling for the web: highlighting and prioritizing information
- The pedagogical posture: how to make your writing easily understandable
- Some writing tips and examples

## 2. Search Engine Optimization - An introduction (15')

- What is quality content?
- Structure of a web page
- Defining and inserting keywords
- Optimizing the metadescription

## 3. Correction of the previously sent exercise (25')

- Commentary of 2 prepared exercices
- Commentary of the example

## *Conclusion and sharing of resources (5')*



# 1. Writing for the web

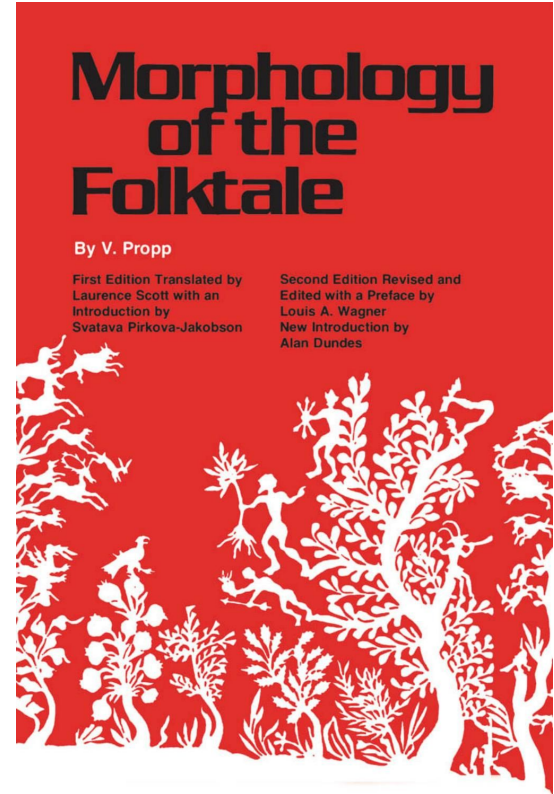
**On the web, you have 8sc to capture attention**





# A little digression about storytelling

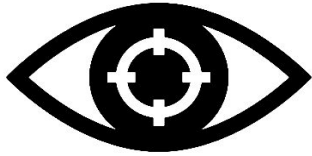
- Storytelling is a communication technique that is grounded on narrative schemes.
- It was born in the 30's in Russia, and it has been developed throughout the XX<sup>th</sup> century by the structuralist movement and... Hollywood!



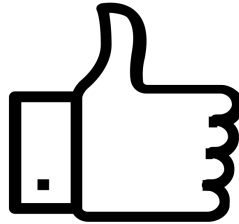
**Switching from  
descriptive  
communication  
to narrative  
communication**



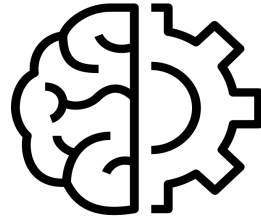
# 3 benefits of storytelling for project presentation



Attention



Approval



Memorization

# A simplified story-driven framework

1

## **The facts :**

*What is the problem you want to solve?*

*What are the challenges of the current situation?*

2

## **Your actions :**

*What do you do? What is your mission?*

3

## **The impact :**

*What are the results that you expect?*

*What will be the positive effects of your work?*



# Example: the AlpBioEco project

1.

## The facts

### The Alps, a fragile and fragmented ecosystem with great resources

The Alpine region concentrates **huge resources**. A rich and unique natural setting (lakes, forests, exceptional biodiversity and landscape), but also a great cultural and historic heritage. Yet, it is a very **fragile ecosystem**: due to its particular setting, **the region needs special attention** from policies.

Alps also represent 7 countries for only 45000km<sup>2</sup>. Which means: it's an homogenous space, but **politically fragmented**. **The Alps would greatly benefit from transnational policies** to help preserve its riches and foster its economic potential. So, what can we do?



# Example: the AlpBioEco project

Our project: let's jump into bio-economy for the Alps!

## 2.

### Your actions

To address these issues, AlpBioEco acts in three ways:

- We support **sustainable economic development** in the Alpine Space. It's basic, but essential!
- We foster awareness of the forward-looking potentials of **bioeconomy**. We believe in its potential.
- We link stakeholders together across industries to initiate new business concepts: together, we are stronger!



## Example: the AlpBioEco project

### What are our goals for the Alpine space?

AlpBioEco **aims to achieve** two kind of bio-economy projects for the Alps:

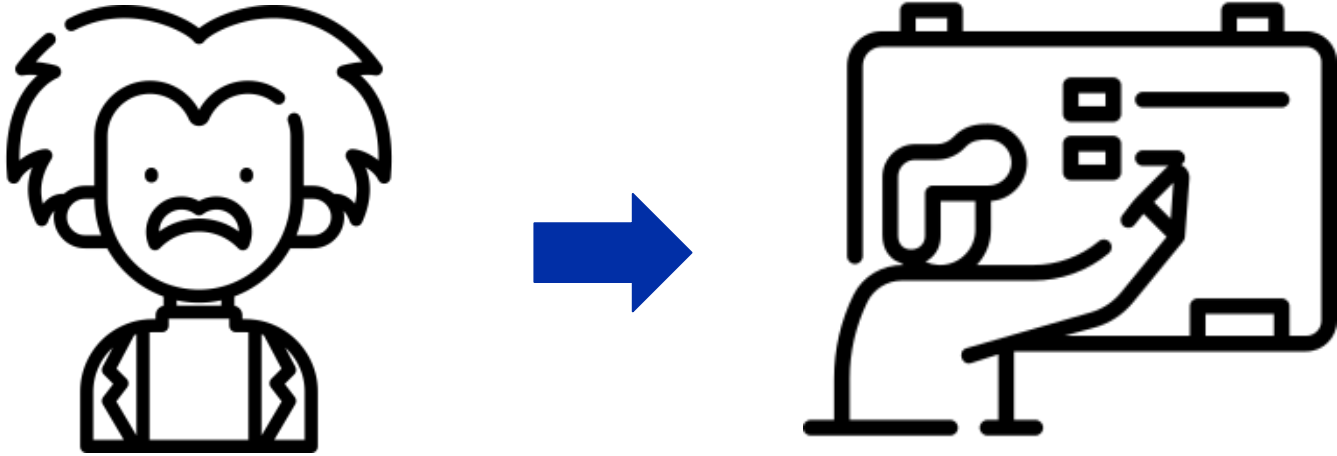
- We want to create new business models especially designed to fit the Alpine ecosystem. [Here you can find some examples of the replicable business models we achieved by now.](#)
- We develop economic and political guidelines for the transregional adaptability of our results.

# 3.

## The impact

# The pedagogical stance: writing in a simple way

A question of posture...





## Some writing tips: keep it simple!



PlurAlps aims to develop and promote a welcoming society and to increase the territorial attractiveness and social cohesion of Alpine areas through innovative services and practices for the integration of migrants.



PlurAlps develops and promotes a welcoming society for migrants.  
The projects implements innovative services and practices to increase territorial attractiveness and social cohesion in the Alpine areas.

# Some writing tips: explain!

The project will use both traditional and creative measures (as sharing economy)

The main objective of LinkingAlps is to foster the shift from motorized individual transport towards low carbon mobility options such as public transport, railways and alternative modes of transport like on-demand transport.

## What is bioeconomy?

Bioeconomy means using natural substances for new and alternative products.



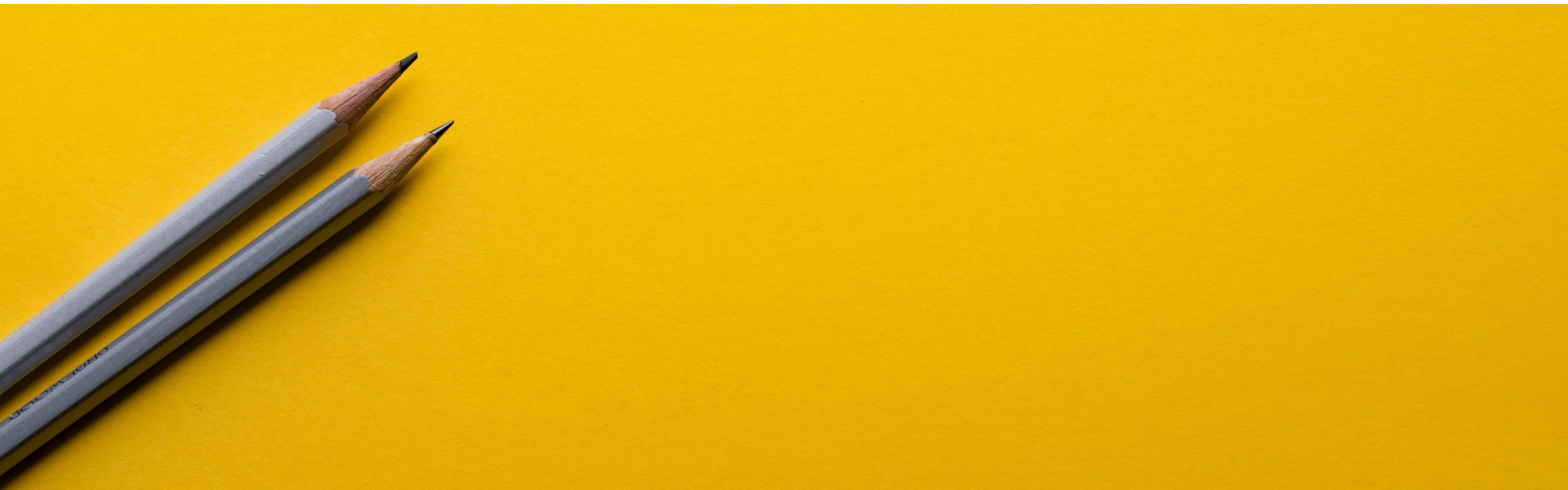
## **2. Introduction to Search Engine Optimization**



# What is Search Engine Optimization?

Search Engine Optimization (SEO) is the art of getting your webpage to figure among the top results on Google (and other search engines).

# 1. Content quality



## 2. Formatting: the ideal structure of a webpage



**<H1> Title </H1>**

**<H2> Subtitle </H2>**

**<H3> *Sub-subtitle* </H3>**

text text

text text

**<H3> *Sub-subtitle* </H3>**

text text

text text

**<H2> Subtitle </H2>**

**<H3> *Sub-subtitle* </H3>**

text text

text text

### 3. Defining and inserting keywords



interreg mediterranean



## 4. Optimizing the metadescription



### Interreg Europe: Home

The **programme** supports: interregional cooperation projects & policy learning platforms.  
Financed by the **European** Regional Development Fund.



**<Title> tag**



**Metadescription**





# **3. Correction of the previously sent exercise**

# The Blue Growth Community project: supporting the uptake of projects innovation in the Med region



*To ensure the capitalisation of the integrated/modular projects dealing with Blue Growth, the BG Community helps in three ways: Creating and ensuring internal (inter-community) and external synergies, fostering knowledge sharing and ensuring the transfer and capitalisation for policy-making project recommendations take on by stakeholders (projects, SMEs, decision-makers, technicians, researchers, etc).*

## ***The Mediterranean Sea: An important region for Blue economy development***

*The Mediterranean basin is bordered by 21 countries and combines strong demographic pressures, numerous maritime activities, and the oceanographic conditions of a semi-enclosed sea (Mediterranean comes from Latin “mare medi terra” or “sea surrounded by land”) which accentuates the responsiveness of marine ecosystems to human pressures.*

## ***Ensuring transferability and the uptake of our community's project results***

- *We contribute to the sustainable socio-economic development of the Med region!*
- *We work towards better multi-level governance and sound policy-making*
- *We support the development of the blue economy and entrepreneurship in the region*

## ***What do we want to achieve?***

*The aim is to:*

- *help the external multi level stakeholders to take-on the technical modular projects results;*
- *and use them into policy-making at a multi-level governance scale, and the SMEs to benefit from the further development of the blue economy and entrepreneurship*

*Want to know more about our activities? Check out our website at <https://blue-growth.interreg-med.eu/>*

# Strong human networks for effective Marine Protected Areas in the Mediterranean



The MPA NETWORKS project will focus on providing sustainable solutions to challenges requiring an approach that goes beyond Marine Protected Areas (MPAs) boundaries. These challenges include the global question of management effectiveness, and more specifically the management of Small Scale Fisheries in MPAs, the conservation of mobile species and the development of sustainable financing mechanisms for MPAs.

## ***Marine Protected Areas, an essential conservation tool***

When they are effectively managed, MPAs are one of **the most effective tools for the conservation of marine biodiversity**. But to perform, Mediterranean MPAs need more **human capacity, skills and financial resources**. Over the years, MPA practitioners have come to realise that working together would help address some of the challenges they face and MPA managers networks such as MedPAN have emerged and developed.

## ***Boosting the effectiveness of Marine Protected Areas***

The MPA NETWORKS project intends to boost this dynamic with **the strengthening of MPA managers networks** at all levels in the Mediterranean. Project activities will mainly be implemented in 9 Mediterranean MPAs, with pilot actions, training sessions, working group meetings organised in 7 countries.

## ***Empowering the MPA community***

Several types of activities will be led with a cross-cutting approach to use and apply methodologies and tools developed during previous projects (Programme Med and others). The joined forces of these networks will **give rise to a coordinated MPA voice** with shared recommendations to **support pro-MPA policy-making** at international, Mediterranean and national levels.

The expected result? MPAs are empowered to serve their purpose and deliver the results that will **benefit nature** and **sustain our livelihoods**.

Find out more about [the project](#).

# AlpBioEco project: supporting bio-economy for the Alps



To protect the rich Alpine ecosystem and foster the local economy, **we valorise the innovative bio-economical potentials of the region** in three ways: support sustainable development, foster awareness of bio-economy, link Alpine stakeholders across industries.

## The Alps, a fragile and fragmented ecosystem with great resources

The Alpine region concentrates huge resources. A rich and unique natural setting (lakes, forests, exceptional biodiversity and landscape), but also a great cultural and historic heritage. Yet, it is a very fragile ecosystem: due to its particular setting, **the region needs special attention** from policies.

Alps also represent 7 countries for only 45000km<sup>2</sup>. Which means: it's an homogenous space, but politically fragmented. **The Alps would greatly benefit from transnational policies** to help preserve its riches and foster its economic potential. So, what can we do?

## Our project: let's jump into bio-economy for the Alps!

To address these issues, AlpBioEco acts in three ways:

- We support **sustainable economic development** in the Alpine Space. It's basic, but essential!
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## What are our goals for the Alpine space?

AlpBioEco aims to achieve two kind of bio-economy projects for the Alps:

- We want to create new business models especially designed to fit the Alpine ecosystem. [Here you can find some examples of the replicable business models we achieved by now.](#)
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Want to know more about our project? Here, you can find [a description of how we work.](#)

### What is bio-economy ?

Bioeconomy signifies the use of natural substances in a considerate and efficient manner, based on the latest scientific findings. Technology, ecology and sustainable economy are combined to open new forward-looking opportunities for economic activities

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**Wrap-up:  
the training, in one word?**



# Resources

## Google SERP Simulator

Just enter your title tag and meta description to see your website's SERP snippet preview.

**SERP Simulator:** <https://mangools.com/free-seo-tools/serp-simulator>



**Beginner's guide to SEO \*:** <https://moz.com/beginners-guide-to-seo>



**You will receive a link to a Slack channel (Writing-for-the-web), where you can ask questions during 10 days after the training. We will answer!**

# Merci !

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