

Strategic Use of Content to Build Website Readership

One Day Workshop

Attracting and maintaining a large audience is a key indicator of website success. This workshop shows you how to build readership by managing website content and facilitating its change and development.

OBJECTIVES

With an almost infinite number of websites now online, how do you manage and develop site content to build readership? Participants in this workshop will learn techniques that will attract new readers while still maintaining a focus on your organisation's strategic goals.

OVERVIEW

Participants will learn:

- How to know your existing readership
- Developing different content approaches for casual and regular readers
- Developing content through the eyes of the audience
- Identifying specific content strategies for readership growth
- Gaining new readers without losing existing readers
- Evaluating success
- Four key content strategies for readership growth

WORKSHOP TIMETABLE

The workshop is run over a full single day. After discovering how you can better understand and define your existing and potential audiences, we learn how to develop content that will add new readers without losing existing readers. Evaluating the success of content development is then followed by four key strategies for building readership through improved content. Finally, we look at how you can use content changes to grow reader numbers on the website on which you work.

Schedule DAY ONE	
9:00am	Welcome.
9.05am	Knowing Your Audience <ul style="list-style-type: none"> - Importance of readership size - Why define audiences? - Visitor durations - Regular versus casual readers - Reader origins - Using collected data to define reader characteristics
10.00am	Developing Strategies for Growth <ul style="list-style-type: none"> - Identifying missing readership groups - New content decisions - Developing content through the eyes of the audience... targeting - Navigation, site design, multiple navigational routes - Accessible snippets - Content that will date versus newsworthy content - Corporate information versus information of public interest
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	Keeping existing readers vs creating change and growth <ul style="list-style-type: none"> - What loyal readers like - Showing leadership rather than responding to current reader wishes - Facilitating change through reader communication - Email newsletters - Progressiveness of introduced change - Assessment of outcomes - Organisation's strategic direction versus reader desires
12.40am	<i>Lunch (45 minutes)</i>
1.50pm	Analysing Success/Failure <ul style="list-style-type: none"> - Google Analytics - Reader origins - Reader page ratings - Internal search engine results - Emails, contacts, media response

2.40pm	Four Key Strategies <ul style="list-style-type: none"> - Know your readers - Content strategies to attract new readers - Boldness in vision - Alignment with strategic goals
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	Developing a Growth Strategy <ul style="list-style-type: none"> - Developing a content-based growth strategy for your specific website
4.15pm	<ul style="list-style-type: none"> • Summary
4.30pm	<i>Finish</i>

LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

TRAINER

Julian Edgar has over a decade of experience as a Web Editor and has worked in both commercial and Public Service roles. He also edited a national Australian print magazine, has produced the text and photos for hundreds of Web and magazine articles sold around the world, and is a published technical book author.

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