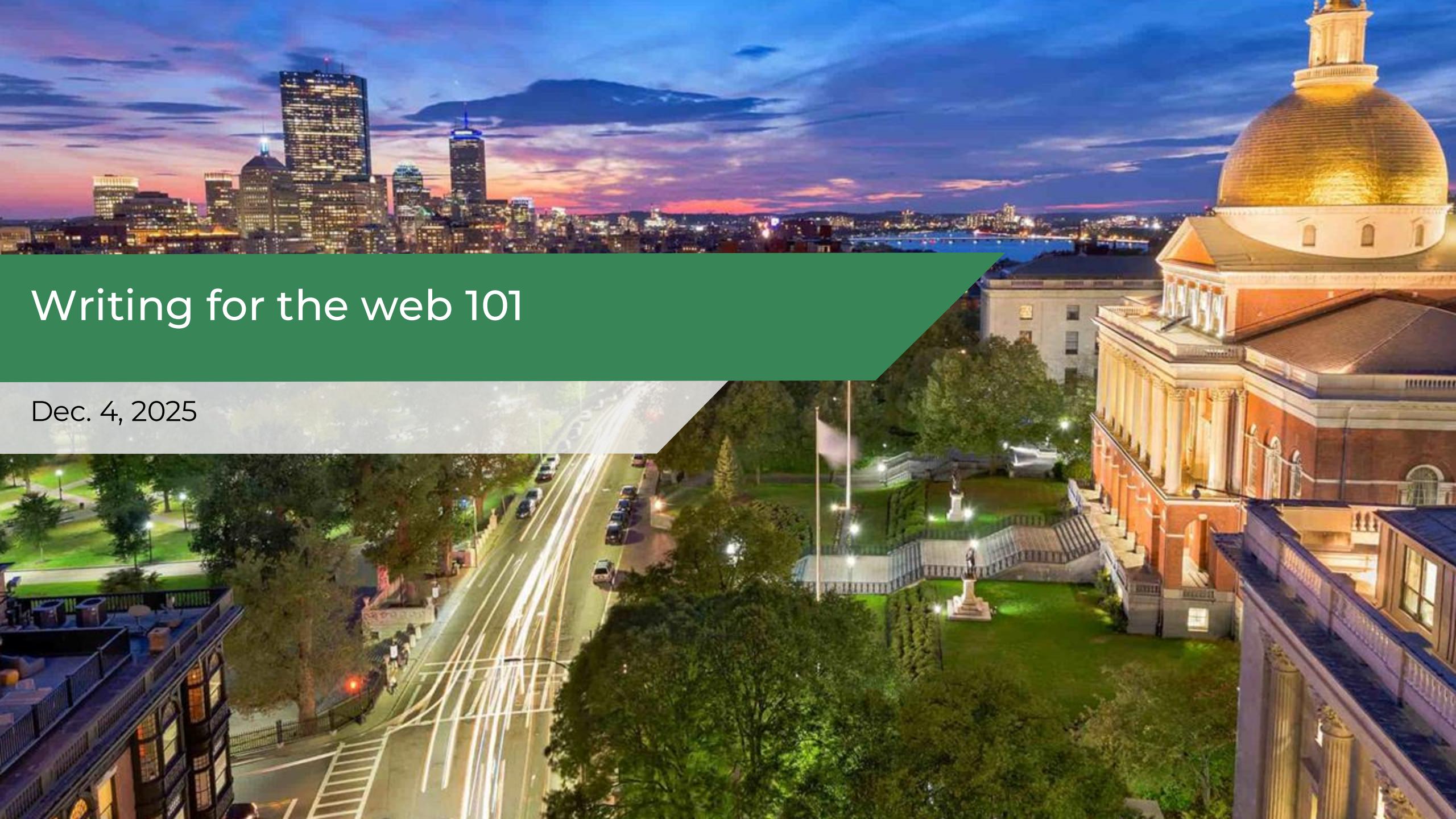


# Writing for the web 101

Dec. 4, 2025



# What is Content Lab?

- Focuses on **Content Strategy**: Managing your content to reach target audiences and using data and feedback to improve content and user experience
- Community of practice
  - Values ongoing learning and continuous improvement
  - Flexible format
  - Thrives on active participation

*Content Lab is aligned to the Digital Roadmap, supporting the goal of high-quality, accessible, user-centric content on state websites*

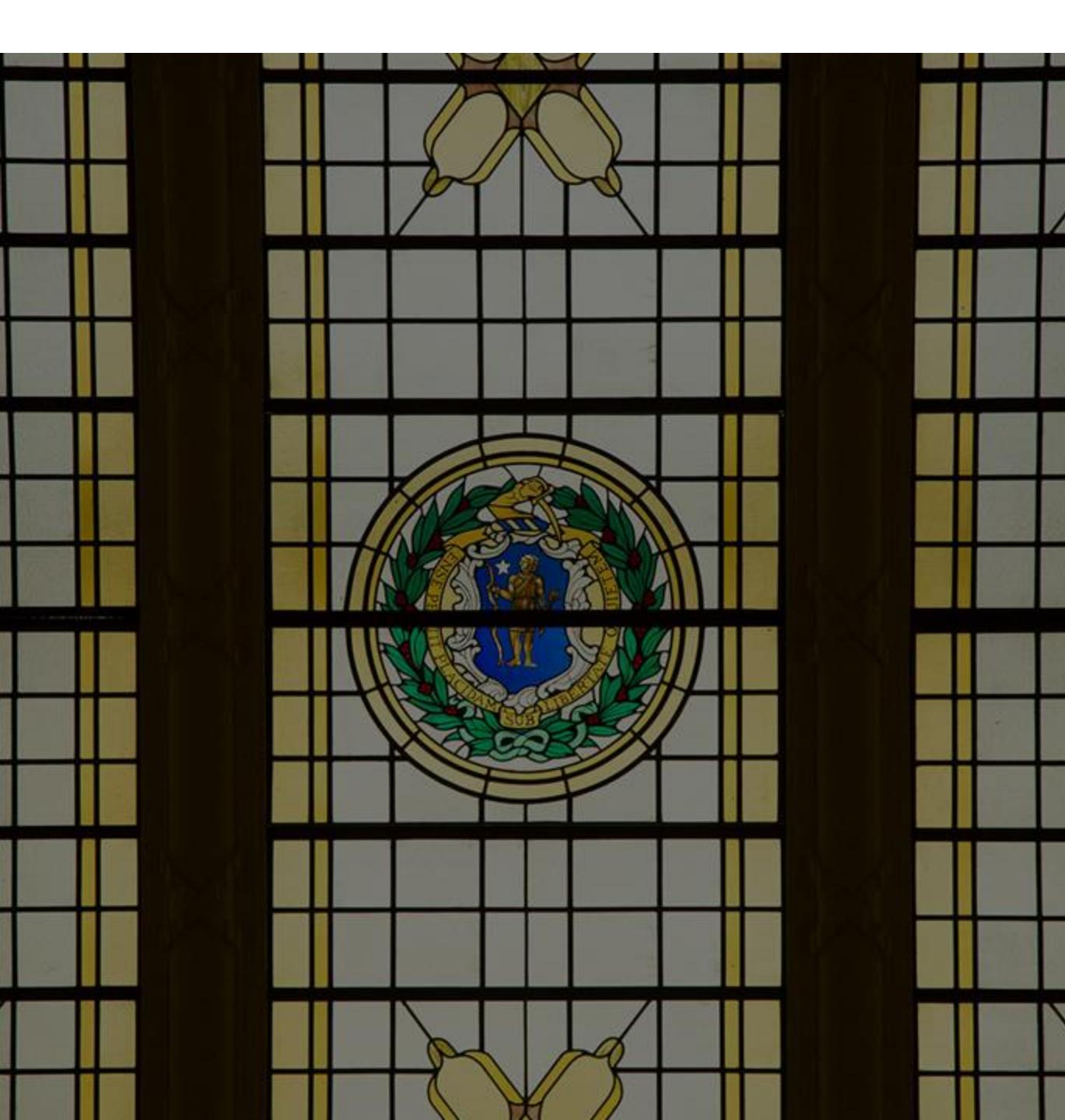
# Our purpose: Learning + better content

## Community of practice

- We want to continually grow and improve
- We use real content examples – yours and ours
- The methods and practices are the point

## Mass.gov content

- Clear before clever
- Current
- Constituent-friendly

A close-up view of a stained glass window. The window features a central circular emblem with a figure holding a sword, surrounded by a laurel wreath and the words 'INDEPENDENCE' and 'LIBERTY'. Above and below the circle are smaller circular panels. The entire window is set in a dark wooden frame with a grid of yellow and black lead lines.

## Agenda

- What makes writing for the web different?
- Who are your users
- Helping users find and understand information
- Getting users to your webpage
- Resources
- Wrap up

# Why writing for the web?

- People interact with web content differently than with print content. We'll talk about:
  - How to identify your users and write for them
  - How to break up information
  - How to write in plain language
  - How to help people find your webpages