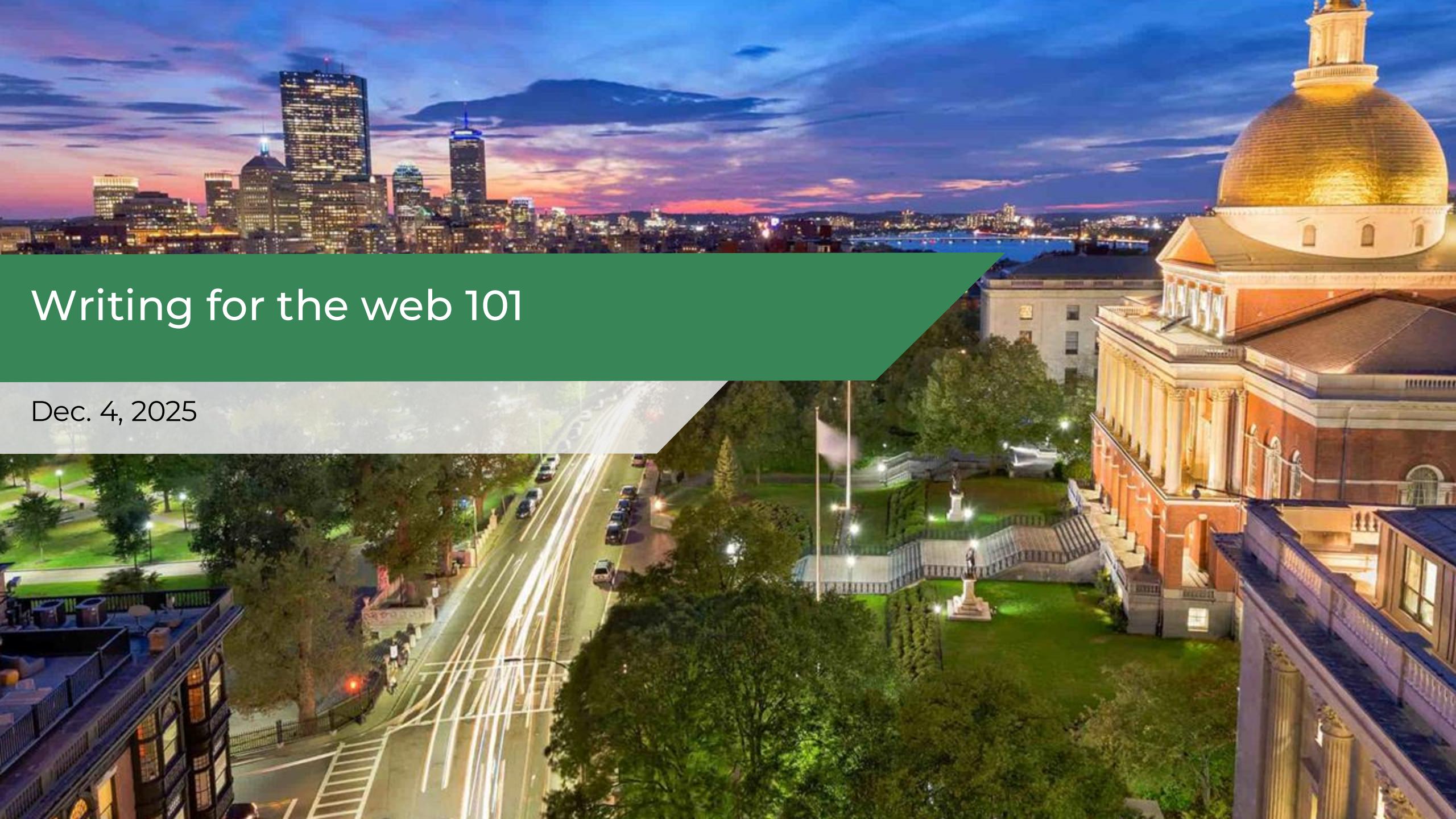# Writing for the web 101

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
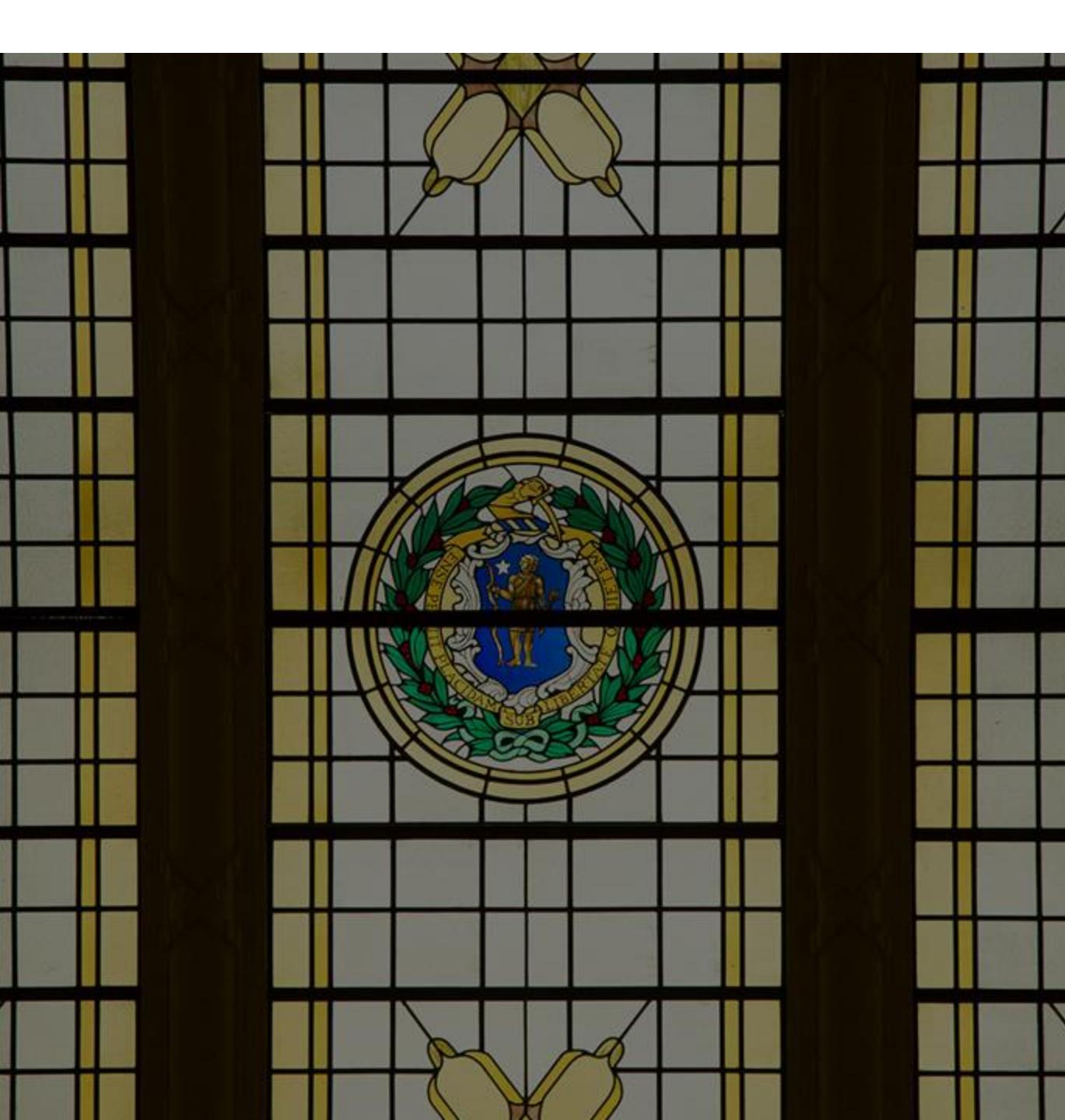
Our purpose: Learning + better content

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

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