Name:
Lesson 4: Creating Content for the Web

Content Guidelines
Guidelines for Text on a Web Page
Paragraphs
- Present only one _____ per paragraph
- Limit paragraphs to 75 _____ or less
- Use _____: Divide page text into small sections (chunks) using headings, subheadings, lists, short sentences and short paragraphs

Headings
- Use headings and subheadings to _____ and label text
- Make sure headings and subheadings _____ on key points
- Headings should help readers find information _____

Keywords
- Words that best describe and _____ the purpose of your site
- Keywords help search engines find and _____ your Web pages in users' search results
- Keywords help _____ find information quickly on your pages

Formatting for text on a web page
Paragraphs
- Use _____ lists to present related items or summarize key points
- Use numbered lists only when presenting a _____ of steps

Headings
- Main headings should look _____ than subheadings
- Headings and subheadings can use _____ colors and fonts

Keywords
- Can be used in page _____, headings, links, images and paragraph text
- Use bold formatting to make important words and phrases _____ out in paragraphs
- Keywords should _____ often in your pages

Inverted Pyramid
- Places the most important information _____.
- It enables readers to get the basic facts by reading only the first _____ in a news story.
- On a Web page, readers should get the basic facts just by _____ the page.
- Readers who want more detail can read further on the page.
- Readers who decide they want all the _____ can continue reading or follow a link to more information.

Images
- A successful Web page uses words and images to _____ the viewers' attention and provide information.
- Graphics should be both visually _____ and informative.
- Avoid graphics that distract users, increase downloading time, and _____ the message.
- Graphics and text should _____ each other.

Creating a Page
Brainstorming: is a useful technique for _____ and arranging online information
- Everyone offers ideas and no idea is _____
- _____ focus of ideas
- Choose best idea or _____ of ideas

Planning a Web Page (Site)

1. Who is the _____?
2. What will the audience ____ from the site?
3. Where will you ___ the site content?
4. Which media _____ (text, images, video) are more effective for certain types of sites?
5. What _____ might make one image more effective than another?
6. Think about how you will _____ unneeded content, align your text, and group related items.
7. _____ keeps a Web page from looking too busy. White space also makes a Web page easier to read and scan for information.

Writing Effective Web Content

In this activity, you will work to create effective Web content, then upload it to the to FOCUS.
1. Visit the National Geographic Kids Web site (http://kids.nationalgeographic.com/animals.html). Click on an animal of your choice.

2. View all of the information related to that animal.

3. Be sure to click on all related hyperlinks to learn more about your topic.

4. As you navigate the Web site, make a list of at least 10 Web content guidelines (from this lesson) that you see used.

5. Using a Microsoft Word or a word processing program, rewrite the article according to the Web content guidelines you have learned.

6. Add 2 pictures and 1 table graphic that complement your writing.

7. Submit the word document along with this interactive PDF on the grade book FOCUS.

Lesson 4 Quiz
Select the correct response for each question.

1. On a Web page, white space is:
    a. an unfinished page.   Answer Choice
    b.an area without content.
    c. a heading or subheading.
    d. an image that does not relate to the text.

2. What can you use to make text easier to read on a Web page?
    a. Keywords   Answer Choice
    b. Paragraphs
    c. Bulleted lists
    d. More images

3. Which of the following places the most important information at the beginning of a story, where it will best capture a reader's attention?

     a. Paragraphs
     b. Bulleted lists
     c. Inverted pyramid
     d. Headings and subheadings

4. What is the purpose of brainstorming?

     a. To help generate ideas
     b. To replace text with images
     c. To make Web pages easier to scan
     d. To complement text on a Web page

5. The process of determining a Web page's content is sometimes called:

     a. hyperlinking.
     b. image editing.
     c. inverted pyramid.
     d. information design.

6. Users do not read Web pages like they read the pages in a book. Instead they:

     a. scan the Web page.
     b. print the Web page.
     c. look at the images.
     d. download the images.

7. _____should be both visually appealing and informative.

     a. Text
     b. Labels
     c. Graphics
     d. Headings

8. Dividing a page's text into small sections is called:

     a. imaging.
     b. chunking.
     c. keywording.
     d. brainstorming.

9. When creating a Web page, you use numbered lists to:

     a. create keywords.
     b. present a series of steps.
     c. present a list of related items.
     d. create headings in a paragraph.

10. When creating headings and subheadings, it is a good idea to:

     a. include an image for each one.
     b. place long paragraphs of text after each one.
     c. use keywords so readers can find information quickly.
     d. use flashing text to highlight the headings on the page

11. When users are looking for content on a Web page, they often use:

    a. a printer to print the page out.   Answer Choice

    b. a scanner to find what they're looking for.

    c. keywords, headings, and subheadings to find information quickly and easily.

    d. a search engine to look for the content on the Web page.

12. True or false: You still have to cite your sources when you are writing a Web page, just like you do on hard copy.   Answer Choice

    a. True

    b. False

13. Which of these should you keep in mind when planning a Web site's content?

    a. Who is the audience?   Answer Choice

    b. What does the audience want from the site?

    c. Should I use formal writing or text speak?

    d. All of the above

14. When you're choosing graphics for your Web page, you should:

    a. Pick the coolest looking ones.   Answer Choice

    b. Pick the ones that convey the best information.

    c. Make sure they do cool stuff like rotate and flash.

    d. Put as many on the page as you can fit, because they'll make people want to read your page.

15. True or false: You have to have permission to use someone else's photographs or other graphics, because they still count under copyright laws.   Answer Choice

    a. True

    b. False