ENG219 Business and Professional Writing

Appendix G: The Web Copy Revision Assignment

The following lesson can be delivered in either a face-to-face or online, asynchronous modality. Note: Instructor is open to alternative methods of learning, please contact the instructor for more information at [insert contact information].

# PURPOSE OF ASSIGNMENT

Website copy, especially written on behalf of small to mid-sized companies and organizations, is often lackluster and/or inconsistent. At minimum, it can generally be improved.

This is usually a product of deficits in time and expertise. Developing this valuable writing usually follows to the bottom of the priority list and usually these smaller organizations do not have the expertise to execute strong and useful writing on the web.

Even within an organization and their website, copy writing can vary widely.

Taking a user-centered approach – and reflecting on your own experience as a user and consumer of content – I want you to evaluate and re-imagine your program of study’s web copy.

This should build nicely from your fact sheet and sales letter assignment, meaning you shouldn’t have to “drum up” content from scratch. Here, again, we’re focusing on the useful presentation of information.

This assignment can be completed utilizing different media. You may create traditionally written documents; prepare a presentation using PowerPoint, Prezi, etc.; use voice recording software; compile a video, etc.

# THREE PHASE PROCESS

1. **Needs Assessment:** In this step, you’ll do two things:
* Explain all of the possible audiences for this webpage.
* Describe the ideal relationship between the content of the page and the expected audiences.
* Explain in 1-3 sentences wat this webpage *ideally* should do and communicate. What information should the user be met with and leave with?
* Evaluate the existing content of the page and compare it to what you understand as best practices and the goal of the page – culled from your book, your own experiences, and other resources.
* You’ll look carefully for assets and liabilities. Assets are things the webpage is doing well. Liabilities are the opposite: things detrimental to the user’s experience.
1. **Revision plan:** In this very important step, you’ll outline (in very specific, action-oriented terms) what you plan to do to improve the website’s copy. *Consider this is a type of proposal*. Be as precise as possible. You may find it helpful to sketch out a wire-frame (an outline of your intended revisions. Gliffy.com is a useful and free interface for creating these types of documents.
* The goal of this document, however you choose to attack it, is to give your reader a very clear sense of how you’ll reshape and revise the page.
1. **Revision:** This is your actual revision of the page. You may use whatever means necessary to create it (Word, PowerPoint, Gliffy, Photoshop, or even pen and sketch pad.) Just make sure you submit this file as a .pdf (File 🡪 Save As 🡪 Change File Type to .PDF). This will preserve formatting.

# EVALUATION CRITERIA

Stages #1 and #2 will be evaluated based on how well you achieve the goals of each document.

For the Needs Assessment, you will be evaluated on:

* Quality and appropriateness of your statement of purpose.
* Depth and precision of your critiques (citing specific examples of assets and liabilities).

For the Revision Plan, you will be

* Appropriateness of your suggested revisions.
* Clarity of your proposed action and its accompanying rationale.

Stage #3 will be evaluated using the following rubric:

* **Design of Page (33%)** Appropriate use of space; ability chunk material; use of CRAP; intuitiveness of information.
* **Quality of Content (33%):** Strength of page’s core messages; appropriateness of content for a “landing page”; ability to create and sustain engagement.
* **Sentence-Level Writing** **(33%)**: Clarity and concision of prose; quality and effectiveness of language; absence of careless errors.

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