Define Your Content

The first step is to define your audience: Who are they? Students? Other researchers? Partners? Once you can define your audience, the answers to the questions below should address these people and give them the information they may come to your website to look for. You can have more than one audience type, but who is your PRIMARY audience?

1. WHO IS YOUR AUDIENCE? _____

The second step is to define your goal for your website. What is it you want your website to do? It can impart information to the audience chosen… it can market and promote the center to get volunteers, more partners, money… so…

2. WHAT IS THE GOAL OF THE WEBSITE? _____

Now we get into defining your content. Start small and build on it, like writing a story. What is the story you want to tell about what you do?

You want to answer the questions of **who, what, where, when and why and sometime how**. Not necessarily in that order. If a question is not applicable (such as "when" or "where") than leave it off.

Here are examples:

1. **Who** are the people involved in this project? Staff, faculty and/or students/GRAs? This might help form your "team" page or "about." This can also be for who benefits? Do communities, partners, students or certain types of people benefit? If so, who are they?

2. **What** answers the question what is it you do? What is your center/lab/research about? If you have a grant, what does the grant help you do or accomplish?

3. **Where** answers the question of where classes or the program might take place. Will it be in person, online or hybrid and where is the location (downtown, Perimeter, etc.)? Or where is the center/lab? Is this a location that can be visited by the public or just your office? Are there directions that need to be included? This could also form your "contact us" area or page.

4. **When** answers the question of time frame. If you have an event or activity that is related to a time – what is it and when does it happen?

5. **Why** answers the question why do you do what you do? Why is it necessary?

6. **How** answers the question how does your center/lab/research operate? How do you collect data or create your reports? How would students get involved? How would the outside world get involved? How do your partners get involved?

You can write out paragraphs or sentences. Maybe sometimes just one word will do. You can also have multiple answers to the questions. For example, for WHO you might have a list of faculty and staff that are involved. But you might also have a separate list of student researchers/GRAs or other student volunteers that you'd like to list separate. You might have partners that you want to list separate, as well. All these bits may go on different pages.

TIP: All answers should be written in layman's terms so that anyone can understand what you're saying. Avoid jargon and academic language. If you use acronyms, spell them out the first time you use them with the acronym in parenthesis – National Aeronautics and Space Administration (NASA). After that, you can use NASA on the same page.

Content that ends up on your website will need to be in AP Style/GSU style, which the PR unit can help with.

These questions/answers will form the basis of the content you want to present. SO… here we go:

WHO: (Who are you? Who are the players? Who are your partners?)

WHAT: (What do you do?)

WHERE: (Where are you located? Where does your work take place? Contact?)

WHEN: (When are events, classes or sessions? If applicable…)

WHY: (Why do you do this? Why is this necessary?)

HOW: (How do you do what you do? How are others involved? How are partners involved?)

Once these questions are answered we'll begin to see how we can create a sitemap, or navigation that helps guide visitors through your webpage(s), if needed (if you have more than one page).

From sitemap (which is a sort of outline/navigational tool we can use to build out your site) we then discuss layout.

HOWEVER – if you feel a layout that is presented to you as a resource works for you, you can then begin to see how your content might "fit" into that layout.