

Copy Writing Processes - Overview

Site Maps & Quick Links

1. Be sure to include proposed quick links when you submit proposed site map to PCs.
2. It is extremely important that the client agree with the **main navigation pages** that will be on their website before the site goes into development. Please firmly determine how many main pages the website will require and what you believe those pages will be when you develop the site map. The project coordinator will discuss it with the client for their approval. Once it is approved, including any changes the client and the PC have made together during their development meeting, please **stay with the approved site map**, especially where the main navigation is concerned. If, after you begin writing the copy, it becomes apparent that a change should be made, please let the project coordinator know what you would like to do and why, so he/she can speak to the client about it and get approval. Making a change to the main navigation of our new websites, once it has been developed, is a big deal change and will incur additional charges to the client, so we need to be absolutely positive that the client approves any changes to the main navigation before the development of the website.
3. If you need to add/delete/change the sub navigation pages, it's okay—just be sure you don't go over the contracted page count without permission from the PC/client.

Be on the Lookout!

As you're looking through a client's current/old website when determining the sitemap, please be on the lookout for these things, and bring them to the attention of the PC to find out how we'll handle them. These types of things may incur additional charges that they will need to discuss with the client before we begin development.

- Teacher sites
- Forms
- Shopping carts
- Photo galleries
- Videos
- Widgets
- Etc.

Google Drive Folders

1. You will work in the **Development** folder.
2. Within the Development folder, as you write the content and decide what page to post a document to, please create that page folder ("Home," "Our School," "Curriculum," etc.), and then drag or upload the appropriate files into the corresponding folder.
3. You, as the CW, will decide the best page for the "primary source" to house every document. If you determine the document will be posted to more than one page on the website, be sure to indicate which main page folder it's in by making a Comment where it's posted in the text in the secondary place.
4. We use Google Docs for the copy.

5. We use Google Sheets for calendar, quick links, and staff lists.

Documents

1. You, as the CW, will need to download all files to be used on the new website from the client's current website (if there is one).
2. The client will also send files for the new site to the PC, which she will send to you and/or put into the client's GDrive folder.
3. We convert all documents to PDF if we receive them in any other format (Docx, XLS, PPT, etc.)
4. Be sure to rename all files to be used on the site according to our naming convention (see below).
5. If you need to create a document to post to the website, it must be ADA/Section 508 compliant. Creating a text only compliant PDF is very simple. You will find simple instructions for making compliant PDFs on our new [training site](#). You're welcome to register and do it anytime. Please let Judy know if you have any questions.

File Names

1. Please name files per what the file is, with the first letters capitalized and using spaces (e.g. Student Handbook, Baseball Schedule, Graduation Information, etc.)—you'll most likely name it exactly what you will post it as in the copy.
2. If the document is named exactly (or almost exactly) the same as indicated in the copy, you won't need to add any notes/comments in the copy. Just highlight the text so development knows that they need link the text to the file.

Links

1. Insert website hyperlinks directly into the text.
2. Highlight (in yellow) all text to be linked to PDFs.
3. Indicate same website pages to be linked by using the Comments.
4. Link document files by highlighting (nothing else needed if text is exactly same as document file name).
5. Use Comments if file name or file location needs clarification.

Notes for Development

1. Write your notes to GU/CU/UI in the copy itself, **[with brackets around them and highlighted]**, instead of using the Comments.

Use Comments in Google Doc

1. For instructions to link to pages within the same website
2. For instructions to link to documents (if need clarification)
3. For notes about main folders documents can be found in (if on a secondary page)

Staff Bios

Regarding staff bios and the excel spreadsheet - Please do not format the staff bios. Please write it up in the Google or Word doc to help you catch typos/misspellings. Then if you would please copy it into Notepad and paste it into the spreadsheet, that would be perfect.

Contact Lists

1. Do not use any kind of symbol (such as &) when creating contact spreadsheet. We know sometimes we need to use / and - signs occasionally, but if we could keep them to a minimum as much as possible and avoid using any others, that would be great.
2. In copy document, use gray graphic subtitles to indicate the subtitles between contact categories.
3. Use highlighted notes to let development team know how you want the contacts to appear on the page – categorized, w/ or w/o subcategories, alphabetical, etc.
4. Use “Category 2” column on spreadsheet if absolutely needed, but also remember to be clear, In the copy, about how you want it to appear.
5. Use bold font, if needed, to indicate category 2, but use category 2 only when absolutely necessary.

Graphic Quotes

1. Use on L3 websites only unless the PC asks you to do otherwise.

Miscellaneous

1. Avoid using tables. If you need to write a list of 20 clubs or something like that, just write them in a long list. UI will try to code the back end to make it work in the site without using a table, but we want to avoid tables whenever possible. It’s too difficult to make and keep them compliant.
2. It’s OK to link to PDF’s in more than one place in the copy if needed.
3. Please avoid saying something like, "you'll find it in the sidebar." There are no sidebars in mobile sites.

Please see the example in the page below.

As always, if you have any questions, please ask.

[Page Title: Food Services]



Sidebar

[Graphic Title: Menus]

Short intro inviting readers to view or download the current month's menu.

- ABC Elementary School Menu
- XYZ Middle School Menu
- 123 High School Menu

As shown above, when linking to pdf's or pages within the website in the sidebar, please indicate the need for a link by **highlighting the text** if it's super obvious. **But if there could be any confusion whatsoever, please indicate the correct page or document below the text.**

[There is a great photo on the Menus page of their current website you might want to use.]

Makes notes for development within copy and highlight them. I like to use brackets too.

Body Text

At Ranch County School District, we understand that brain power is connected to good nutrition, and we're proud to offer wholesome, high quality meals for all our students.

[Graphic Subtitle: Nutritional Excellence]

Our school campuses participate in the [National School Lunch Program](#) (NSLP). The NSLP is a federally assisted meal program that provides nutritionally balanced, low cost or free meals to qualifying students. Blah, blah, blah.

When adding links to text in main copy:

As shown above, please add hyperlinks to off-site pages directly to the page content.

If you would like to link to a page within this website (or to a file that might not be super obvious), please highlight the text and use a Comment to indicate the **page** it will link to as in this example.


[Graphic Subtitle: More Information]

For more information, please see our [student handbook](#).


Highlight

Insert off-site links.

Indicate same-site page links in Comments.

 **Judy Bittner**
e.g. Link to Curriculum page.

Use Comments to clarify file names and/or location.

 **Judy Bittner**
Home page folder