

## Greetings!

### Ch-Ch-Ch-Ch-Changes...

We're changing it up in this issue of *KB CommEntary*. This time around, our Tips and Tales section features a guest article on creating effective content for the web authored by our friends at [Bright Orange Thread](#), designers of user-focused websites. They in turn are hosting our missive on branding at their blog site.

## What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Formatting and revising periodically reviewed manufacturing standard operating procedures and work instructions for a pharmaceutical company
- Developing technical documentation for a provider of web-based transaction-processing products and services
- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including communications to employees from the CEO and executive leadership team, customer letters, trade show presentations and materials, product marketing brochures, and training materials
- Writing customer case studies for an IT consulting firm
- Developing website content for a commercial construction company
- Reviewing and editing for consistency and accuracy response documents and associated modules for electronic submission to FDA and other health authorities on behalf of a medical device manufacturing company

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

## Tips and Tales

### Three Web Writing Strategies to Make Your Content More Effective

Making content stand out in a sea of digital media is not always easy. Your work faces a lot of competition, and your audience has very little time. While your insights are valuable, they won't be received if they don't grab and maintain the user's attention. Make your content more effective and persuade readers to take action by implementing these three strategies in your writing.

#### Pack Power in the Headline

The headline is your first and best opportunity to grab the user's attention and persuade him or her to read your content. Crafting an effective headline that prompts readers to click and read your content revolves around addressing two important questions: What is this about? and Do I want to keep reading?

Users do not want to and will not waste their time-consuming material that is irrelevant to them. The headline should nail down the reader's pain points and clearly describe what's ahead. By reading the first few words, the user should understand the value of investing time in the web page, service, or article and move forward!

#### Chunkify! Content

Users don't read web pages, they scan them. This well-known (but often ignored) truth behind reading behavior on the web, often illustrated by F-shaped heat maps, has a huge impact on whether or not users will decide to read your content. Think about it—does a wall of text on a web page make you eager to read? It probably makes you run for the door.

Encourage users to read by chunkifying content into smaller, more reader-friendly morsels of information. Break up content by using:

- Short, concise paragraphs
- Descriptive subheadings
- Bulleted or numbered lists

Chunkified content is not only more visually appealing than a huge block of text, it is also more scannable and effective in communicating your message. To see an interactive example of a wall of text broken down piece by piece, visit [Chunkify!](#).

#### Include a Clear Call to Action

If you have hooked readers with a strong headline and engaged their attention with a high-quality, well-organized post, don't leave them in the lurch. Present them with the opportunity to take the next step by including a call to action at the end of your piece. In other words, tell them what you want them to do, and remind them what's in it for them. An effective call to action helps increase site traffic, user engagement, and conversions.

When crafting a call to action, remember: be clear and concise. Just like the headline, a compelling call to action should explicitly communicate the next step—and the benefit to the reader—in just a few words. But, if you do it right, a few words is all you need.

#### That's a Wrap!

Effective web writing takes more than quality ideas; it requires an understanding of your specific audience and general user behavior. In order to rise above the competition, writers must tap into their audience's pain points and create content that addresses their needs. Creative headlines, chunkified content, and strategic calls to action will scratch the surface of your audience's attention. But consistently implementing these strategies will make them return and take action.

☞ Check out [Bright Orange Thread](#)

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

*Kathy*

Kathy Breuninger

**KB COMM**

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