

Create great online content

25 October 2016

#charitywritecomms

MATT KURTON

WORDS & IDEAS





[Meeting Title]

MINUTES

[CLICK TO SELECT DATE]

[MEETING TIME]

[MEETING LOCATION]

MEETING CALLED BY	
TYPE OF MEETING	
FACILITATOR	
NOTE TAKER	
TIMKEEPER	
ATTENDEES	

Agenda topics

[TIME ALLOTTED]

[TOPIC]

[PRESENTER]

DISCUSSION		
CONCLUDING		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

[TIME ALLOTTED]

[TOPIC]

[PRESENTER]

DISCUSSION		
CONCLUDING		
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

[TIME ALLOTTED]

[TOPIC]

[PRESENTER]

DISCUSSION	
CONCLUDING	

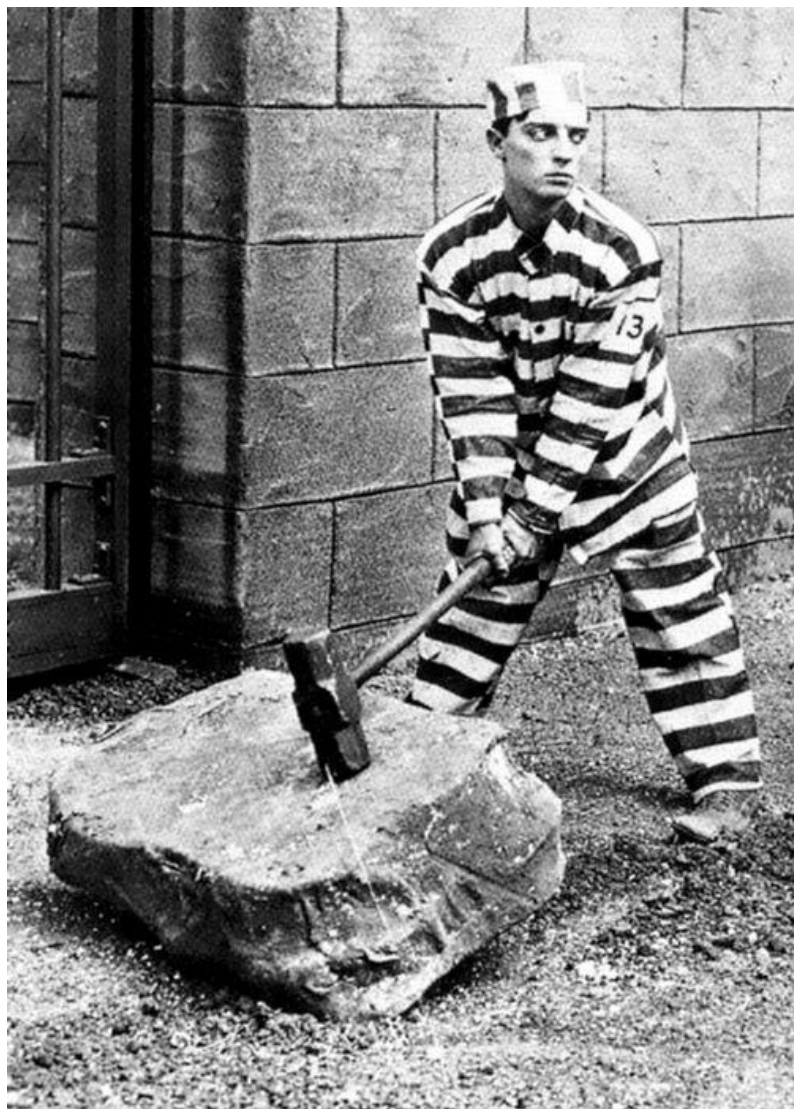


























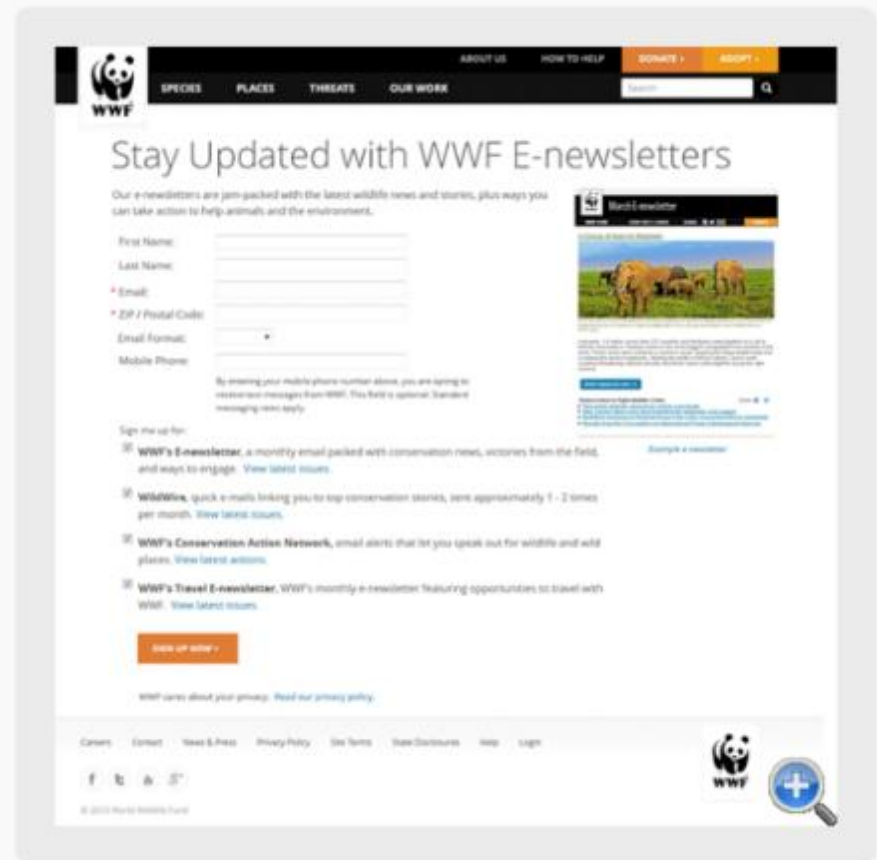
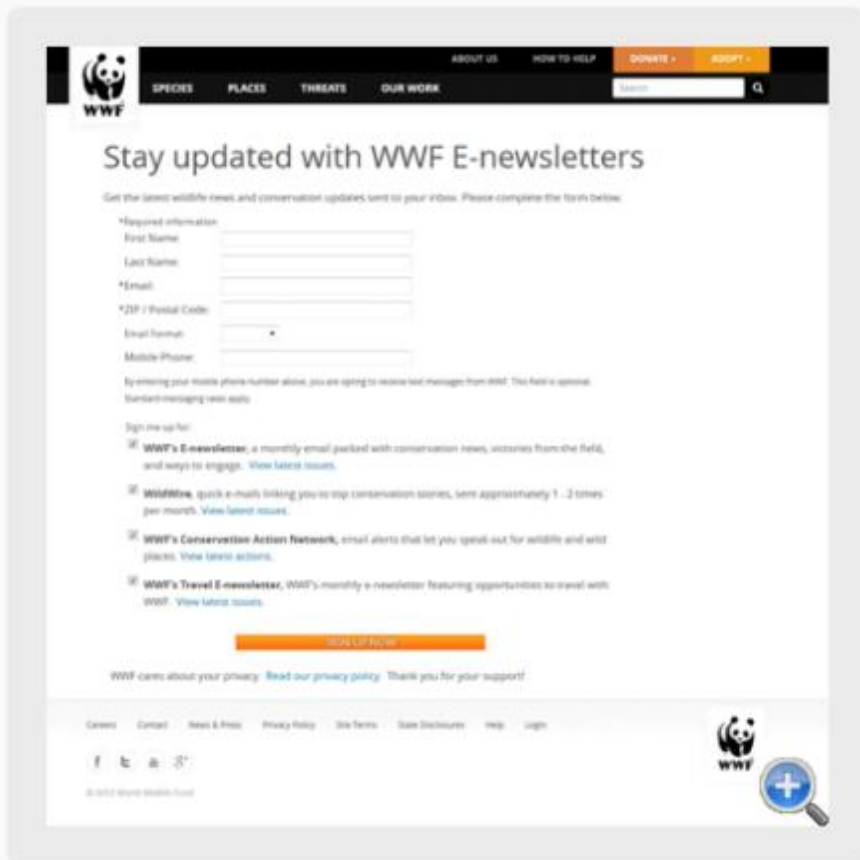






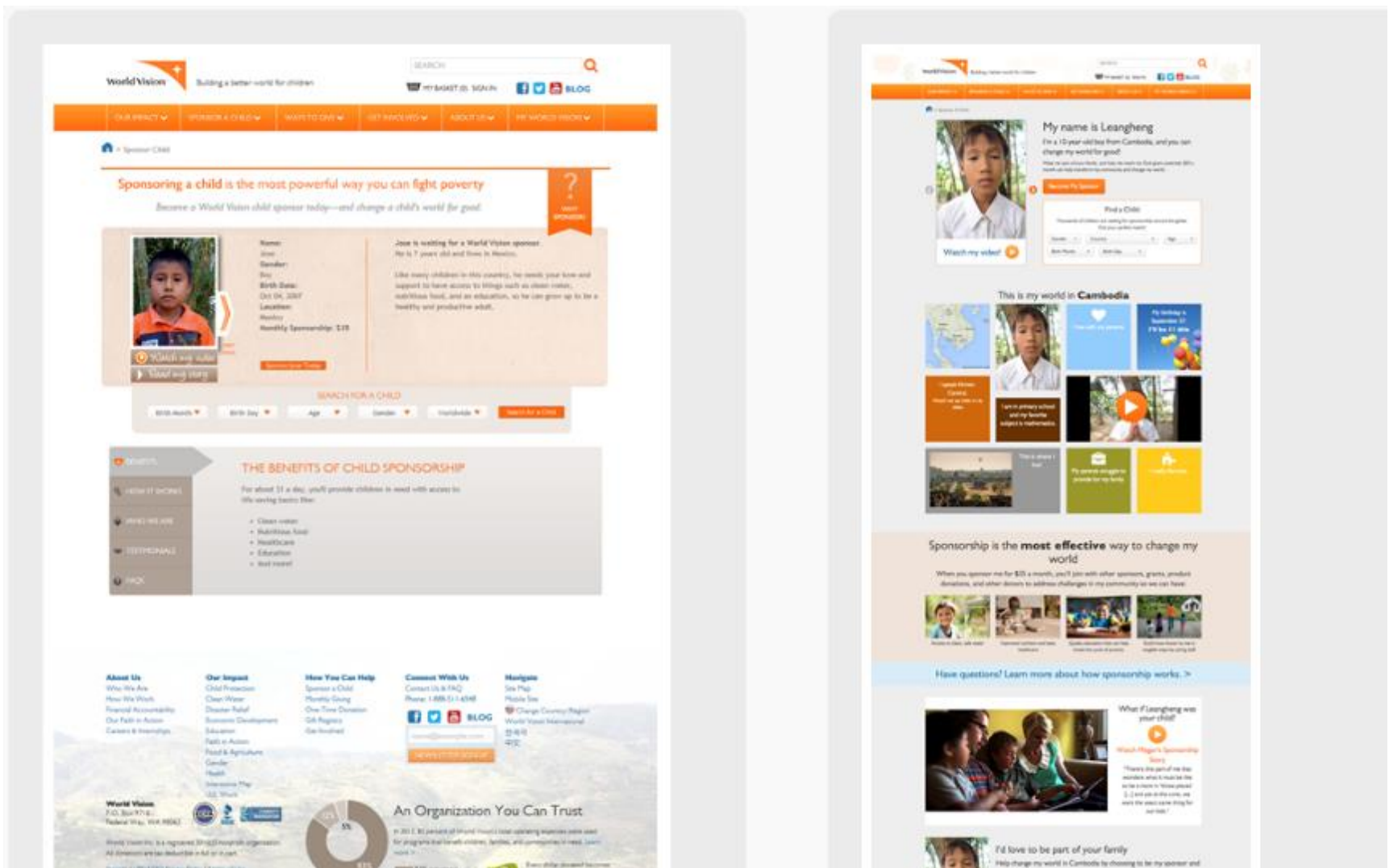
There are around a billion websites out there. So how can you get people to pay attention to yours? Learn everything you need to know about writing for the web at this masterclass. We'll show you how to create brilliant, engaging, shareable content for websites and social media, and use your words to make people support your organisation online.

TEST



Sign-ups increased by 88%

<https://www.behave.org/case-study/world-wildlife-funds-clean-vs-clutter-test-results/>



60% increase in clicks on sponsorship CTA

<https://www.behave.org/case-study/with-sliders-or-without/>

[DONATE](#)[Contact us](#)[Log in or register](#)[BOOK A FURNITURE COLLECTION](#)[HEART HEALTH](#)[GET INVOLVED](#)[SHOP](#)[RESEARCH](#)[COMMUNITY](#)[ABOUT US](#)[Home](#) > [Shop](#) > [Donate to our shops](#)

Furniture and electrical collection



Name

Title

Select



*

First name

*

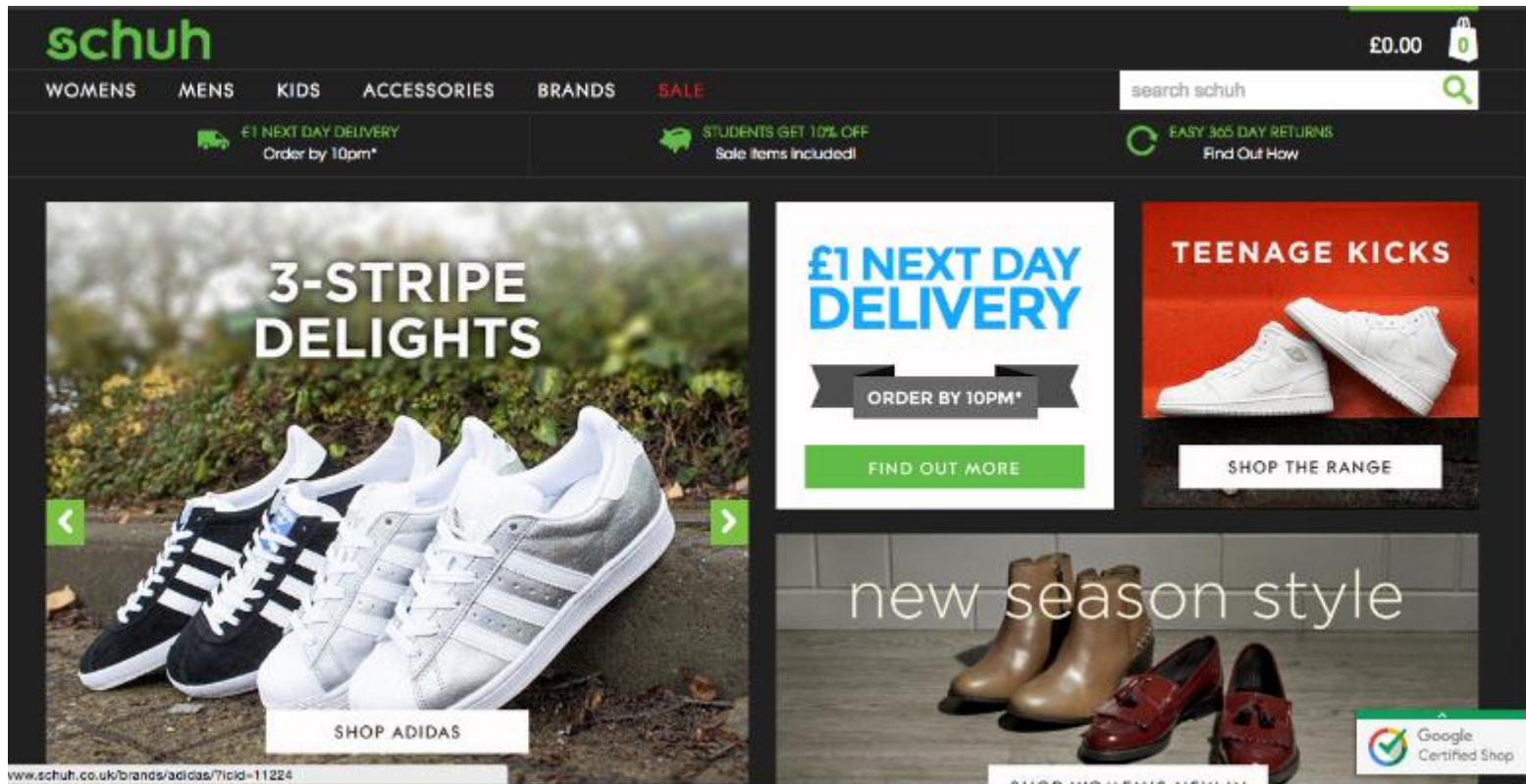
Last name

*

Address

Fewer fields, only legal copy  £2-3m

<http://www.platypusdigital.com/how-british-heart-foundation-raised-millions-by-editing-a-simple-web-form/>



Buy now  Add to bag (17% increase)

OBAMA  BIDEN

Log in | Create account

Now, take the next step

It's up to us to make sure Mitt Romney and Paul Ryan don't get a chance to take our country backward.
Make a donation today to support our team: Barack Obama and Joe Biden.

Secure

Contributor

*First name:

*Last name:

*Address:

*City:

*State:

*ZIP:

*Email:

*Phone number:

Select amount

\$15

\$25

\$50

\$100

\$250

\$500

\$1,000

Other:

Credit card

VISA







*Card number:

*Expiration:

Month

Year



The difference between Obama's two forms? A 5% uplift in donations.

- A few examples from the charity sector
- Planning, or why writing for the web isn't really about writing
- Structuring and SEO, or making sure you get the right messages heard
- The actual writing, or the power of keeping things simple

For sale: baby shoes – never worn

Ernest Hemingway

Fifteen years since last professional haircut

Dave Eggers, author

Yes, you can edit this biography

Jimmy Wales, Wikipedia founder

Couldn't cope so I wrote songs

Aimee Mann, songwriter

Well, I thought it was funny

Stephen Colbert, comedian

Over to you:
write your hopes for
the next 90 minutes
in six words

A few examples from
the charity sector

National Trust

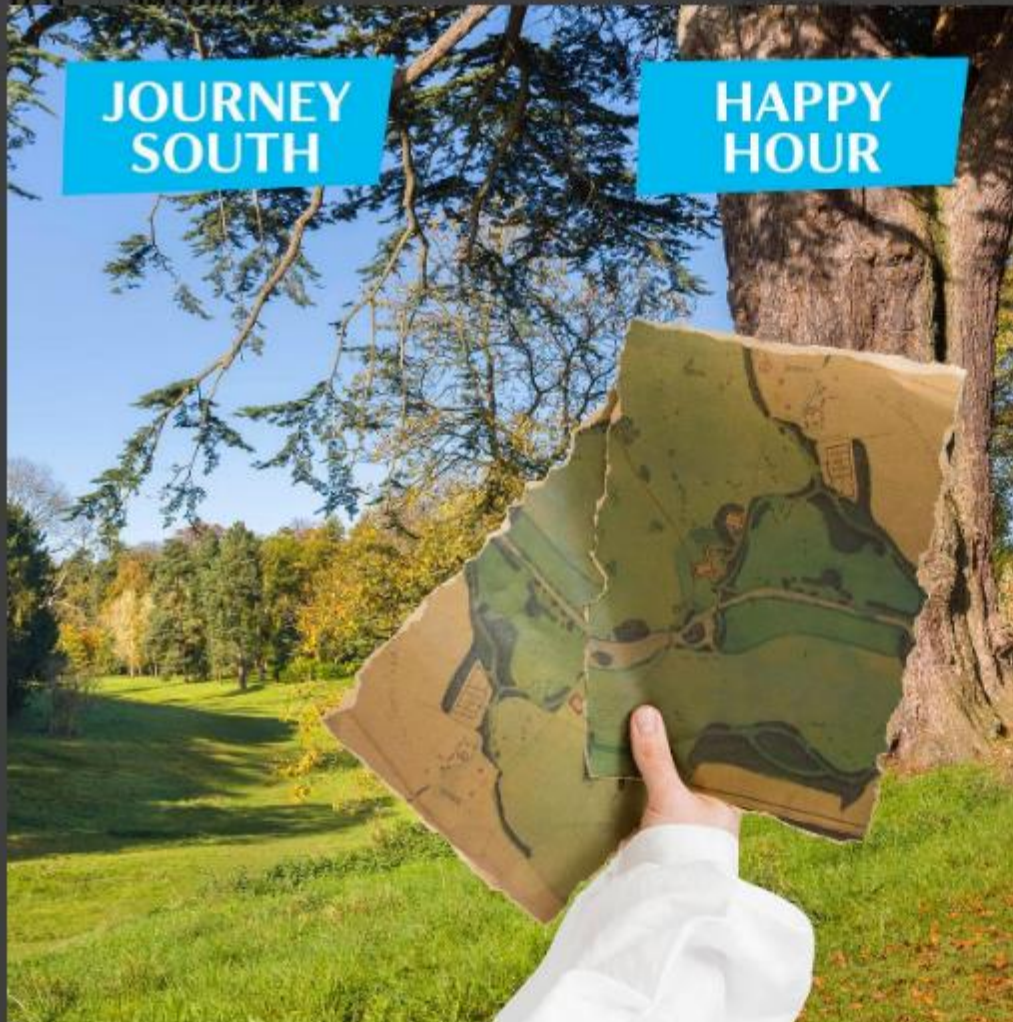
#ntchallenge

30,801 posts

TOP POSTS



National Trust



choose_job

Follow

57 likes

6w

choose_job Excellent decision. You end up working in the garden until you're 23, but there's a whole world out there and it's no longer cool to hang out in your parents' house. It's all hypothetical at the moment, but just imagine getting your hands on places such as Stowe Gardens, Croome, Petworth, and Uppark. Enough of the day-dreaming though, do you... a) Journey south looking for work or b) Pop to your local ale house for happy hour before heading off, no harm in just one right?

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...

Medicine San Frontières



[ABOUT MSF](#) [OUR WORK](#) [NEWS](#) [WORK WITH US](#) [SUPPORT US](#)



[Kathleen](#) [A Typical Day](#) [The Final Week](#) [3 October](#) [In Memory](#) [Six Months On](#)

KUNDUZ

2 WHAT WAS LOST
A doctor's story

Click to go forward, hold to see history

By Dr Kathleen Thomas
Photo © Andrew Quilty / Oculi

Medicine San Frontieres

By Dr Kathleen Thomas
Photo © Andrew Quilty / Oculi

As soon as the simple distractions of daily Australian life momentarily pause, my mind immediately wanders back to Kunduz, Afghanistan. I am engulfed in a gaping dark pit, which holds me captivated while I try to excavate its contents.

It's not the horrific scenes from that early morning of the attack that I can make out; it's not the deafening sound of the relentless airstrikes, it's not the sights of partially amputated limbs, or the permeating smell of blood. It is a feeling of incomprehensible loss and grief that extends down into that bottomless pit.

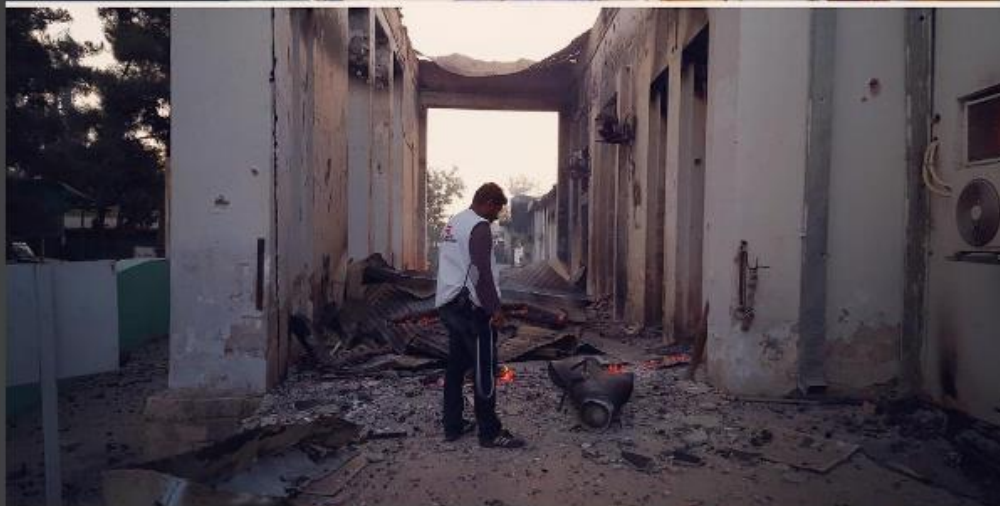
Dr Kathleen Thomas is an intensive care doctor from Australia who was on her first mission in Medecins Sans Frontieres/Doctors Without Borders' (MSF) Kunduz Trauma Centre in Afghanistan from May 2015 until the US airstrikes on 3 October.



Dr Kathleen Thomas © Nir Walker/The Good Weekend

Medicine San Frontières

mvanmar/mvanmar-world-mental-health-day-2016



doctorswithoutbord...
Kunduz, Afghanistan

Follow

5,514 likes

1w

doctorswithoutborders Kunduz hospital on the 1st October 2015 and two days later on the 3rd October 2015.

The 3rd of October 2015 will be remembered as one of the darkest days in MSF's history. In the early hours of that Saturday, 42 people, including 14 MSF staff, were killed in a US airstrike on our Kunduz trauma centre in Afghanistan.

Kass Thomas, an intensive care doctor from Australia and a member of the Kunduz team, was in the hospital compound on the night of the attack. Kass was on her first mission with MSF.

Listen to an account by Kass, told in a special episode of Everyday Emergency, of what happened on the night of the attack via the link in our bio.

WARNING: Please be aware that Kass' testimony is, in places, very distressing.
#DoctorsWithoutBorders #MSF #Kunduz #Afghanistan #Doctor #NotATarget

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...

Medicine San Frontières

HOME > NEWS & STORIES > STORIES FROM THE FRONTLINE:

Podcast and Photostory: Doctor recounts the night of Kunduz hospital bombing



03.10.2016



Cookie policy



[Everyday Emergency](#)
The Kunduz Hospital Attack: A Doctor's Story

SOUNDCLOUD

Download Share



23:24

▶ 2.6K

The 3rd of October 2015 will be remembered as one of the darkest days in MSF's history. In the early hours of that Saturday, 42 people, including 14 MSF staff, were killed in a US airstrike on our Kunduz trauma centre in Afghanistan.

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the world

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05.10.2016

Syria: "I have seen people with
injuries that I cannot describe"

STORY FROM THE FRONT LINE

03.10.2016

One year after Kunduz: Rattle

World Wildlife Fund



#EndangeredEmoji



Retweet to start ↻

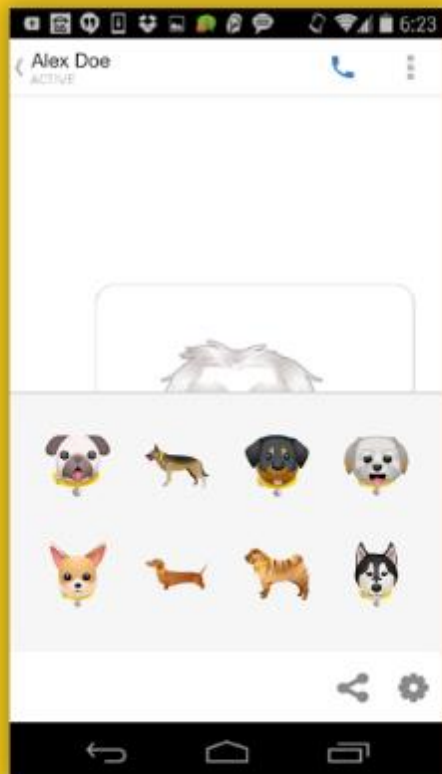


#EndangeredEmoji

17 emoji animals are endangered. Help them by donating €0.10 / £0.10 for every one you tweet. [Retweet to sign up and start.](#)



Choose from a variety of fun emoji



Dog's Trust



Conservation International



OUR WORK >

JOIN US

NATURE IS SPEAKING



ISN'T THIS WORTH PROTECTING?

Your donation will help protect nature

DONATE NOW

Conservation International

How We Work



Explore our science tools

CI measures and monitors the species and ecosystems that we need the most, while making that information available to the governments and businesses that need it.

[Explore Our Science Tools](#)



Learn how we inform policy

We combine science with partnerships to inform smart decisions about protecting nature — and provide the funding, training and expertise to make it happen.

[How We Inform Policy](#)



See where we work

With offices in more than 30 countries, we work directly with the people who live closest to the forests, oceans and grasslands that benefit us all.

[Where We Work](#)

Save the Children

£3

Could pay for life-saving treatment for eight children who are sick with diarrhoea.

£5

Could buy building materials for 10 latrines, helping to protect families from disease.



£10

Could fund malaria testing for 145 children, so that cases can be diagnosed quickly and more lives saved.

Join thousands of other people,
and make a big difference
today.

I'd like to make a

SINGLE

MONTHLY

donation of

£ 5

for

Or enter an amount

WHERE THE NEED IS GREATEST



Donate to our work with children around the world.
We'll allocate your donation according to the greatest
need at the time.

DONATE NOW

Donate Life America



donatelifeamerica

Follow

302 likes

26w

donatelifeamerica Please give me a heart. My name is Kendra and I've been waiting 18 months for a heart transplant.

If I get a new a heart, I want to become a doctor so I can help other kids who are sick.

Double tap on my picture to give me a heart, then tap on the link in DonateLife America's bio to register as a donor.

#givemeaheart #heart #donatelife

Photo by @randalford

ellotnajera Si se puede mi Princesa !!

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...



Go Further

Ford Motor Company Capturing moments that inspire you to Go Further.
ford.to/PerfFordVR

1,274 posts

1.7m followers

977 following





ford

[Follow](#)

23.6k likes

47w

ford Go further responsibly. Please, don't like and drive.

[view all 68 comments](#)

hdrestrepo I liked it anyway, a very smart way to use Instagram!

qashain @yaradaghistanii @wbeirutii @malakon1989

dakturner @malickbba #greatad #engagement

malickbba I #agree @dakturner #innovative #builtfordtough

sengjueh this is damn good. @betweengreys

mxrz @eurikads

santoshpanda Wow!

coffeeanddrive @andyrnelson @redstarrevolt

v_marini @nyan_nat olha beibe, essa

[Log in to like or comment.](#)

...

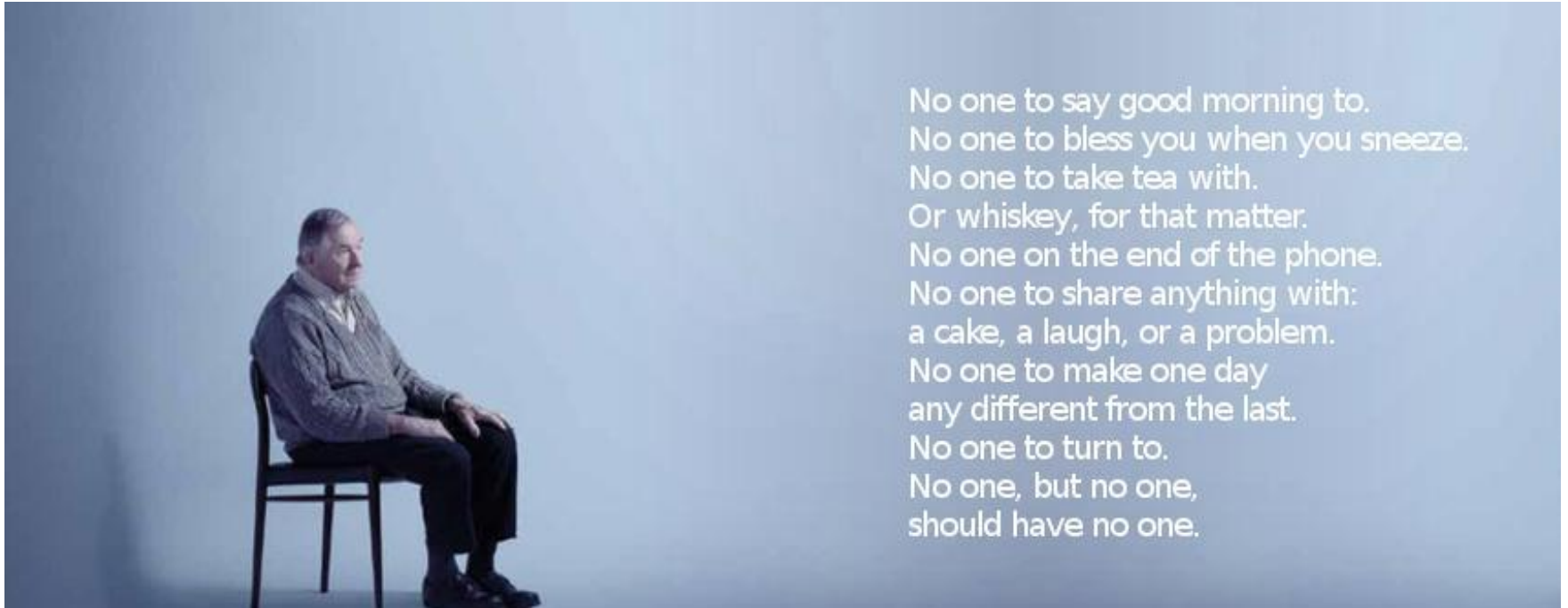
National Blood Week



22 push-up challenge



Age UK





[View this online](#)

Dear Matt,

You may have seen coverage in the media recently about fundraising in the charity sector. As a valued supporter, you are central to our crucial work against poverty, so I wanted to reassure you about the way we work at Oxfam.

The articles, which featured a range of charities including Oxfam, have made a series of allegations about telephone fundraising activities across the sector. The allegations in the press aren't consistent with the findings of our own regular monitoring, but nevertheless we take them seriously and we've taken action as a result.

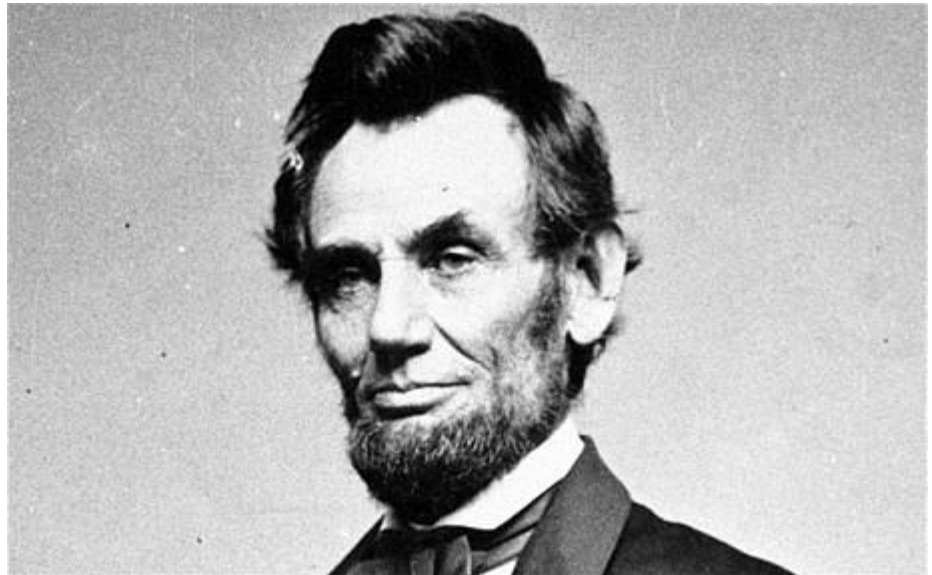
Your support

Support from people like you is the absolute lifeblood of our organisation, enabling us to help millions of people worldwide. Donating money to such important work should be a positive experience, so we don't do cold calling and never share or sell your data. We're especially careful and sensitive when engaging with vulnerable people. We are also very careful about data protection, making sure our valued supporters can choose their own preferences and control how they are contacted.

We place the highest importance on fundraising standards. We monitor calls, carry out undercover spot checks and make sure our strict guidelines are followed. I've personally tested these robust measures to ensure we are operating in the most ethical way.

Some wise advice from Abraham Lincoln...


‘Give me six hours
to chop down a
tree, and I’ll spend
the first four
sharpening my
axe.’



Content strategy

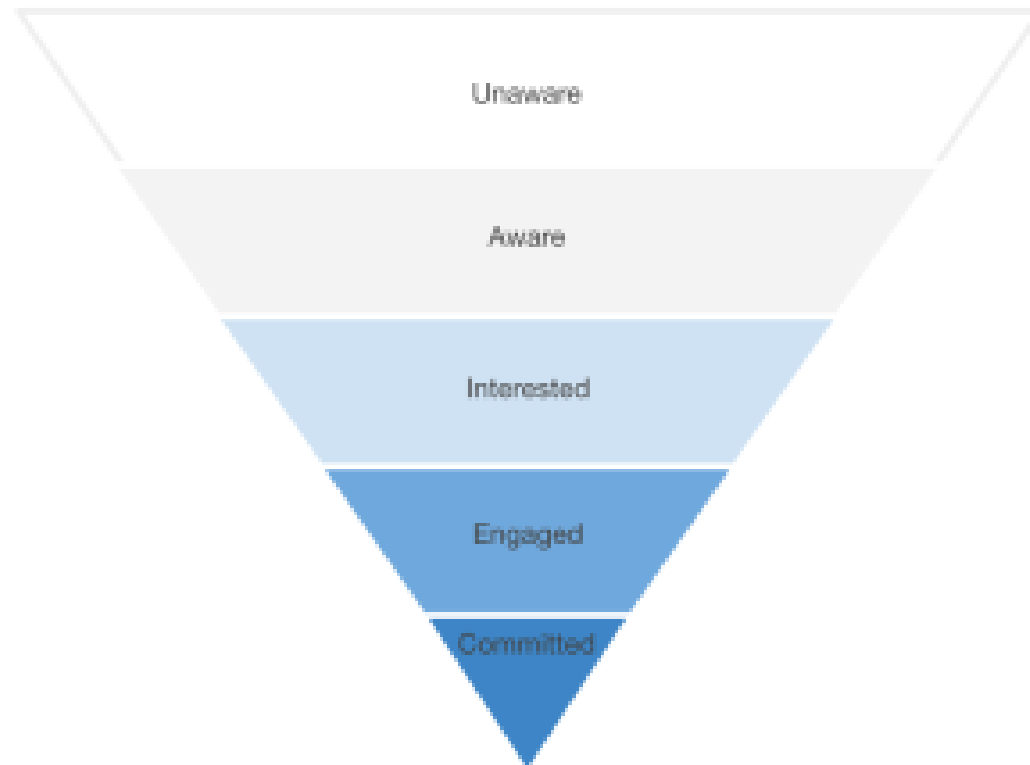
- Links all content to organisational goals
- Ensures consistent messaging
- Builds brand recognition and understanding
- Guides all writers and teams
- Avoids irrelevant content
- Covers people, not just content

Personas and scenarios

 <p>Techie</p> <p>Mike 25-34 single male living with friends</p> <p>Mike works as a graphic designer in a small agency and one day wants to run his own agency.</p> <p>He's got an iPhone and a Vodafone 360 H1 by Samsung phone, one personal and one for work. He follows friends and key people in the design industry via Twitter, blogs, and RSS feeds. He uses his iPhone for work emails and his H1 for Facebook.</p> <p>He uses Twitter to post updates about what he's up to with his project work as well as using it as a tool to find out what people are up to and to invite them to events. He uses Facebook to share personal photos and video and keeps a Tumblr blog to post interesting things he discovers and share them with his friends and followers.</p>	 <p>Socialite</p> <p>Zoë 18-33 single female living with friends</p> <p>Zoë is studying a Masters in International Development unsure of what the future lies ahead of her.</p> <p>She is constantly using the Facebook app on her Vodafone 360 M1 by Samsung phone as well as on her PC to upload and tag photos and videos from places she's been to with her friends, as well as to find out and comment on who's been where at which club nights and parties.</p> <p>She regularly texts and messages her friends to find out if they've heard about a new pop-up shop she heard about via a flyer, or one-off warehouse party started by friends of friends.</p>	 <p>Cost-conscious</p> <p>Geoff 35-49 married male with young kids</p> <p>Geoff works as an senior architect in a large practice, and has a wife and a young girl and 6-month baby boy. He thinks the time is right to start looking for a bigger home for his family.</p> <p>Geoff uses his Vodafone 360 H1 to take photos and videos of prospective sites he visits. He purchased the H1 because of its ability to check email, surf the web, use apps, and take photos and video.</p> <p>He loves the built-in camera and also uses this phone on holiday to take snaps of the family as it fits in his pocket and doesn't want to carry a large SLR around with him. He likes to upload his photos and video to Flickr and share them with his family and friends. He also creates photo books from his holidays snaps to give as gifts to his parents.</p>
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Not just who people are, but what they want and how they behave.

Supporter Engagement Funnel



- Make supporter feedback easy
- Monitor web mentions, including social media
- Talk to colleagues
- Look at your site search terms
- Spend time with Google Analytics
- Interview supporters
- Run usability tests
- Organise surveys, online and offline

Quick task #1: Talk to your neighbour about one thing you can set in motion tomorrow to learn more about your audiences.

Thinking about social media...

- Clarify and align goals
- Continually audit channels and processes
- Build, maintain and share a detailed content calendar

Stuck for ideas? Maybe...

- Posts on seasonal/current events
- Connect to trending topics people are already talking about
- Personal stories from people involved in/affected by your organisation
- On-the-ground/behind-the-scenes content
- Facebook Live/Periscope videos
- Selfies
- Ask for advice on questions/issues your organisation is facing
- Polls that are genuinely intended to engage people
- Fill in the blank posts
- Excerpts from blog posts
- Expert tips or advice
- Links to news stories or thought leadership pieces relevant to your work

Stuck for ideas? Think blogs...

- 20 best, 50 new, 10 reasons to...
- Profiles
- Guest writers
- Picture essays
- How-tos
- Problems and solutions
- Q&As
- Comparisons
- Interviews
- News features
- Predictions
- Day-in-the-life
- Expert debate
- Commemorative/end-of-year features
- Sneak peeks
- Celebrity interviews
- And so on and so on and so on...

A woman with blonde hair and a black eye is lying on her side on a white surface. She is wearing a white dress with gold stripes and a gold lace collar. There are several purple bruises on her legs. The background is a dark grey wall.

WHY IS IT SO HARD TO SEE BLACK AND BLUE

The only illusion is if you think it was her choice.
One in 5 women are victims of abuse.
Step alone against women.

If you need help or are able to help, contact us on 071 620 5511



Your site is a conversation
with your visitors.

Structuring information



Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster



Popular on GOV.UK

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[Money and tax](#)

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Includes renewing passports and travel advice by country

[Visas and immigration](#)

Visas, asylum and sponsorship

[Working, jobs and pensions](#)

Includes holidays and finding a job

Reliable, easy to understand patient information from Cancer Research UK



Your cancer type

Start here if you know your cancer type — for everything from symptoms to coping after treatment.

- [Breast cancer](#)
- [Bowel cancer](#)
- [Cervical cancer](#)
- [Lung cancer](#)
- [Pancreatic cancer](#)
- [Prostate cancer](#)

[More cancer types](#) [+]

Clinical trials and research

Find plain English summaries of trials currently recruiting people in the UK, recent research or look at trial results.

Also find information about different types of trials, how they are planned and more about taking part.

[Go to Clinical trials and research](#) >

Cancers in general

Find general information about cancer including:

- [Types of treatment](#)
- [Cancer drug finder](#)
- [What is cancer](#)
- [Causes of cancer](#)
- [Cancer symptoms](#)
- [Urgent referral](#)
- [Cancer tests](#)
- [Questions and answers](#)







[Go to 'Cancers in general'](#) >

Coping with cancer

Find information about coping from managing symptoms and side effects to dealing with finances:

- [Coping physically](#)
- [Coping emotionally](#)
- [Coping practically](#)
- [Dying with cancer](#)
- [Your tips and stories](#)

[Go to 'Coping with cancer'](#) >

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The flu vaccine and cancer

Cancer or its treatment can increase the risk of catching flu.

[Find out about getting the flu vaccine.](#)

WE CAN'T DO IT WITHOUT **YOU**

Run, bake, tweet, give, shop, speak out, even sky dive – how will you be part of the generation to end extreme poverty?



ERHAN WILL SORT THE THRILLERS



SYRIA CRISIS



IBRAHIM WILL SPREAD THE WORD



BILL WILL BEAT HIS PB



JOE WILL SHOP VINYL



YEMEN CRISIS

Oxfam is working in Yemen to get vital water to people in the wake of airstrikes.



Help and support



For parents

Information for parents with
a child recently diagnosed,
or living with cancer >

Help and support

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NO CHILD **BORN TO DIE**

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Wishlist



Matching your
donations with

Between 1 October and 31 December, whenever you purchase a Wishlist item, the UK government will match your donation pound for pound up to £5 million. That means your gift will have double the value and enable us to do twice as much for children at no extra cost to you. [Find out more >](#)



BASKET

0 items

£0

About Wishlist

[How it works](#)

[How your money is spent](#)

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[Gifts for him](#)

[Gifts for her](#)

[Gifts for gardeners](#)

[Gifts for teachers](#)

[Gifts for medics](#)

[Gifts for parents](#)

Gifts by theme

Give life

[see more... >](#)



2013 ●●●●●

2012 ●●●●●

2011 ●●●●●

2010 ●●●●●

2009 ●●●●●

2008 ●●●●●

2007 ●●●●●

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1994 ●●●●●

Bolivia drought, 2013

50,000 animals treated and fed

Disaster strikes

Bolivia declares a national emergency after five months of drought. Agricultural crops have been ruined. Thousands of families struggle to earn a living as their alpacas and llamas, unable to find pastureland, produce less wool. And nearly 50,000 animals' lives are at risk.

We respond

In temperatures of -25°C , the World Animal Protection team distributes 40 tons of fodder and 5,000 doses of vitamins to alpacas and llamas in the worst-hit communities: more than 30,000 animals benefit. And we also build 50 animal shelters to provide protection and respite from the

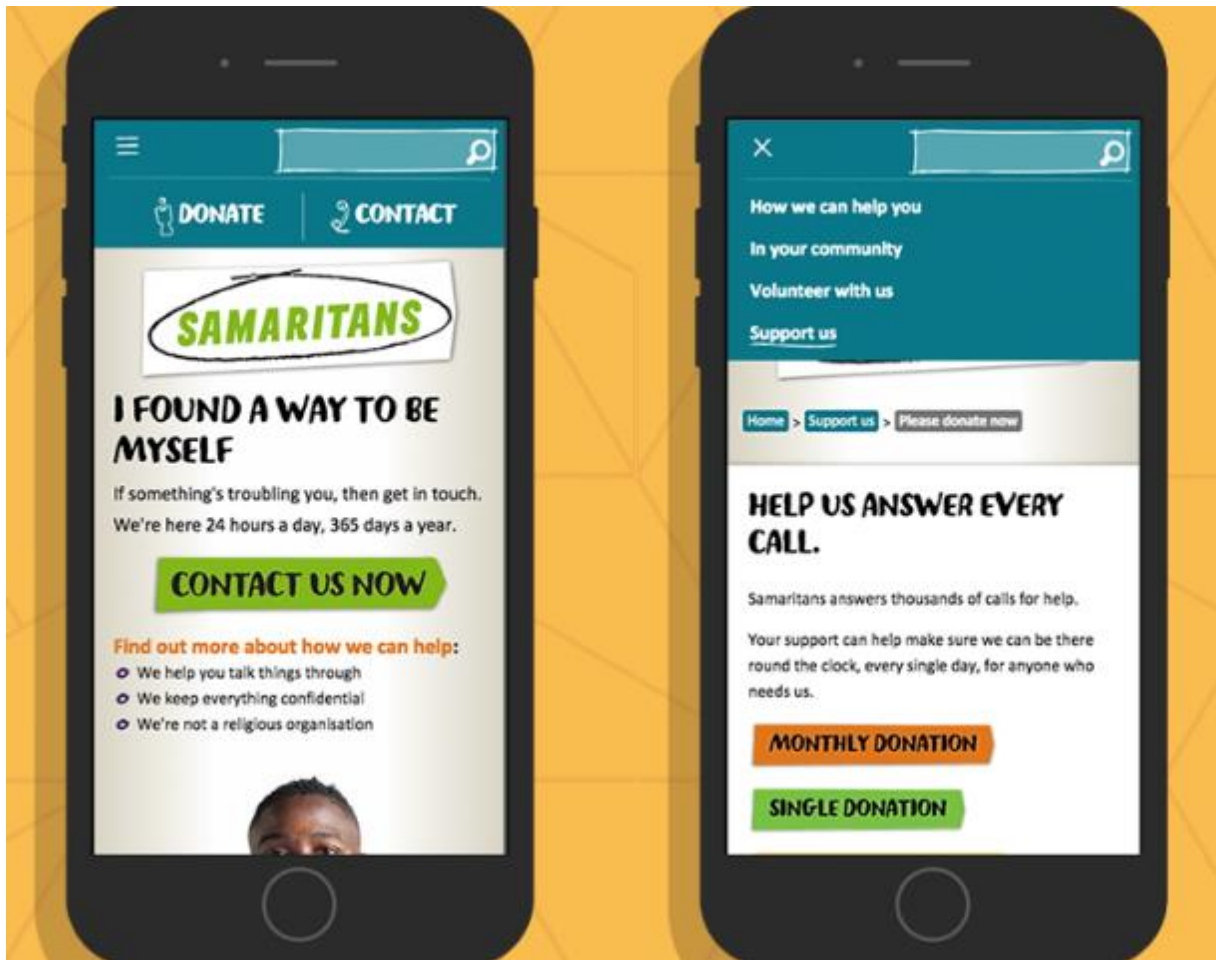
Image gallery



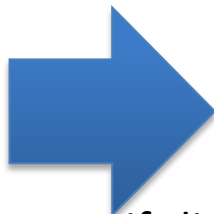
Bolivia drought, 2013

Bolivia

Paraguay



5%



40% mobile engagement

<http://www.siftdigital.com/what-we-do/samaritans-digital-delivery>

I want [my reader] to know
that [...] so that [...]

- I want to share information about...
- I want to answer supporters' questions about...
- I want to sell as many charity gifts as possible
- I want visitors to make it as easy as possible to buy gifts from us
- I want to increase membership numbers
- I want people to understand the impact that becoming a member will have

Quick task #2

Write an objective for a piece of writing you've worked on recently.

I want [my reader] to know
that [...] so that [...]

Once you have your objective...

- Translate it into a key message (and secondary messaging if necessary)

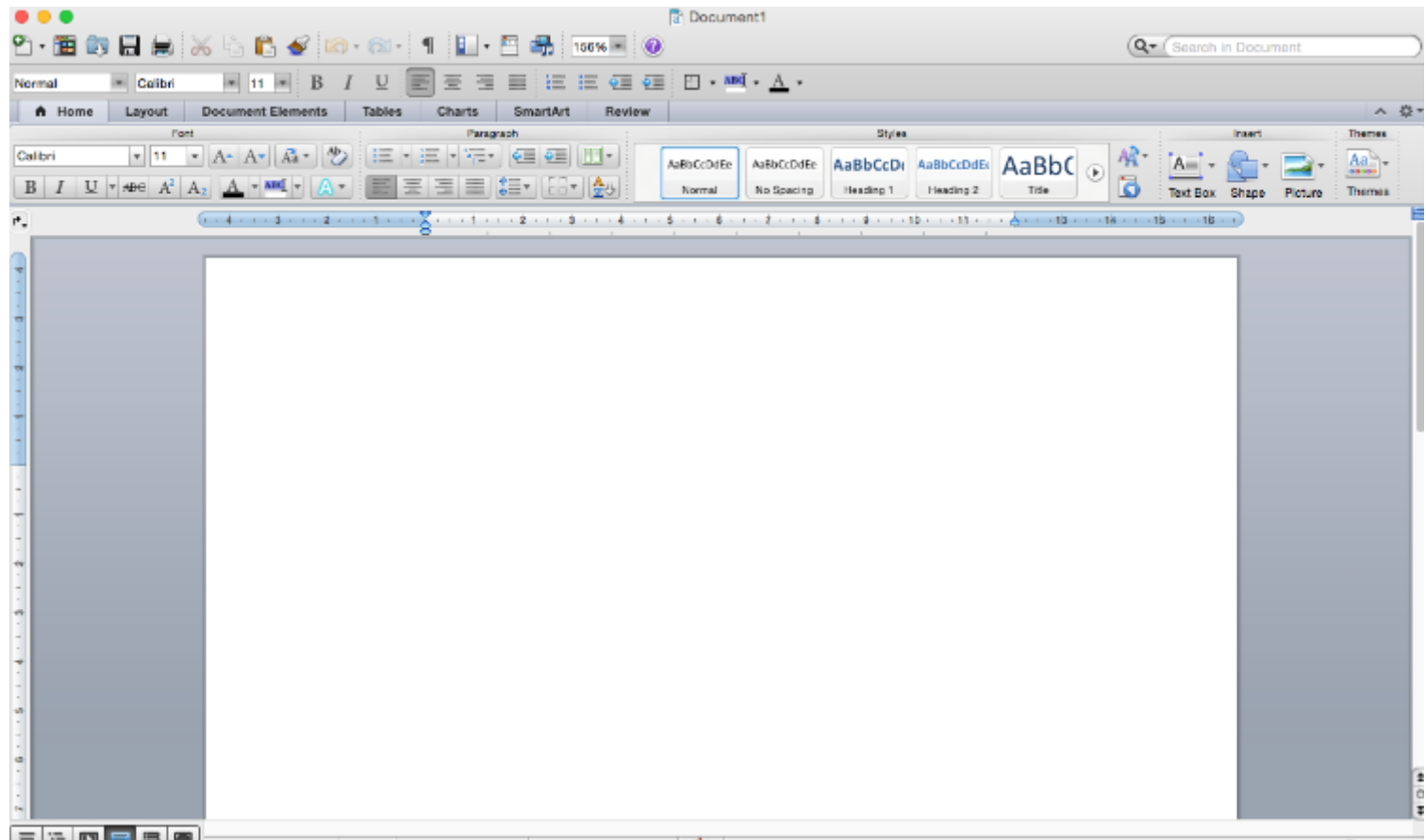
What's in it for me?

So what?

Shape your content around your messages by:

- Adopting your personas
- Listing the questions and objectives people might have
- Ordering those questions according to your messages
- Losing all irrelevant content
- Thinking about the most effective way to provide answers.

Structuring and SEO, or
making sure you get the
right messages heard



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[Find out more](#)



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RIGHT
NOW**



**FUNDRAISE
RIGHT
NOW**



**VOLUNTEER
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FILL BAGS, FUND RESEARCH

Sarah has never known life without a heart condition, but Dr Sonya Babu-Narayan's research helps to identify the best times for surgery, which could save her life.

Fund more research by donating your unwanted stuff to our shops.

BAG IT. BEAT IT.



Black History Month: Joseph's story

[Find out more](#)



[Believe in Me](#)

[Black History Month](#)

[Sam's story](#)

**We believe a child's future should
never be defined by their past**



Find out from Barnardo's CEO,
staff and supporters why our work
is so important.

[Watch the video »](#)

**Get involved:
6 ways you can help**

1 Donate

Donate online and support our vital
work with children

Give
Monthly

Give
Today

15

10

8

2

£ Other amount

[Donate](#)



91p

For every £1 donated, we
spend 91p on charitable
activities, 3p on governance
and pension finance costs and
the remaining 6p on raising
the next £1

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Barnardo's News & Events**

News



Independent Anti-Slavery
Commissioner's report launched
12/10/2016

SUPPORTING THE RAF
FAMILY WHENEVER THEY
NEED US

FIND OUT MORE



NEWS & BLOGS



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One-off

Monthly

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England

Scotland

Live elsewhere in the UK? Get advice relating to Wales and Northern Ireland

Shelter

£ 30

Donate now

117 families in Britain become homeless every day. You can stop this. Just £30 could stop a family losing their home.

Create Word templates that mirror what reading online is really like

NOISE	<u>NOISE</u>	<u>NOISE</u>	<u>NOISE</u>	MORE
<u>NOISE</u>	<u>NOISE</u>	<u>NOISE</u>	<u>NOISE</u>	NOISE
<u>NOISE</u>	<u>NOISE</u>	<u>NOISE</u>	<u>NOISE</u>	MORE
Body copy here				NOISE
				MORE
				NOISE
				MORE
				NOISE
				MORE
				NOISE

Create Word templates that mirror what reading online is really like

REAL WORLD REAL
WORLD REAL WORLD
REAL WORLD REAL
WORLD REAL WORLD
REAL REAL REAL
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REAL LD
WORLD REAL
REAL WOR
WORLD REAL LD
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WORLD REAL

WHAT WE DESIGN FOR...

THE REALITY...

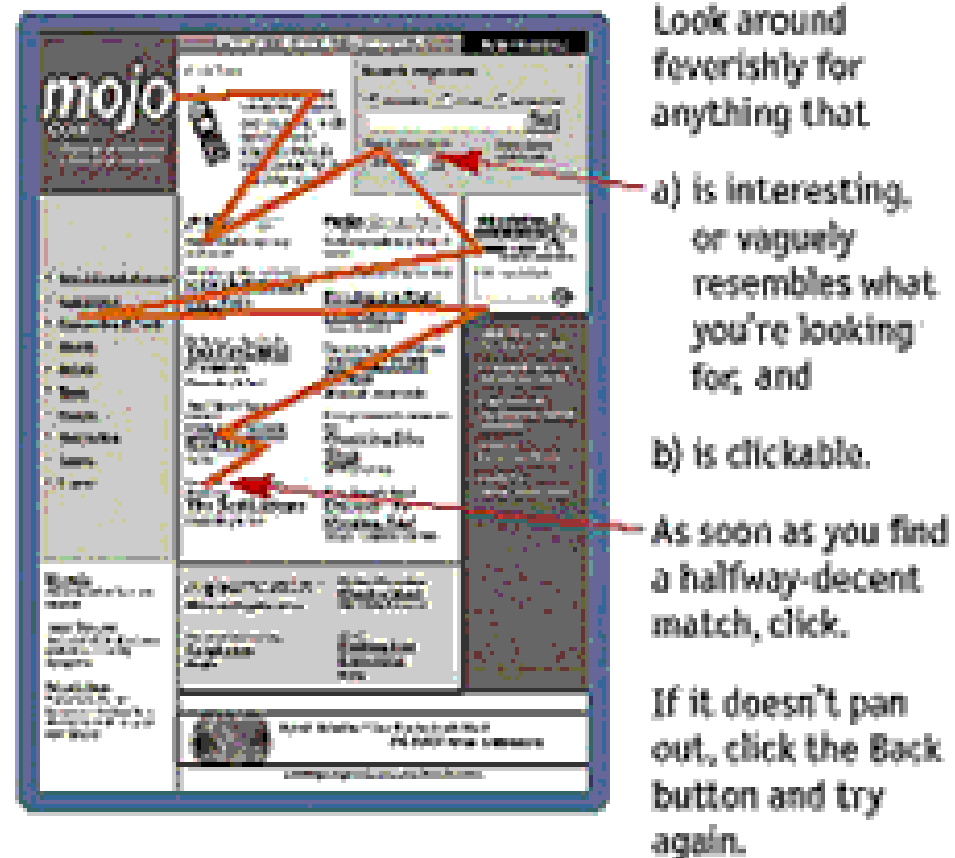
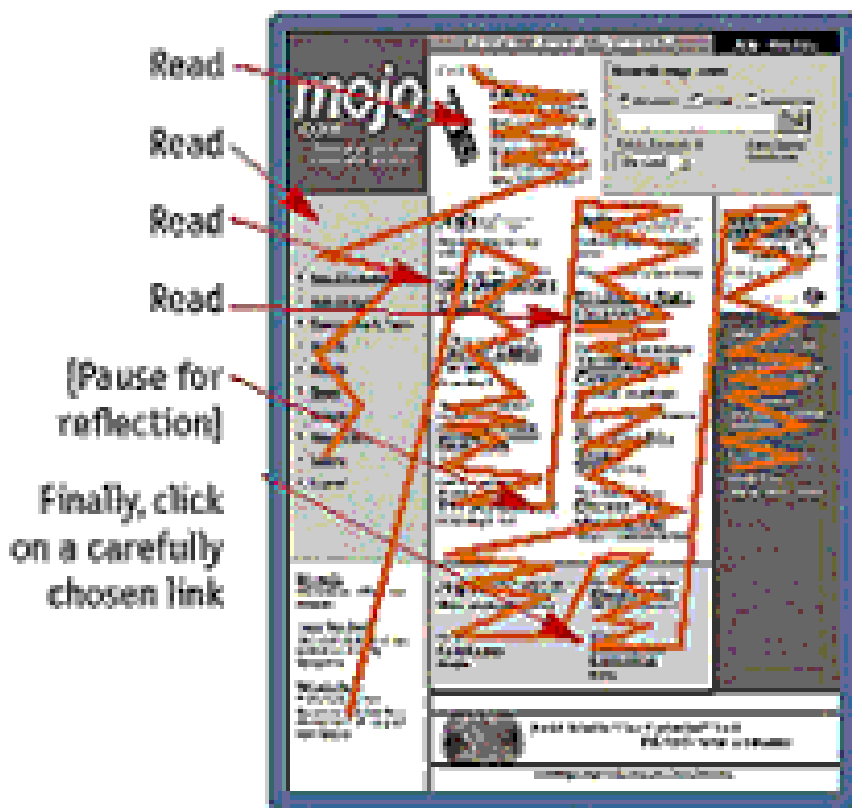


Image from 'Don't Make Me think' by Steve Krug
(which you should buy)

55%

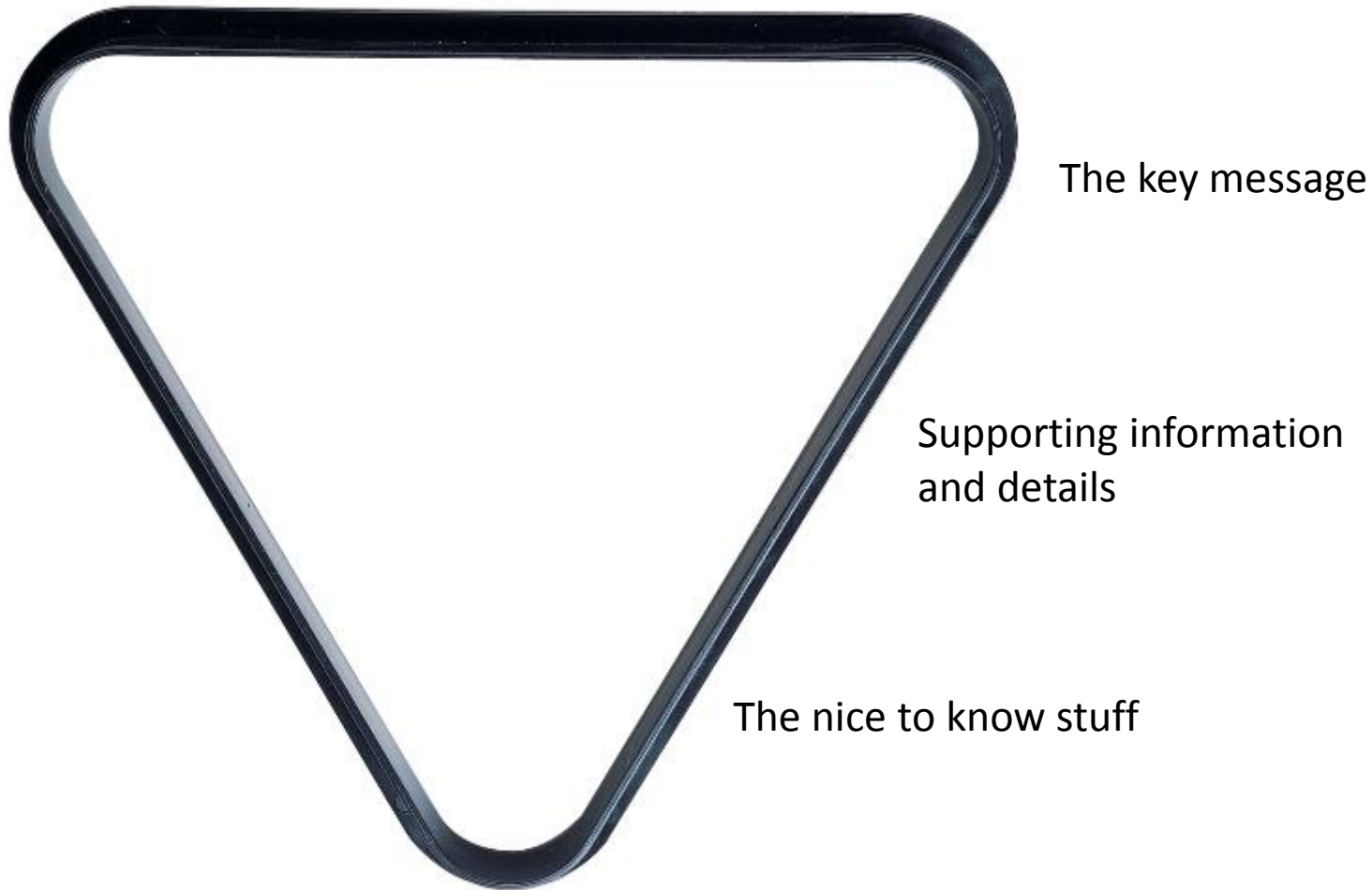
of readers spend fewer than 15
seconds actively on a page

- Navigation
- Search
- Design
- Technology

Create the path of least resistance



The inverted pyramid



Clean water means health, income and education - especially for women and kids.

Learn how in three minutes. Watch the video.





Register your interest in Girlguiding

Volunteer

[Ways of volunteering](#)

[Why volunteer](#)

[FAQs](#)

[Employee supported volunteering](#)

Peer Education

Register your daughter

Support Us

About Rainbows

Make a Rainbow

About Brownies

About Guides

About The Senior Section

Workforce

Volunteer with Girlguiding

Girlguiding is the leading charity for girls and young women in the UK. By volunteering with us, you can help us create amazing opportunities for thousands of girls around the UK.

Guiding happens thanks to more than 100,000 amazing volunteers – men and women like you who give their time to ensure that we are active all over the UK, and beyond.



Everyone's welcome

Girlguiding welcomes volunteers of all backgrounds, ages, cultures, faiths and abilities. We are flexible and volunteering can be arranged to fit around a busy lifestyle. You can volunteer to help out with:

[Rainbows](#) aged five to seven

[Brownies](#) aged seven to ten

[Guides](#) aged 10 to 14

'I've found that some of the most fun things I have done in life have been through volunteering.'

Victoria, Girlguiding volunteer





GET INVOLVED

'As well as giving the girls amazing opportunities, I feel I've also personally benefitted from volunteering. After every meeting I feel I've achieved something great.'

- Lisa, Rainbow Leader

[Home](#) > [Get involved](#)

Join more than 100,000 volunteers and supporters who make a real difference to the experiences that we offer to girls and young women



Join Girlguiding

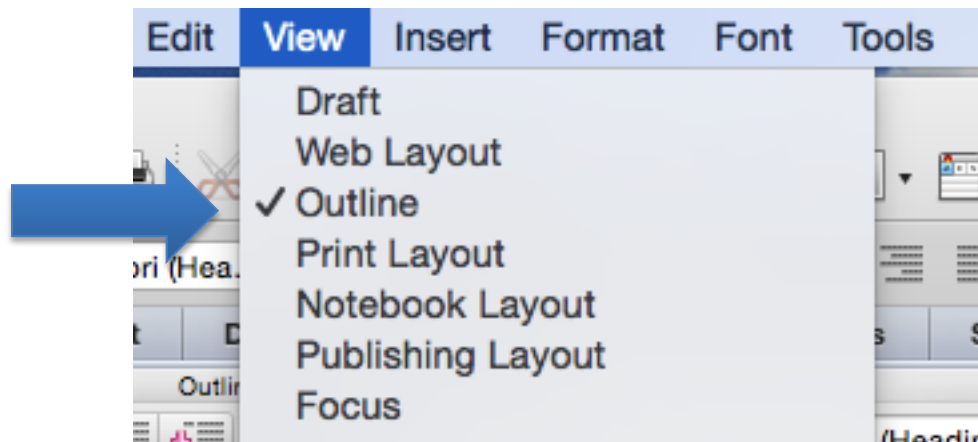
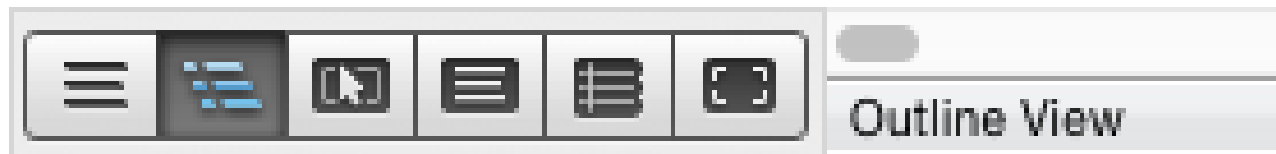
Take the first step to joining us - register your daughter's interest in Girlguiding

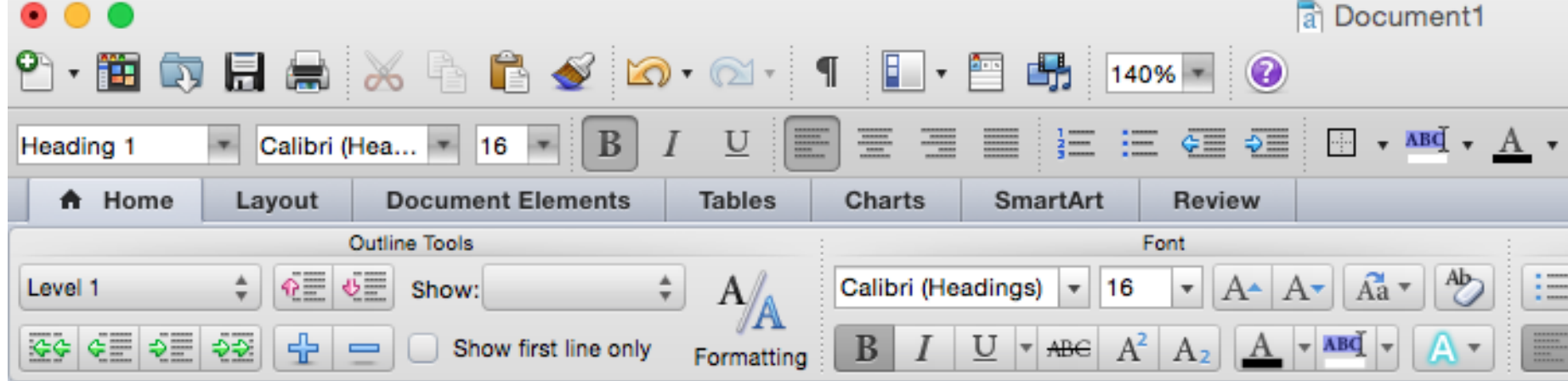


Become a volunteer

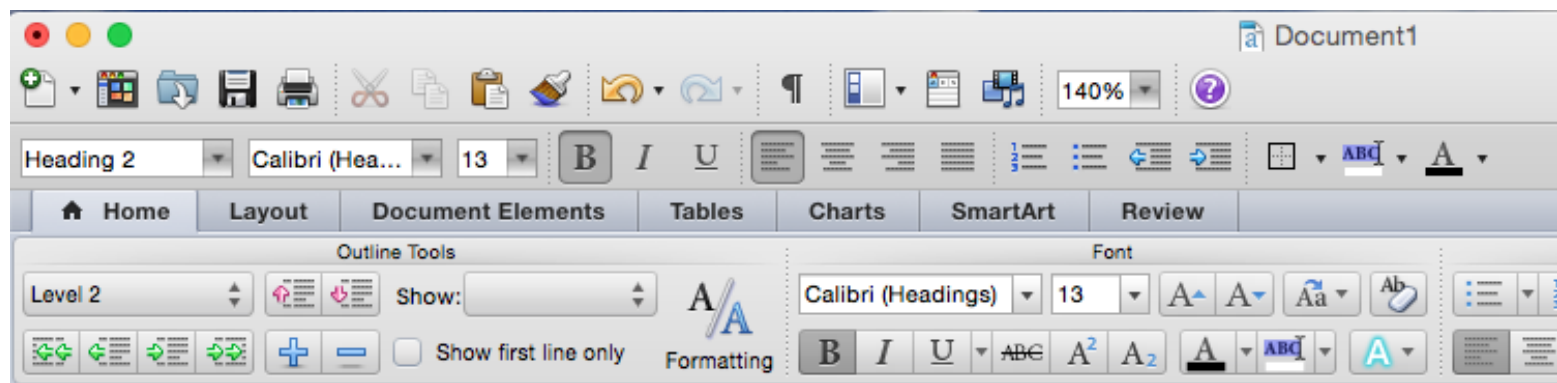
Join our amazing team of volunteers - whether you've got lots or only a little time to spare







- + <H1>Keyword-led summary, related to key message
 - + <H2>Supporting message 1
 - Info that backs up the message, relevant to audience
 - Info that backs up the message, relevant to audience
 - + <H2>Supporting message 2
 - Info that backs up the message, relevant to audience
 - Info that backs up the message, relevant to audience
 - + <H2>Supporting message 3
 - Info that backs up the message, relevant to audience
 - Info that backs up the message, relevant to audience
 - + <H2>Supporting message 4
 - Info that backs up the message, relevant to audience
 - Info that backs up the message, relevant to audience
-



- + <H1>Keyword-led summary, related to key message
 - + <H2>Supporting message 1
 - + <H2>Supporting message 2
 - + <H2>Supporting message 3
 - + <H2>Supporting message 4
-

A few important points
about SEO

3er BMW

3er BMW - Fahrspaß pur!

Autohaus BMW

Sie suchen ein BMW Autohaus?

Behörde Fahrzeuge Anschaffung

Fahrzeugverkauf an Behörden

Behörde Fahrzeuge Beschaffung

Fahrzeugbeschaffung für Behörden
bei BMW

Beschaffung Fahrzeuge Behörde
Beschaffung von

Behördenfahrzeugen bei BMW

Blaulichtfahrzeug BMW

Für Polizei, Notarzt und Feuerwehr -
Blaulichtfahrzeuge von BMW

Blaulichtfahrzeug Notarzt

Schnell am Einsatzort - mit einem
Notarztwagen von BMW

BMW 316

Informationen zum BMW 316

BMW 318

Informationen zum BMW 318

BMW 318i

BMW 318i - Design und Fahrkultur

BMW 320

Probefahrt mit einem BMW 320?

BMW 330

Faszination BMW 330

BMW 3er

BMW 3er Editionen

BMW 5er

BMW 5er Serie

BMW 6er

Das BMW 6er Coupé

BMW Ausbildung

Stellenangebote bei BMW

BMW Autohändler

BMW Autohändler Adressen

BMW Autohaus

BMW Autohaus finden

BMW Felgen

BMW Zubehör Felgen

BMW Neuwagen

Sie suchen einen BMW Neuwagen? Unsere Suche nach BMW Händlern in Ihrer Nähe bietet schnellen Zugriff auf BMW-Autohäuser in Ihrer Nähe, wo Sie sich die BMW Neuwagen in aller Ruhe und Ausführlichkeit ansehen können. BMW Neuwagen - Sie erhalten von uns Adresse, Telefon und Website der BMW-Händler in Ihrer Nähe. Suchen Sie über Postleitzahl, Stadt oder Name des BMW-Partners. BMW Neuwagen - In jeder Abteilung unserer BMW Niederlassung arbeiten Fachleute für Sie. Unsere Mitarbeiter werden durch intensive Schulungen der BMW AG immer auf dem aktuellen Stand des Wissens gehalten. BMW Neuwagen - Mit diesem Know-how erarbeiten sie garantiert immer die Lösung, die sich am besten an Ihre Bedürfnisse anpasst. In einem unserer vielen Autohäuser in ganz Deutschland können Sie sich rasch und unproblematisch für eine Probefahrt in Ihrem Lieblings-BMW Neuwagen anmelden. Egal, worum es geht: um die Absprache eines Service-Termins, eine Reparatur oder die Finanzierung Ihres Neuen oder Ihres neuen Gebrauchten. BMW Neuwagen - Sympathisch und kompetent. Unser Team ist immer im Einsatz für Sie. Bei uns ist immer was los! Langeweile kommt in unserer Niederlassung nicht auf.

Hier finden Sie Informationen zum Thema: BMW Neuwagen gesucht?.

Ein BMW Neuwagen gesucht?

BMW Neuwagen - Regelmäßig bieten wir Ihnen neue Angebote, bringen Ihnen Aktuelles über die neuesten BMW Modelle nahe und organisieren Veranstaltungen aller Art. Bei uns werden Sie gut informiert und gut unterhalten. BMW Neuwagen - Egal, welche Frage Sie an unsere Profis haben: in unseren Filialen sind Sie als unser Kunde oder als neugieriger Interessent immer herzlich willkommen. BMW Neuwagen - Wenn Ihnen das BMW-Portal im Internet Appetit gemacht hat, besuchen Sie doch einmal eine Niederlassung ganz in Ihrer Nähe - hier können Sie unseren Mitarbeitern Löcher in den Bauch fragen. BMW Neuwagen - Haben Sie Interesse an einer Probefahrt in Ihrem Wunsch-BMW? Kein Problem! Bei unseren Niederlassungen können Sie sich jederzeit für eine Probefahrt in einem unserer Automobile anmelden. In unseren Niederlassungen bekommen Sie einen Vorgeschmack auf die Freude am Fahren. BMW Neuwagen - Der Hol- und Bring-Service. Nutzen Sie die Flexibilität Ihres BMW Partners. So verlieren Sie keine unnötige Zeit. Viele BMW Autohäuser führen nicht nur die Wartungs- und Reparaturarbeiten an Ihrem BMW fachgerecht aus. Sie holen das Fahrzeug auch direkt bei Ihnen zu Hause oder im Büro ab und bringen es Ihnen nach Beendigung der Arbeiten wieder zurück.

Ihr neues Auto - ein BMW.

BMW Neuwagen - Fragen Sie Ihren BMW Partner, welchen Service er Ihnen anbieten kann, damit Sie möglichst lang mit Ihrem BMW Neuwagen Freude haben. Sollten Ihre Arbeitszeiten trotz erweiterter Öffnungszeiten bei Ihrem BMW



BMW 5er Limousine - Automobile Leidenschaft.

Details



BMW 1er

Produktinformationen



BMW 3er

Limousine | Touring
Coupé | Cabrio



BMW 5er

Limousine | Touring



BMW 6er

Coupé | Cabrio



BMW 7er

Produktinformationen



BMW X3

Produktinformationen



BMW X5

Produktinformationen



BMW Z4

Produktinformationen



BMW
M Modelle

M3 Coupé | M3 Cabrio
M5 Limousine | M6 Coupé

Neue Automobile direkt

Fahrzeug konfigurieren
Infomaterial bestellen
Händler suchen
Probefahrt vereinbaren
Finanzierung berechnen

Weitere Specials

BMW 1er
BMW 5er Limousine
BMW 6er Coupé
BMW 6er Cabrio
BMW 7er
BMW X3
BMW X5
BMW Z4
BMW M5
BMW M6
BMW Z4 M

Gewährleistungen

Informationen zu den
Gewährleistungen beim Kauf
eines BMW.

Mehr



Our Mission

Our mission is to build a future in which people live in harmony with nature. From our experience as the world's leading independent conservation body, we know that the well-being of people, wildlife and the environment are closely linked. That's why we take an integrated approach to our work.

We're striving to safeguard the natural world, helping people live more sustainably and take action against climate change. We spend a lot of

> 5M

We have more than 5 million supporters

> 100

WWF works in more than 100 countries on 6 continents



Thank you for your patience.

WWF Panda Logo

To find out more about our work and how you can get involved, choose your local office below:

Choose your local office below:

Sorry, the map is only available with JavaScript enabled.

- [WWF International](#)
- [Fundación Vida Silvestre Argentina](#)
- [WWF - Azərbaycan](#)
- [WWF Österreich](#)
- [WWF Australia](#)
- [WWF Azerbaijan](#)
- [WWF Belgique](#)
- [WWF Belize](#)
- [WWF Bhutan](#)
- [WWF Bolivia](#)
- [Heart of Borneo Forests](#)
- [WWF Brasil](#)
- [WWF В БЪЛГАРИЯ](#)
- [WWF Cambodia](#)
- [WWF Canada](#)
- [WWF Caucasus](#)
- [WWF Chile](#)
- [WWF \(中國\)](#)
- [WWF Colombia](#)
- [WWF Hrvatskoj](#)
- [WWF Danmark](#)
- [WWF Ecuador](#)
- [WWF European Policy Office](#)
- [WWF Suomi](#)
- [WWF France](#)
- [WWF Deutschland](#)
- [Greater Mekong](#)
- [WWF Hellas](#)
- [WWF Guatemala](#)
- [WWF Guianas](#)
- [WWF Honduras](#)
- [WWF 香港](#)

Write for people, not search engines.

- Engaging, unique content
- Sharable content
- New content
- Well-crafted content

Title tags <title>

- Included in Google searches, browser headings and on referral sites
- Keep to 55 characters or fewer
- Keywords upfront
- Charity name at the end
- Make sure it's relevant

Haiti Hurricane Appeal | Oxfam GB

www.oxfam.org.uk › [What we do](#) › [Emergency response](#) ▼

We urgently need your help to reach the people in Haiti who are worst affected by Hurricane Matthew, one of the most powerful Atlantic hurricanes in recent ...



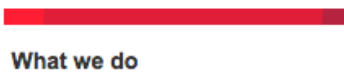
[Create my Oxfam account](#) | [Login](#) | [My Basket \(0\)](#)

Search

[Home](#) | [Teachers](#) | [Policy & Practice](#) | [Shop finder](#) | [Blogs](#)



[Home](#) > [What we do](#) > [Emergency response](#) > [Haiti Hurricane](#)



Haiti Hurricane Appeal



[Haiti](#) Hurricane Appeal | [Oxfam](#) GB

Hurricane Matthew, one of the most powerful Atlantic hurricanes in recent years, has slammed into [Haiti](#). The south west of the country has been hit hardest and houses some of the country's poorest and most vulnerable people.

[OXFAM.ORG.UK](https://oxfam.org.uk)

Prostate Cancer UK - We fight to help men survive and have a better ...
prostatecanceruk.org/ ▼

A UK-based non-profit provides information and support. Also funds research for this disease.

Prostate Cancer UK - Join our fight to beat cancer

Ad menunited.prostatecanceruk.org/ ▼ 020 8222 7666

Help us stop **prostate cancer** being a killer. Find out how to get involved today!

[Donate](#) · [Learn More](#) · [Volunteer](#) · [Find Support](#)

Headings <h1>

- Non-cryptic
- Use your users' words
- Summarise the main message
- Use an eye-catching statement, question or call to action
- Eight words is an ideal length
- Avoid only using nouns or product/campaign names

From a 2011 Content Marketing Institute study of 150,000 web articles:

- Eight-word headings get 21% more clicks than average
- Headings with colons or dashes increased clicks by 9%
- Question marks get more clicks than exclamation marks or full stops

Links

- Think about screen readers
- Be as specific as possible
- Avoid 'click here' or 'find out more'
- Be careful with embedded links
- Mirror links with landing pages
- Make visited links obvious

Title Tag - Learn SEO - Moz

INFORMATION
WAS COMPLETELY
INVALUABLE.

[Read Amrik's story >](#)

INFORMATION AND SUPPORT >

How can we help you today >

[I've finished treatment >](#)

[I have just been diagnosed with cancer >](#)

[Someone I know has cancer >](#)

[I'm looking after someone with cancer >](#)

Browse cancer types >

There are more than 200 different types of cancer, each with its own name and treatment.

Search cancer types



In your area >

Find out about support groups, where to get information and how to get involved with Macmillan where you live.

Place, town or postcode



DON'T FACE CANCER ALONE

If you're living with cancer or love
someone who is, we can help.

[Get support](#)

[Not Alone
campaign](#)

[Shop](#)

[Miss You Already](#)

[Donate now](#)



Need to talk?

Call us free* > **0808 808 00 00**

Monday to Friday
9am-8pm



Support our appeal

Splitting up is heart-breaking enough – it shouldn't leave you homeless as well.

[Donate now ►](#)



Campaigns

We need more affordable homes – demand the government takes action?



Fundraising

Will you donate to help us find people safe, secure places to live?



Events

Want to challenge yourself and help fight homelessness?



Join our membership

Mind's members are at the heart of our work. Become a member and you'll join a growing group of people who play a part in everything we do – and who are determined to make sure that no-one faces a mental health problem alone.



Run for Mind

Running feels great! Sign up to run with Mind and help us make sure everyone with a mental health problem has somewhere to turn for advice and support.



Take action in a campaign

Stand up and speak out on the real issues that affect people with mental health problems every day. Because we won't give up until everyone



Donate

Make a donation

Leave a gift in your Will

Where your money goes



Sign up for an event

Choose your cycling challenge

Find the right run for you

Sign up for a walk or trek



Support us

Join our patient involvement network

Order a fundraising pack

Event fundraising materials

Volunteer for us

Give your time to help beat heart disease. Meet new people and learn new skills - sign up as volunteer today.

Campaign for us

Help us protect heart health and fight for better services for heart patients. Join our current campaigns.

Become a corporate partner

From raising money, to raising awareness, corporate partnerships are vital to helping us beat heart disease.

Just Walk

Walk all over heart disease with Just Walk. Organise a walk and raise money for life saving heart research.

BHF in your area

Discover the BHF's work in Wales, Scotland and Northern Ireland and find out how you can get involved.

School and youth group events

Get free lesson plans and teaching resources, get your children more active, and raise money for the BHF.



Caramel-Coated Apples Could Leave You With Food Poisoning This Halloween

[COMMENT](#) | [UK LIFESTYLE](#)



Quadriplegic Man Shares First Dance With Wife Two Years After Wedding

[COMMENT](#) | [UK LIFESTYLE](#)



Bratz Dolls Get Makeover To Become Inspirational Women Who Changed The World

[1](#) | [UK LIFESTYLE NEWS](#)



Parents Told Baby Born With 'Inoperable Cancer' Share Their Joy As She Gets Second Chance At Life

[COMMENT](#) | [UK LIFESTYLE](#)



Man's Girlfriend Thinks His T-Shirts Are All The Same Colour, So He Did This

[COMMENT](#) | [UK STYLE](#)



Dad Finds Brilliant Way To Get His Son To Eat Everything... R Kelly And Lionel Richie Remixes

[COMMENT](#) | [UK LIFESTYLE](#)



Plane Passengers Film As Woman Gives Birth At 30,000Ft

[COMMENT](#) | [UK LIFESTYLE](#)

Come to Kerry Farm.

papworthtrust.org.uk/autism

Holidays & supported breaks
for people with autism.

Home	How we can help	How you can help	Our campaigns	What's going on	News and blogs
Our locations	Information	Care and support	Homes and repairs	Leisure, sports and social	
Work and training	Rehabilitation				

Leisure, sports and social

Accessible holidays ▼

Kerry Farm ▼

A holiday with support ▼

Facilities

Things to do

Accommodation

Kerry Farm stories

Kerry Farm location

Book a holiday at Kerry Farm

Contact us about Kerry Farm

Kelling Heath

A holiday with support

Kerry Farm is a place where you can have the holiday your family needs.



You'll have a chance to talk about your family and the challenges that you face before you arrive at the farm.

At the beginning of your holiday at the farm, you'll meet the other families staying with us and take a tour of the farm.

Holidays for People with Autism

Kerry Farm provides supported holidays for disabled people



"Our first holiday away together - Kerry Farm was truly amazing!"

When someone has autism or a learning disability, finding the perfect holiday can be tricky.

At Kerry Farm we offer you:

Start planning your holiday...

Want to find out more? Sign up for our brochure.

First Name *

Email *

Send me my brochure!

<http://www.platypusdigital.com/portfolio-item/papworth-trust-case-study/>

Google Keyword Planner

- To get more people to your site, get familiar with Google Adwords
- Set up a Google account
- Search for 'Google Keyword Planner'
- Sign in to AdWords and select 'Tools' then 'Keyword planner'
- Select 'Search for new keywords...'
- Enter the keyword or phrase you're thinking of using in the 'Your product or service' box
- Choose what to target (eg you can change the location to see what people are searching for in a particular city or country)
- Click 'Get ideas'
- Click 'Keyword Ideas' under the bar chart
- See how many people are searching for that term, and by clicking on the 'Avg monthly searches' column in the 'Keyword (by relevance) table', see the most popular related terms.

Name

Ad group #1

Keywords

Your ad can show on search results for terms related to your keywords.

dog charity

Tips

Start with 10-20 keywords per ad group.
Use [match types](#) to control which keyword variations can trigger your ad.
Learn more about [choosing effective keywords](#).

Get keyword ideas

Enter a website

dog charity



Keywords

Monthly search volume

«	animal charities	3K+
«	dog adoption	3K+
«	rescue dogs	33K+
«	dog rescue	27K+
«	animal rescue	6K+
«	dog adoptions	90
«	animal adoption	590
«	pet adoptions	30
«	rescue dogs for adoption	3K+

Once you know what search terms people are really using, use them – especially at the beginning of your headings and title tags.

The actual writing, or
the power of keeping
things simple

**Eat Italian Meal For Two With Wine
for £19 at Verde Pizzeria**



Discount
56%

Price
£19

The Spaghetti Western film genre is noted for its good use of extreme close-ups, bad use of tomato sauce during gunfights, and tasty use of mozzarella wagon wheels. Get set with a backstage pasta from Groupon. ... [more](#).

Deal ends:
23:59

View it!

Three-Course AA rosette Chinese Meal With Prosecco For Two from £34 at Le Chinois Restaurant and Bar (56% Off)

👍 **81%** of 75 customers recommend



Select from Options

- Three-course chinese meal with prosecco for two

£34 ~~£77~~ | Save £43

7 bought

- Three-course chinese meal with prosecco for four

£68 ~~£156~~ | Save £88

0 bought

BUY!

 GIVE AS A GIFT

 **Limited Availability!**

SHARE THIS DEAL



In a Nutshell

Feast on a three course AA rosette

The Deal

This adventure into a world of enticing Eastern flavours can begin with crunchy prawn toast (*usually* £7), capital spare ribs tossed in barbecue sauce (£8) or vegetarian spring rolls (£6). The main-course options include sweet and sour pork with lychees (£12), ma po tofu with minced pork (£9.50), and glazed chicken with teppanyaki sauce. Diners will tuck into egg-fried rice (£5) as an accompaniment, and round off the meal with dessert such as sago with fresh mango or tart of the day (*all* £6). Alongside their feast, guests will sip a glass of Prosecco each (£7.50).

To write for the web, think like George...



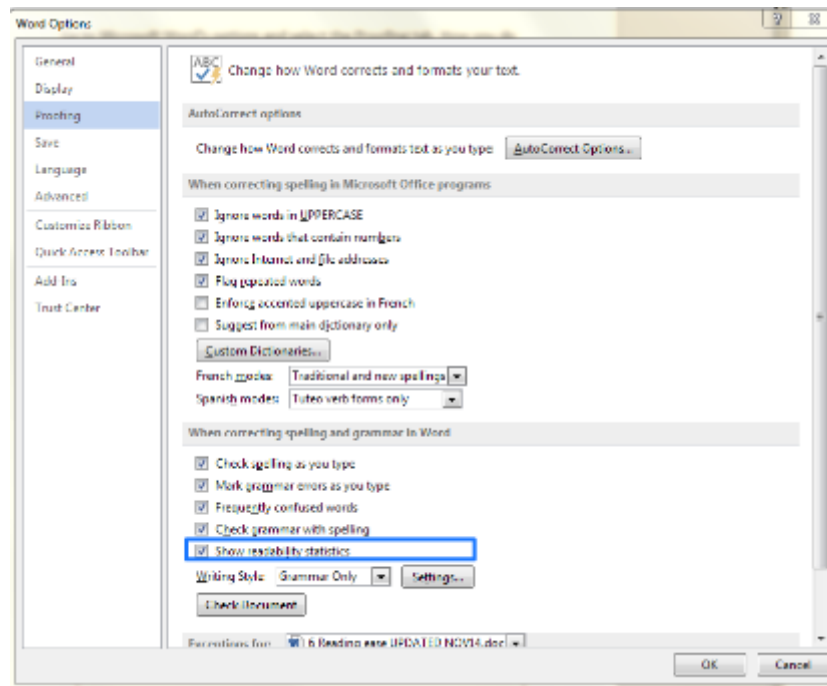
Write like you speak

Remember...

- 15-20 words per sentence
- No more than three sentences per paragraph
- One sentence paragraphs are fine
- So are 'And', 'But' and 'So'
- Think verbs, not nouns
- Mirror the rhythm of speech
- Edit. ~~Edit.~~ ~~Edit.~~

And...

- Bullets
- Bold
- Boxes
- Subheads
- Layered content



Readability Statistics	
Counts	
Words	658
Characters	3281
Paragraphs	30
Sentences	45
Averages	
Sentences per Paragraph	2.0
Words per Sentence	13.8
Characters per Word	4.7
Readability	
Passive Sentences	2%
Flesch Reading Ease	59.2
Flesch-Kincaid Grade Level	8.4

OK

Support in your area

Information and support workers

Peer support service

Parkinson's nurses

Health and social care professionals

Self-management programme

Helpline

Local groups

Publications

OUR PEER SUPPORT SERVICE

Our free peer support service puts you in touch with a trained volunteer who has a similar experience of [Parkinson's](#) to you - someone who understands. The service is for people with Parkinson's and carers.

Call 0808 800 0303 and ask for the peer support service.

Many people have found that sharing experiences this way really helps them to find a good way to live with Parkinson's.

What can I use the peer support service for?

You can use the service to talk to a trained volunteer about anything to do with Parkinson's.

This might be:

- personal experience of [treatments](#)
- ways of coping with Parkinson's
- ways of [caring for someone with Parkinson's](#)



Our volunteers are also happy to help if you just want a good chat with someone in the same boat as you.

How does the peer support service work?

We will match you with a trained volunteer with a similar experience of Parkinson's. They will phone you at a time that's convenient to both of you.

You can arrange to have up to 6 sessions with your volunteer.

Is the peer support service confidential?

Our publications



Free publications on all aspects of Parkinson's

Website feedback

What do you think of our website? If you notice any issues or anything we might have missed, please let us know.

Or, if you just want to tell us what you think it would be great to hear from you.

[Send us your feedback](#)



Powerful long online copy is definitely possible too...

The New York Times



Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

<http://www.nytimes.com/projects/2012/snow-fall/#/?part=tunnel-creek>

WaterAid, using shorthand.com



<http://www.cleanindia.wateraid.org/>

- Shorthand.com
- Medium.com
- Racontr.com
- AesopStoryEngine.com

Check for misinterpretation



“LAST SUMMER, I WAS THE ONLY PERSON I KNEW WHO DIDN'T DO THE **ICE BUCKET CHALLENGE**. FIVE MONTHS LATER I WAS DIAGNOSED WITH MOTOR NEURONE DISEASE.”

MICHAEL, 34

There is no cure for Michael's MND. There is very little time – 50% of people die within two years of diagnosis. But thanks to the Ice Bucket Challenge and the incredible awareness and understanding raised, there is now the knowledge they are not alone.

You can read Michael's story and more at mndassociation.org

#LastSummer

mnda
motor neurone disease
association

<http://www.theguardian.com/voluntary-sector-network/2015/jul/27/the-backlash-over-charity-awareness-campaign-made-us-rethink-our-work>

Janice (Ginny) Redish

Letting

Go

of the

Words

Writing Web
Content that Works

MK
MORGAN KAUFMAN

Second Edition

Steve Krug



**DON'T
MAKE
ME
THINK**

revisited

and Mobile

A Common Sense Approach to Web Usability

Thank you.

And if you ever want to get in touch, I'm
matt@mattkurton.com or @mattkurton