

# Make a Website

## Lesson 2: Prepare Text



Hello everybody!

How are you? How did you get on with our first lesson?

How many pages did you end up with on your sitemap?

This lesson is all about preparing the texts for your pages. Do you have an 'ABOUT' page? Then we'll need to write a little summary about you. Or do you want to write a BLOG? Although you are of course free to write anything you like, there are little tricks you can fall back on when you get stuck and I will reveal them to you in this lesson.

### You will need:

- A piece of paper for every page on your sitemap, plus some extra paper for drafts
- A pen

### Or:

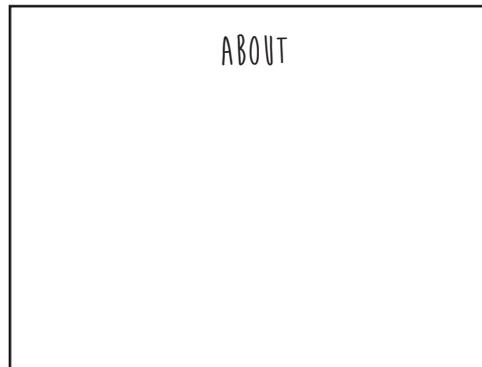
- If you have a computer at home with Word or another typing program on it, you can of course type out your texts. Just make sure to save a new document for every page, changing the name of the document to match the page you are writing about.

Your ABOUT page will probably be the most tricky one to write, so my guidelines today will focus on that page. But you can apply them to all the other pages too.

Let's go!

## Step 1

Look at your sitemap and count the pages. Get out a piece of paper for every page and write the title of the page at the top:



For each page we'll have to come up with some text. The texts don't have to be very long, in fact, the first secret I am going to reveal to you is, that **people are more likely going to read a short text** that fits onto their screen without having to scroll down.

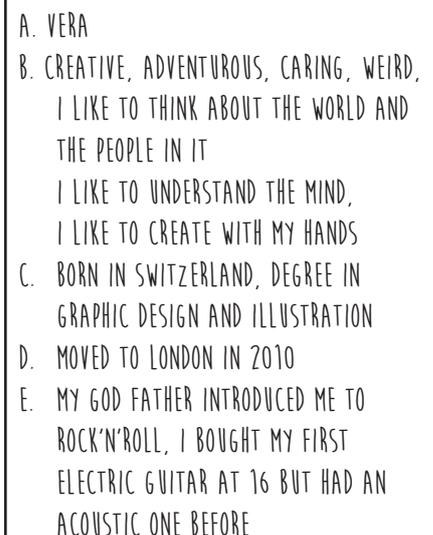
## Step 2

Now let's look at your ABOUT page. The trick here is to balance out interesting information about you without getting into oversharing! That, we definitely want to avoid! We also want to keep it short and snappy, you don't have to write down everything you know about yourself! If you have ever applied for a job you could compare it to the section on your CV where you tell a little about yourself, but instead of a job it's for your website.

*So how do we do that?*

Use your spare scrap paper for the following exercise.

1. Write down who you are and the major events of your life that got you into doing the thing your website is about:
  - a. Your name
  - b. What makes you special? 5-10 attributes about you that make you YOU!
  - c. Where were you born?  
Where did you go to school?
  - d. Have there been other events you can remember that had a major effect on your life?
  - e. Who or what introduced you to making the thing your website is about?

A rectangular box with a black border containing a list of text. The text is written in a simple, uppercase font and is organized into five numbered items (A through E).

A. VERA  
B. CREATIVE, ADVENTUROUS, CARING, WEIRD,  
I LIKE TO THINK ABOUT THE WORLD AND  
THE PEOPLE IN IT  
I LIKE TO UNDERSTAND THE MIND,  
I LIKE TO CREATE WITH MY HANDS  
C. BORN IN SWITZERLAND, DEGREE IN  
GRAPHIC DESIGN AND ILLUSTRATION  
D. MOVED TO LONDON IN 2010  
E. MY GOD FATHER INTRODUCED ME TO  
ROCK'N'ROLL, I BOUGHT MY FIRST  
ELECTRIC GUITAR AT 16 BUT HAD AN  
ACOUSTIC ONE BEFORE

2. Write down WHAT you are showing on your website:

- a. What are you making?
- b. What technique are you using?
- c. What materials are you using?

- A. I PLAY THE BASS IN A BAND
- B. I USE BOTH, MY FINGERS AND MY PLECTRUM DEPENDING ON THE SONG
- C. I PLAY A CHERRY RED FENDER AERODYNE

3. Write down WHY you are doing the thing your website is about:

- a. What effect has it on you?
- b. What do you want to achieve?
- c. What is the purpose?

- A. I CAN RELAX AND GET LOST IN THE MUSIC, MAKING MUSIC IS THERAPEUTIC,
- B. I WANT TO EXPRESS MYSELF THROUGH MUSIC
- C. I WANT TO BRING PEOPLE TOGETHER, I WANT PEOPLE TO RELATE TO WHAT I AM SINGING ABOUT

### Step 3

Now look at your answers and choose which information is most relevant to the topic you are presenting on your website. Which of the attributes about you are most important in relation to the subject of your website?

Is it important where you were born and where you have grown up when it comes to the topic of your website?

Underline or circle the most important bits:

A. VERA

B. CREATIVE, ADVENTUROUS, CARING, WEIRD  
I LIKE TO THINK ABOUT THE WORLD AND THE PEOPLE IN IT  
I LIKE TO UNDERSTAND THE MIND,  
I LIKE TO CREATE WITH MY HANDS

C. BORN IN SWITZERLAND, DEGREE IN GRAPHIC DESIGN AND ILLUSTRATION

D. MOVED TO LONDON IN 2010

E. MY GOD FATHER INTRODUCED ME TO ROCK'N'ROLL, I BOUGHT MY FIRST ELECTRIC GUITAR AT 16 BUT HAD AN ACOUSTIC ONE BEFORE

A. I PLAY THE BASS IN A BAND

B. I USE BOTH, MY FINGERS AND MY PLECTRUM DEPENDING ON THE SONG

C. I PLAY A CHERRY RED FENDER AERODYNE

A. I CAN RELAX AND GET LOST IN THE MUSIC, MAKING MUSIC IS THERAPEUTIC,

B. I WANT TO EXPRESS MYSELF THROUGH MUSIC

C. I WANT TO BRING PEOPLE TOGETHER,  
I WANT PEOPLE TO RELATE TO WHAT I AM SINGING ABOUT

#### Step 4

Now we are ready to combine the information you have highlighted and write a summary on our piece of paper under the headline ABOUT.

#### ABOUT

HI, I AM VERA, A SWISS BASSIST IN A LONDON ROCK BAND!  
MUSIC HAS ALWAYS BEEN A BIG PART OF MY LIFE THANKS TO MY GODFATHER, WHO BOUGHT ME MY FIRST RECORDS AND TOOK ME TO CONCERTS WHEN I WAS JUST A KID.  
BACK IN SWITZERLAND, I WAS ALWAYS THE ODD ONE OUT: WHEN I WAS 16, I RECEIVED A LITTLE MONEY FOR MY CONFIRMATION AT CHURCH, I WENT OUT AND BOUGHT MY VERY FIRST ELECTRIC GUITAR AND AMPLIFIER IN A PAWN SHOP WHEN ALL THE OTHER KIDS GOT A GOLDEN WATCH OR A GUCCI DRESS.  
THE SENSE THAT I DIDN'T FIT IN AND MY HUNGER FOR ADVENTURE LED ME TO MOVE TO LONDON IN 2010 TO JOIN A BAND.  
WHEN I PLAY MY CHERRY RED FENDER AERODYNE, I CAN FORGET ABOUT MY STRUGGLES FOR A WHILE AS I CAN JUST GET LOST IN THE MOMENT.  
AT OUR LIVE SHOWS I CAN FEEL ALL THE PEOPLE IN THE ROOM COME TOGETHER AND BECOME ONE! MUSIC HAS HELPED ME FIND MY TRIBE: A SWEATY VENUE FULL OF ODD-ONE-OUTS!

In my case, I included that I grew up in Switzerland because it played a major factor as to why I ended up in a band in London. However, I have not included that I have a degree in graphic design or illustration as it bears no relevance to my website which is about my band. In this fashion, really make sure you only include the facts that matter in context of your website.

*Side note: I would like to reiterate to not overshare.*

*We are all people who struggle with our mental health, yet it is often that very factor that gives our art depth and meaning. Being at Core Arts we are used to speaking candidly about our challenges but outside a safe place like Core, it can make us vulnerable and the internet is not a safe place. In my opinion you can mention your condition if it relates directly to the topic of your website (e.g. 'I struggle with anxiety but painting helps me focus my mind on the present moment.'). Keep it neutral and only let out the information you want people to know about you.*

*It's a difficult tightrope to walk and I am happy to help.*

#### Step 5

With the ABOUT page complete, we have probably done the lion share of text we have to write. Let's take a look at the remaining pages. Remember, you don't have to have all of these. Only use what is relevant to your website.

## HOME PAGE

This is the first page people see when they visit your website. This is your introduction. Like when you meet somebody for the first time, you want to tell them who you are but you don't tell them your life story straight away. It's the same with the HOME page: you want to include an overview of what your website is about without going into details too much because that's what the other pages are for. Ask yourself:

1. What is my website about? How can I sum it up?
2. What is my favourite piece of work I want to display? You could choose more than one.
3. What do I want to say to people who find my website for the first time?

## WORK PAGE

This is the page where you display your work. Depending of what that is, this page could also be called 'PORTFOLIO', 'MUSIC', 'PAINTINGS' etc.

This is the opportunity to write about your topic a little more in depth. Ask yourself:

1. What is my process?
2. How do I achieve your outcome?
3. What inspires me?
4. What materials/ingredients/equipment am I using?

## PICTURE PAGE

This page consists mainly of a picture gallery and won't need much text at all. You could also call this page 'PHOTOS' or 'GALLERY'.

Questions you can ask yourself are:

1. What are the pictures about? Was it a specific event?
2. Where were they taken?
3. When were they taken?

## BLOG PAGE

We will dive deeper into how to write a good blog post in a future lesson. For now only write a brief introduction on what your blog is going to be about. Ask yourself:

1. What is the topic I am going to focus on my blog?
2. How often am I planning to write a new post?
3. Are you sharing your experiences? Or tips on how to do something?

(e.g. 'This blog is all about my adventures on the road. Once a month, I will be sharing my experiences of what it is like to be in a band.')

## CONTACT PAGE

If you want to add a contact page to your website I will show you how to use a contact form provided by Wix. So you don't have to do anything for that right now! PHEW!

Right, I have given you a lot to do! But trust me, it will save you a hell of a lot of work later on in the process, when we get to designing and thinking about the look and feel of your website.

Have lots of fun with it

Vera xx