

Policy Title	Website Content and Blog Post Policy
Issue date (m/y)	10/2015
Author	Jayne Sanderson Support and Development Officer
Approved by	Laura Cook
Review date (m/y)	10/2016

Content and or Aims

The purpose of this policy and procedure is aimed to support employees of the Learning Support Centre to provide guidance when writing a blog post or website page content for the company website www.learningsupportcentre.com.

Policy Statement

The Learning Support Centre website is a key sales and marketing tool. All content produced either as a website page or a blog post must aim to inform, attract and sell our services to potential clients.

Requirements for implications

Method Website layout, changes, pages, and blogs- all content text and blog post must be approved by either Laura Cook or Matt Cook

Website landing pages

When producing, adapting content or website layout intended for the company website this must be agreed by the Managing Director. A formal proposal must be submitted with given intentions, purpose and overall aim for the amendments.

When planning and writing content for a website landing pages its sole purpose is to capture potential clients. In order to attract readers to remain on the website, landing pages must endeavour to hold their attention. This can be achieved by the use of video and written testimonials, Real time images (not shutter stock) (non-stock images) Product videos and informative text. The website content must encourage the reader to phone or to complete 'A call for action' either by phone or completing a lead generated form online.

Website blog post

The purpose of the blog post is to boost the Learning Support Centre's Google's search position. The intentions are that through sharing the blog post via social media and mail shots, it will attract others to share thus the Learning Support Centre rank position increases.

Blog post must be relevant to current topical discussions within and around the dyslexia and disability industry in education and workplace and company development. Providing answers to questions with recommendations how the Learning support centre can help Blog

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post content is written with personality, we want readers to get to know the organisation and core values and aims. Blogs must include a relevant image, links to articles or previously written blogs relating to the content and where possible video links.

Use of links in pages and blog posts

When adding links to a landing page or blog post it must relate to the content and must not deter people from the website for another site.

- **Internal Links** are to be used as a 'call for action' or to inform the reader to one of our services.
- **External Links** are to be kept to minimum and only used if it is in sole relation to purpose of the content. Such as government legislation, policy or to promote an event the company is involved with. External links are to automatically open in a new tab.
- **Video links** are too embedded in to the landing page or blog post.
- **Media links** such as newspapers, news, social media and YouTube clips must reputable. It is recommended to use site from:
 - Local newspapers such as the Leicester Mercury and national papers such as the Guardian/Independent and the Times.
 - News channels to BBC, ITV and Sky News
 - Twitter, Facebook, Instagram, LinkedIn, google+ and Pinterest

Meta Data, Titles and Description

The purpose of Meta data, titles and descriptions is for the Search Engine Optimisation and to entice readers to click through on the website link.

Related Documents

Website Content procedure
EasyWPGuide_WP4.3
10-landing-page-templates-to-boost-lead-generation copy