



WFYouth! Registrations Team  
Wakefield Council Youth Work Team  
Crofton Young People's Centre  
High Street  
Crofton  
WAKEFIELD  
West Yorkshire  
WF4 1NF

Welcome to WFYouth! – YOUR website for information, advice and guidance for young people in the Wakefield district.

We are pleased that you wish to contribute to the site.

Your group/organisation will be allocated a page on the website to promote what you do.

To have access to post on the site, please register your details (or a colleagues) in the boxes below.

Registration forms can be returned by email to [youthwork@wakefield.gov.uk](mailto:youthwork@wakefield.gov.uk) or posted to the address above.

Regards

WFYouth! Registrations Team

### Key Contact Details

First Name:	
Last Name:	
Organisation Name:	
Email Address:	
Tel No:	

## Web Page Content

**Please write text in sentences - as you would like it to appear on your webpage.  
(See top tips attached for guidance).**

Name of organisation/group	
<p>Brief outline of what your service/provision does?</p> <p>Include:-</p> <ul style="list-style-type: none"><li>▪ History of the club/organisation.</li><li>▪ Outline of the activities you undertake.</li><li>▪ How does the service work with other agencies?</li><li>▪ How does the service support parents, children and young people?</li></ul>	<p><i>e.g. The Wakefield Football Team have been established since 2010. We provide professional football coaching for young people in the Wakefield district.</i></p>
<p>Who is your organisation/service/provision for?</p> <ul style="list-style-type: none"><li>▪ Age range</li><li>▪ Eligibility</li><li>▪ Referral/admission criteria – how do parents/carers/young people get your service – is it via another agency?</li></ul>	<p><i>e.g. Young people aged 8-18 can join our team / No previous experience is required.</i></p>

<p>Where is the organisation/service/provision located and what geographical areas does it cover?</p> <ul style="list-style-type: none"> <li>▪ What are the opening times / training times / session times etc.</li> <li>▪ Where are the sessions held (full address).</li> </ul>	<p><i>e.g. Our group meets at Hometown playing fields on Saturdays 10.00 am – 11.00 am.</i></p>
<p>Are there any cost implications for any of your services/provision to the service user?</p> <ul style="list-style-type: none"> <li>▪ Will they need to fund any of this through personal budgets or privately? (Make sure you have a link to your website where any costs can be explained and/or a telephone number/ email to get further information).</li> </ul>	<p><i>e.g. Training sessions are £3.00. All kit/uniforms are at an extra cost.</i></p>
<p>If anyone is interested in getting in touch with your organisation/service/provision how do they do it?</p> <ul style="list-style-type: none"> <li>▪ Contact Name(s)</li> <li>▪ Telephone Number</li> <li>▪ Email Address</li> <li>▪ Website Address</li> <li>▪ Facebook page/Twitter etc.</li> <li>▪ Postal Address</li> <li>▪ Office/availability opening hours</li> </ul>	<p><i>e.g. For further information about our group/organisation please contact J Bloggs, Tel: 01234 567890 / Email: jbloggs@internet.co.uk / We have a Facebook page - <a href="http://www.facebook.com/wakefieldfootball">www.facebook.com/wakefieldfootball</a> Information about all our training sessions can be found on our website – <a href="http://www.wakefieldfootball.com">www.wakefieldfootball.com</a></i></p>

Do you want to include any leaflets/posters on your page?  
If so, please send these in JPEG format in an email to us.

Do you want to include any video links?  
Please state web link (URL) to video if this is on YouTube etc.

Do you want to include photos/team logo(s) on your page? Please send these in an email to us.

**We welcome regular updates from you i.e. if you are running a recruitment campaign for new team members or you are organising a gala, performance etc. Just drop us a line with a JPEG poster and/or details of the event and we will update the page for you. We will also advertise events on our Facebook and events calendars.**

# 7 top tips for awesome web and intranet content

## 1. Keep it short and simple

The most important part of writing for the web is to **keep it simple**. Most people only skim-read or scan web pages, looking for the piece of information they need. So you don't need to write 'War and Peace' to explain a service, for example.

The average reading age in the UK is 9 years old. Think about that when you write your page. It is recommended that sentences have no more than 26 words in them and avoid words that have lots of syllables. For example, 'transformation' could be replaced with 'change'.

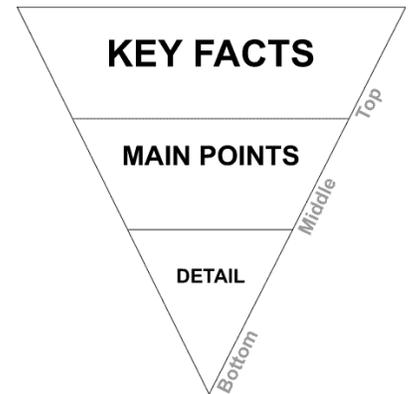
Also, keep paragraphs short, with no more than 5 lines and try to have only one idea or point per paragraph. This helps the user to skim-read your page.

## 2. Key facts first

It's important to put your key information in the first paragraph. A lot of printed and online news articles use this technique.

It's useful to think of an upside-down pyramid, like the picture. All your most important facts or information is in the first few paragraphs and the less important detail goes further down the page.

If people want to read your whole page, they will. But as long as the most important information is read first, most readers will understand what it's about.



## 3. Use headers

A great way to break up large amounts of text is to use headers. They also help with people skim-reading the page by telling them what the next section is about.

Try to keep headers to no more than eight words and make sure that they contain the key phrase for the next section. For example: '**When will my bins be collected?**' is affective. This also helps with Search Engine Optimization (SEO).

SEO is what the web-geeks do to make sure sites like Google can find the pages of our website and that they are listed with the right information about their content.

## 4. Use lists/bullet points

Using bullet points and lists is another way to break up text for skim-readers. By displaying several items using bullet points, it makes each point easier to read and identify.

For example:

Our recycling centres will accept:

- Plastic bottles
- Glass bottles
- Aluminium cans
- Waste paper

is easier to read than:

Our recycling centres will accept plastic bottles, glass bottles, aluminium cans and waste paper

## 5. Put links within the copy (but avoid 'click here')

It is really important to add links in the main text of a webpage. This allows users to see that whatever is behind that link is related to the page it's on. It might give further, more detailed, information about a topic, link to a booking form, or link to an email address to get in touch.

Having links within the text can also work to highlight what topic a paragraph covers. Another good thing for the skim-readers!

When adding a link, it's best to use words that describe what it's about and not 'click here'.

For example, using:

['More information about Seaside in the City'](#)

is better than using:

'for more information about Seaside in the City [click here](#)'

This also helps with accessibility - as it helps screen readers to know what's behind a link. It is also useful for SEO, where search engines like Google can list links on your page a lot easier.

## 6. Avoid 'council-speak' at all costs

Please remember that not everyone who uses the website or intranet knows exactly how the council works. A member of the public will not be aware of certain terminology that a department might use.

For example, someone would not say to their family that they're heading down to the 'refuse disposal facility', but they would say that they're heading to the 'tip'.

If we use a lot of terminology and jargon on our website, or even the intranet, we run the risk of alienating our users. They need to understand what we are talking about and if we bear in mind that the average reading age in the UK is 9 years old, then that's who we should be aiming it at.

It's important to think about what local people would call our services and not worry too much about their official names.

We can also use 'keywords' to allow people to find our information using local slang terms. For example, someone might search for 'Knottingley baths' when looking for the swimming pool and adding phrases like this to the keywords of a page will help them find the right page.

## 7. Proofread everything

Before putting any content live, make sure you **proofread** it. Or better still; get someone to proofread it for you. Nothing will put a user off more than poorly written content full of spelling and grammatical errors. It will make them trust your information less and they won't want to come back.

### Other bonus tips

- Avoid Latin or archaic language. They are not plain English.

Words such as *whilst*, *wherein*, and *bespoke* are archaic or old English words and should be avoided. Replace them with *while*, *where* and *specially made*.

Words or phrases like *via*, *vice-versa*, and *etc.* although commonly used, are Latin. Use '*by*', '*the other way around*' and '*and more*' instead.