

The Role of Content Design in Web Pages

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Abstract: *Content design is the process of creating and organising content on web pages so that it is accessible, attractive and easy to use for visitors. It combines aspects of visual design with communication strategies and search engine optimisation (SEO) principles.*

Keywords: *content, content design, structure, SEO, website*

1. Introduction

The chapter on content design in web pages provides an overview of the development and usage of the web, along with a detailed exploration of the importance of design. It addresses key concepts such as content structure and organisation to engage users, as well as essential aspects for content creators to consider when crafting compelling digital experiences.

This section investigates the role of content design in the digital sphere, analysing its impact on user interaction and the importance of a well-designed user experience. It aims to highlight how effective content design can enhance user engagement with a webpage, offering practical recommendations for optimising content design to improve user experience and website performance. By exploring current trends and practices, this chapter contributes to a deeper understanding of content design principles in today's digital environment.

2. Results

Developing a Web Guide

This part of the analysis is grounded in theoretical insights and reviews of existing web guides. To create a tailored web guide for the Politehnica University of Timisoara, extensive research was conducted on web writing standards, including language guidelines and content writing rules.

Foundational documents for this guide include *Content Design* by Sarah R., 2017; the second edition co-authored by Sarah R. & Rachel E., published by the European Union Publications Office in 2024; the *Interinstitutional Guide to Clear Writing* from Europa EU (1997); and the *Technical Report on Accessibility and Use of Internet Resources* by the Authority for the Digitisation of Romania (2023). After analysing these sources, the guide for the Politehnica University was structured into several key sections:

- General aspects
- Basic principles: Clarity, Conciseness, Relevance
- Tone & Style
- Structure & SEO Optimisation
- Recommendations

The General section, based on research findings, should cover topics such as how content is viewed, the role it plays, and the expectations and needs of users. This section is titled General Aspects as

it provides introductory information and general guidance for writing appropriate content on a website. The material in this section is drawn from both the reviewed guides and theories presented by Sarah Richard in her books *Content Design* and *Content Design* (2nd edition), along with insights from Mike A. and Carrie H. in *Designing Connected Content* (2018). This information highlights the preferences and perspectives that content creators should adopt to develop well-suited text, encompassing general considerations about web page content, from wording to structure and presentation.

The Basic Principles section is similarly formulated, organised into three subdivisions: Clarity, Conciseness, and Relevance. These principles are consistently recommended across the reviewed guides and bibliographic sources for creating engaging, coherent, and essential content. Key points from each source have been synthesised to build this section, drawing on the same references as mentioned above.

Within the Clarity subdivision, recommendations from these sources are provided to help creators develop content that is accessible and clear for users. The Conciseness subdivision details the crucial elements of creating content that is both engaging and easy to navigate, as is common in web content across websites. The Relevance subdivision similarly presents the essential elements from the sources, emphasising content that aligns with users' needs.

The Tone and Style section is largely based on Newcastle University's guidelines, along with Sarah Richard's recommendations in both editions of *Content Design*, which discuss the tone a brand should adopt and the style it should maintain. Key recommendations are included on how a brand's tone can influence the connection with its audience, as well as the role that writing style plays in users' perception of content quality.

The Structure and SEO Optimisation section is grounded in all the referenced sources, as these elements influence content quality and user engagement. This section covers the placement of content on the page, the purpose it serves, and how it should be structured to capture and

retain users' attention. Well-organised content must follow the outlined steps to ensure it is both easily navigable and comprehensible for users. A content creator must consider the users' perspective, needs, and expectations to produce effective content.

Finally, the Recommendations section summarises the key points addressed, emphasising the aspects discussed throughout while also offering some additional tips relevant to writing web content.

3. Conclusions

The theoretical analysis indicates that the most crucial elements for content creators to consider are clarity, conciseness, structure, organisation, and language. To achieve the desired outcome, creators must account for users' needs and expectations. The theory underscores content's role on a web page as being informative, useful, and engaging.

The purpose of these analyses has been to highlight content's significance and to outline the concepts that make it effective. For content to be relevant, its structure should incorporate elements that enable users to quickly locate desired information. Therefore, content should be well-organised, consist of brief paragraphs, and feature a simple, concise, and clear format.

Research results further indicate that relevant web content structured around these principles aids in swift information access. Through the theory and applied research methods, the findings demonstrate that content design on web pages is closely related to information organisation, intuitive navigation, effective writing strategies, and adapting to the needs and preferences of the target audience.

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