

EMERGE

with RUBIN

Teacher Notes: Website Writing Series

In the five-part series, participants will learn to write five main content areas on a website:

- Mission statement
- About us
- Services/Products
- Staff bios
- Photo captions

Learning outcome:

A website is often the company's first impression to the outside world. It's critical to teach participants how to write about their businesses with clarity, authenticity and personality.

Notes for the exercise:

- Watch the Website Content Overview video as a group. There, Danny Rubin explains the various writing activities and why each one matters.
- Then, break the activity into five parts. Have participants focus on each one (ex: Mission statement) and then move to the next once completed.
- Participants should add the content to the website as they go along. You can use the templates in *Wait, How Do I Promote My Business?* as you evaluate the quality of the participants' work.
 - o Also encourage participants to use website examples from the links below:

Website writing examples

Below you will find examples of the various website pages in which we provide writing instruction. Look at the examples and see how they match with the guidance and strategies we suggest.

- **Endurance IT Services -- information technology company**
 1. [About Us page](#) -- help the reader understand your passion and purpose
 2. [Services page](#) -- be clear and concise about the work you do
 3. [Testimonials](#) -- encourage clients/customers to be specific in their praise
- **S.B. Ballard -- construction company**
 1. [Company history](#) -- give readers background and context; tell them a story
 2. [Services page](#) -- be clear and concise about the work you do
- **American Borate Company -- provides chemicals to companies for daily application**
 1. [About Us page](#) -- help the reader understand your passion and purpose
 2. [Staff bios](#) -- use descriptive language and clear detail to explain the value of each person
- **West Marine -- boating supply store**
 1. [Photo captions](#) -- provide the reader all pertinent information (who, what, when, where, why and how) in case the person only reads the caption and nothing else on the page
- **Rubin company blog**

Observe the focus on a person at the beginning of the blog post and the how the person represents the bigger topic at play. Always begin with a profile on a person!

1. Blog post example 1: [Fairfax Co. Teacher Uses Rubin, Boosts Workplace Exam Pass Rate from 65% to 90%](#)
2. Blog post example 2: [For CA College Student, Rubin Opens "Brand-New World"](#)

Skills the Participants Learn	Standards for Literacy in Science and Technical Subjects
How to be brief	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
How to respect a person's time	To be college and career ready writers, students must take task, purpose, and audience into careful consideration, choosing words, information, structures, and formats deliberately.
How to employ the storytelling strategy	Students must be able to incorporate narrative elements effectively into arguments and informative/explanatory texts. In history/social studies, students must be able to incorporate narrative accounts into their analyses of individuals or events of historical import
How to write with attention to detail	Use words, phrases, and clauses as well as varied syntax to link the major sections of the text, create cohesion, and clarify the relationships between claim(s) and reasons, between reasons and evidence, and between claim(s) and counterclaims.
Use of technology	Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.