Alphabet Soup Topic: _____

Goal: Develop a list of keywords a web user would use in a search engine to find your site/topic.

Directions: Think about your page(s). Go through the alphabet below and write down keywords that describe the content of your site. For example, Career Development may use advancement, application, promotion, jobs, "LEAD" and opportunities. As you work this week, continue to add words.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Submitted by: _____

PIVOT, not background Topic: _____

Goal: Develop a USA Today explanation of your subject matter.

Directions: Think about your topic. What is your story? Put it in an executive summary format. The paragraph is one a GS 5 or 15 would read, allowing them to understand your site and decide to enter. "PIVOT POINT"
Target Audience: 5-7th Grade Reading level. USA Today format
Target Length: 125-130 words (so buttons fit on same page)

WHO, WHAT, WHEN, WHERE, WHY should I continue?

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Submitted by: _____