

# Project Website



Communications and Synergies Seminar  
Vienna | 26-27 September 2023

Interreg CENTRAL EUROPE | Joint Secretariat  
Katarina Hanzelova

PROJECT  
WEBSITES

BEFORE



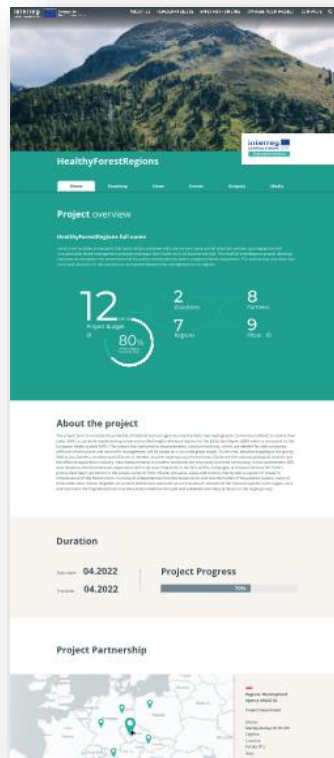
PROJECT  
WEBSITES

NOW



# YOUR PROJECT WEBSITE TODAY

[www.interreg-central.eu/acronym](http://www.interreg-central.eu/acronym)



GOLDFISH = 9 seconds

HUMANS = 8 seconds



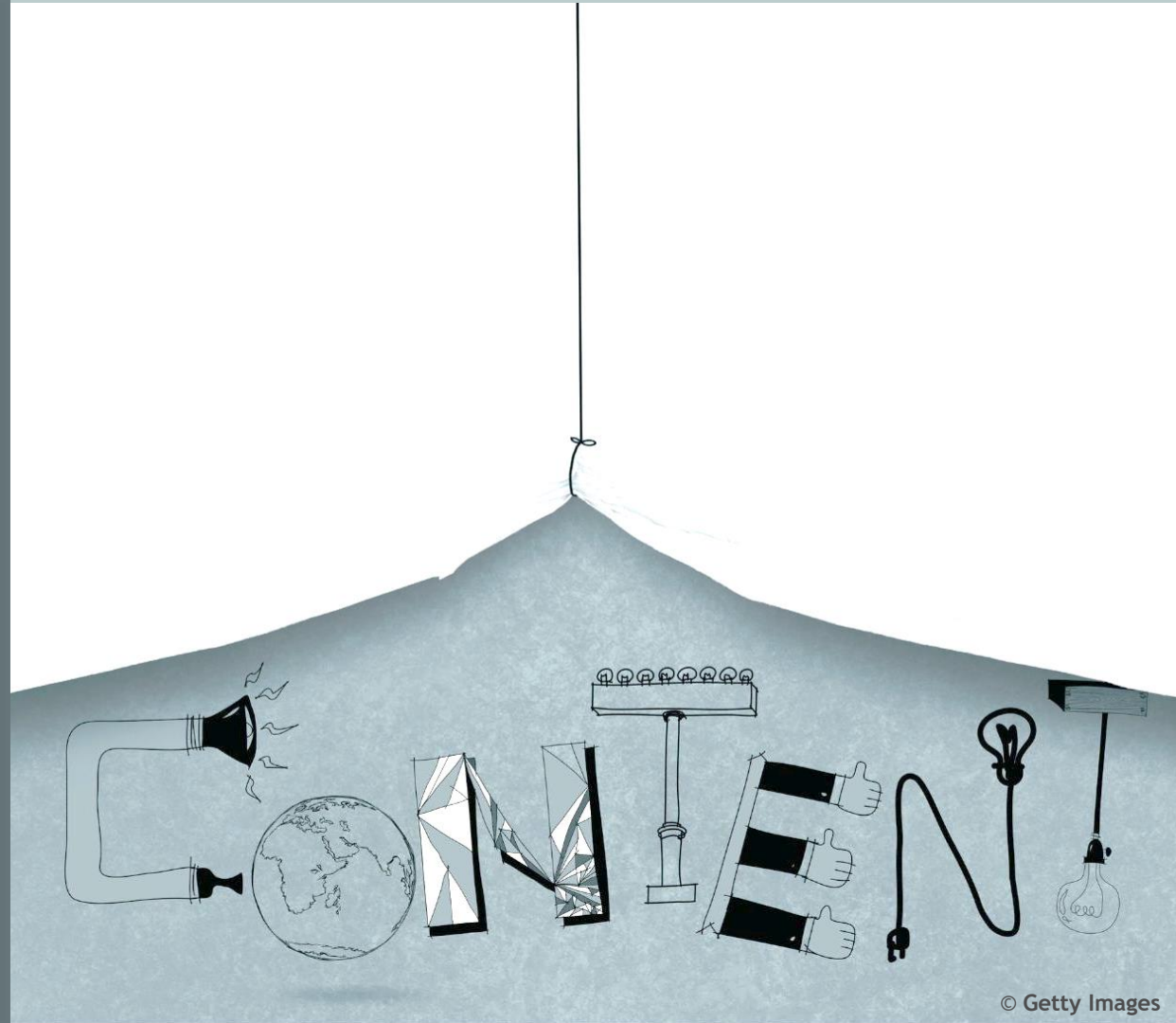


You have less than 8 seconds to  
make an impression.

**MAKE IT COUNT**

~~What do we want to say~~

What your  
visitor wants  
to know



# Welcome to GOV.UK

The best place to find government services and information

**Simpler, clearer, faster**

## Search



## Popular on GOV.UK

[Get support with the cost of living](#)


[Find out about help you can get with your energy bills](#)

[Find a job](#)




# Words matter|

## Keep it short

A vertical line with two dots at the top and bottom, positioned to the left of the text.

Use short and simple sentences. Aim for content that is easy-to-read and understand. Focus on using nouns and verbs. Use adverbs and adjectives sparingly.

## Use inverted pyramid

A vertical line with a dot at the top, positioned to the left of the text.

Put the essential information first. This helps the reader to get the point and purpose of your website instantly.

## Give it a structure

Use clear headlines. They help structure your website and make the text scannable.

## Use active voice

Active voice helps create reader-friendly sentences. It is also more direct.

A vertical line with four dots, positioned on the right side of the slide, separating the two main sections.

## Avoid abbreviations and jargon

The web is for everyone—not just technical experts. Avoid insider language.

## Keep it fresh

The website is not a one-time job. It is a continuous effort. Get your partners to contribute with content.



## Show, do not tell

Videos and images reinforce the text on your page.



## On the way to a good website

Remember that good website is not about functionalities but about engaging content that you provide.

## NEED SOME HELP?

Check if your text is readable

<https://thefirstword.co.uk/readabilitytest/>

Make use of AI writing assistant

<https://www.copy.ai/>

Optimize your images

<https://yoast.com/image-seo/>

Copyright-free images and videos

<https://search.creativecommons.org/>

# PROJECT NEWS

P3 Connected

## NEWS

30.08.2023



### Cooperation improves cross-border transport

After half a year of intensive work, research and cooperation our project is laying the foundation for the improvement of cross-border transport systems throughout central Europe. Our strategy was introduced to policy-makers and led to political support for a change in transport policies.

P3 Connected

## NEWS

01.08.2023



### Kick-off meeting

Representatives of every project partner, took part in the meeting. Partners from Poland, Czech Republic, Germany, Italy, Slovenia and Croatia and associated partners from Poland and Slovenia shared expectations, challenges and expected results. Roles, responsibilities, tasks, methods were agreed upon, together with the WP of the next months.