



Project Website



Communications and Synergies Seminar
Vienna | 26-27 September 2023

Interreg CENTRAL EUROPE | Joint Secretariat
Katarina Hanzelova

PROJECT
WEBSITES

BEFORE



PROJECT
WEBSITES

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YOUR PROJECT WEBSITE TODAY

www.interreg-central.eu/acronym

HealthyForestRegions

Project overview

HealthyForestRegions full name

12 Project Budget 80% 2 Countries 7 Regions 8 Partners 9 Tasks

About the project

Duration

Start date: 04.2022 | End date: 04.2022

Project Progress

Project Partnership

HealthyForestRegions

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GOLDFISH = 9 seconds

HUMANS = 8 seconds

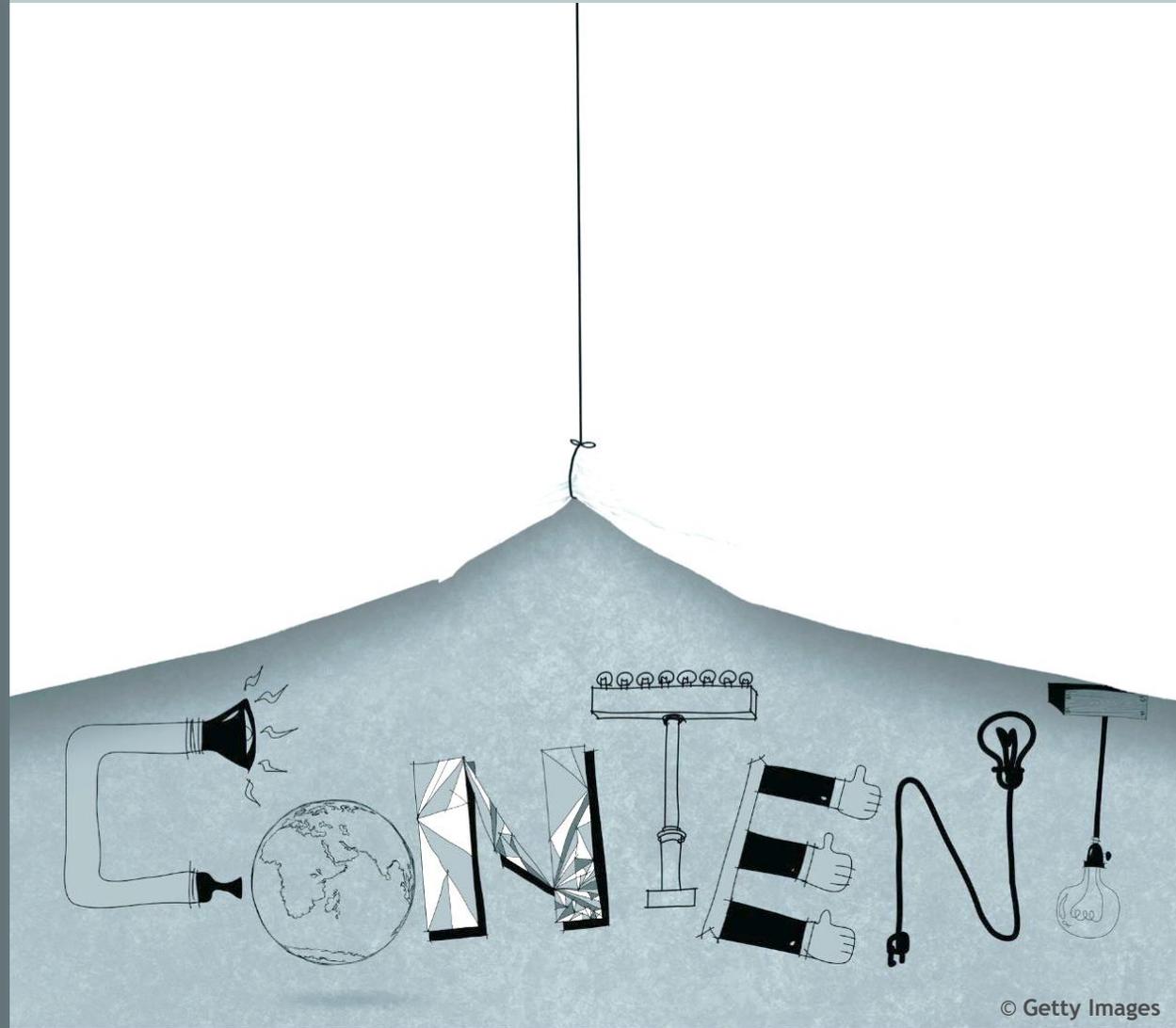


You have less than 8 seconds to
make an impression.

MAKE IT COUNT

~~What do we want to say~~

What your
visitor wants
to know



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Words matter |

Keep it short



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

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.

Keep it fresh

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

Avoid abbreviations and jargon

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



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.