



# Jansons Institute of Technology

Karumathampatti, Coimbatore – 641 659

## Report

<b>Name of the Program / Activity / Event / Others</b>	Alumnus Interaction on “ <b>How to make every piece of content user friendly?</b> ”
<b>Date &amp; No. of days</b>	15-05-2021 & 1 day (11.00 AM – 12.00 Noon)
<b>Organized by</b>	Department of Computer Science and Engineering
<b>In association with</b>	JIT Alumni Association
<b>Venue</b>	Online
<b>Participants/ Beneficiaries</b>	Second Year, Third Year and Final Year CSE Students

### Event brief (500 words with photo):

Department of Computer Science and Engineering Organized a Webinar entitled “**How to make every piece of content user friendly?**”. The session was taken forward through online on 15<sup>th</sup> May 2021. Ms.Samyuktha Gopal (Batch 2014-2018), Content Writer, Vserve Ebusiness, Coimbatore was the Resource Person for the Session. She interacted and shared her knowledge on utilizing icons to break up content and make it less intimidating among the participants.

The students were clarified about,

- ✓ Benefits of digital marketing and how to target buyers
- ✓ AIDA Concept
- ✓ SEO strategy
- ✓ How in the digital era, it's much more difficult to stay tuned into a long paragraph of text.
- ✓ How Users scan for words and phrases that hook them and then decide whether to go back and read further.




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- ✓ How your information needs to be pertinent and succinct whilst making for a fun user experience.
- ✓ Digital marketing tactics being the most cost-effective.
- ✓ AIDA Concept identifies cognitive stages an individual goes through during the
- ✓ Search Engine Result Pages (SERPs).

<b>Outcomes</b>	Participants gained knowledge about how to include complementary visuals in writing and arrows on images as appropriate
<b>Feedback</b>	Participants were satisfied with the contents and delivery.



## JANSONS INSTITUTE OF TECHNOLOGY

Approved by AICTE & Affiliated to Anna University,  
Coimbatore, Tamilnadu-641659



**JIT Alumni Association of CSE**  
organizes


**Alumni Interaction**  
on

**“HOW TO MAKE EVERY PIECE OF CONTENT USER FRIENDLY”**

**Alumni**  
**Ms. Samyuktha Gopal**  
(Batch:2014-2018)  
Content Writer,  
Vserve Ebusiness,  
Coimbatore.

**Date : 15.05.2021**  
**Time : 11.00 am to 12.00 noon**

**LINK:** <https://ims.jit.ac.in/meetings/bQsydPyrdCbEmwBQ>

  
Activate



MESSAGES

- Public Chat
- Velayudham.A

NOTES



- Shared Notes

USERS (54)

- Saran Guest
- Shivaraman Guest
- Shruthi.P.G Guest
- Sibi Guest
- Sujaa Guest
- Velayudham.A Guest

Alumni Interaction\_ "How to make every piece of content user friendly..."

Samyuktha Gopal



How to Make Every Piece of Content User Friendly

MESSAGES

- Public Chat
- Velayudham.A

NOTES



- Shared Notes

USERS (56)

- P.Dadeeja Guest
- PRADEEP C.J Guest
- PRADEEP KP Guest
- Ranjith Guest
- Rejin Guest
- Revanth Guest

Alumni Interaction\_ "How to make every piece of content user friendly..."

Samyuktha Gopal



INTRODUCTION

Digital Marketing relies upon content to get the message across. This is why the significance of content simply cannot be ignored. Knowing that content is the driving force behind a successful digital marketing strategy this presentation will give you tips for writing content that works.

MESSAGES

- Public Chat
- Samyuktha Gopal
- Velayudham.A

NOTES

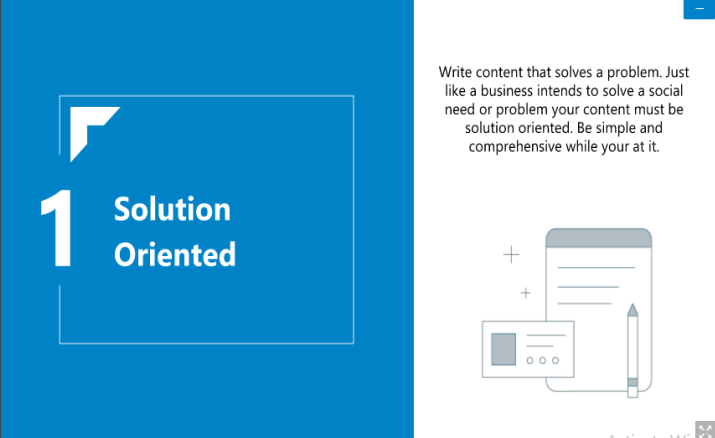
- Shared Notes

USERS (54)

- Arunprasath Guest
- Arvin.J.c.Duke Guest
- Ayush T Guest
- Bharathi. A Guest
- Deepak Kumar R Guest

Alumni Interaction\_ "How to make every piece of content user friendly..."

Samyuktha Gopal



1 Solution Oriented

Write content that solves a problem. Just like a business intends to solve a social need or problem your content must be solution oriented. Be simple and comprehensive while your at it.



MESSAGES

Public Chat

Sa Samyuktha Gopal

Ve Velayudham.A

NOTES

Shared Notes

USERS (54)

K.kaviya Guest

Ka Kaviya B Guest

Ka Kavya.M.M Guest

Ke KEERTHANAK Guest

Lo Loganathan.S Guest

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## 2 Global Audience

Digital marketing is practiced globally. This is why when you write content, make sure to include the world. This will help you engage potential customers beyond borders as well. Use simple words and examples that everyone can relate to.

MESSAGES

Public Chat

Sa Samyuktha Gopal

Ve Velayudham.A

NOTES

Shared Notes

USERS (52)

Guest

Dj Divya R. Guest

G G soundhur Guest

Ga Gayam Naveena Guest

Ga Gayathri Guest

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## The challenge of Content

- The challenge is to convert readers into business leads for the companies we write content for—or for our own companies.
- We must showcase expertise in the vast quagmire of content.
- Brands need content for focused engagement from readers.

MESSAGES

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USERS (56)

Guest

G G soundhur Guest

Ga Gayam Naveena Guest

Ga Gayathri Guest

Gi Giri Pragadheesh K Guest

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## Make an SEO strategy

Before starting any SEO work for a website, it is more than good to prepare with an action plan. Your [SEO strategy](#) will of course flow from this strategy. The goal will undoubtedly be to improve positioning on Google and Bing.

However, it is important to understand that web referencing takes time, compared to paid referencing which is faster, or even instantaneous. In any case, a good **SEO strategy** certainly increases the positioning of a site.



<p>MESSAGES</p> <p>Public Chat</p> <p>Sa Samyuktha Gopal</p> <p>Ve Velayudham.A</p> <p>NOTES</p> <p>Shared Notes</p> <p>USERS (59)</p> <p>Guest</p> <p>Gayam Naveena Guest</p> <p>Gayathri Guest</p> <p>Giri Pragadheesh K Guest</p> <p>GUNASEKHAR C Guest</p>	<p>Alumni Interaction_ "How to make every piece of content user friendly..."</p> <p>Samyuktha Gopal</p> <h2>The AIDA Concept</h2> <p>AIDA is the acronym of Attention, Interest, Desire, and Action which is the basis Concept of <a href="#">Content writing</a>.</p> <p><b>Attention:</b> Get the audience to rely on you. Online, there are a lot of distractions, so keeping their undivided attention is crucial.</p> <p><b>Interest:</b> You don't have a long time to get your guests involved in what you have to say, so get to the important topics fast.</p> <p><b>Desire:</b> Remind your clients why they should only opt for your services. Are your services going to make their lives smoother, more fun, safer?</p> <p><b>Action:</b> By asking them exactly what to do next, close the deal for your client</p>
<p>MESSAGES</p> <p>Public Chat</p> <p>Sa Samyuktha Gopal</p> <p>Ve Velayudham.A</p> <p>NOTES</p> <p>Shared Notes</p> <p>USERS (53)</p> <p>PRADEEP KP Guest</p> <p>principal@jit.ac.in Guest</p> <p>Ranjith Guest</p> <p>Rejin Guest</p> <p>Revanth Guest</p>	<p>Alumni Interaction_ "How to make every piece of content user friendly..."</p> <p>Samyuktha Gopal</p> <h2>So Before you start and before I finish:</h2> <p>Think of the concerns people would have when you compose content for category pages when they look at that segment. Offer answers on which items could be better tailored to their needs or which subcategory may help them further narrow their search. The aim here is to give them the information they need on the website they are reading so that a data hunt does not disrupt the shopping experience of the consumer.</p>
<p><b>Suggestions / Future actions</b></p>	<p>NIL</p>

**Faculty In-charge  
(Mr.M.Vivek)**