

APA | Webinar

# *Supercharge* Your Presence

Writing for the Web

Presenter: Kyler Shumway, MA

December 7, 2018 | 10:00 AM – 11:00 AM ET

THE WEBINAR WILL BEGIN MOMENTARILY



# Welcome

## Discussion Topics

The value of online publishing outside of academia

Web-friendly writing techniques and formatting

Strategies for creating excellent content

Methods and venues for getting published

# DISCLAIMER

- The views expressed in this presentation are those of the presenters and do not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

# LOGISTICS

- You are on mute
- Download handouts at anytime
- Webinar recording after the session



# HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Kyler Shumway by using the "Questions" field located in the webinar control panel.



# PRESENTER: Kyler Shumway, MA



- SEO Content Director for [MarketingForTherapists.org](http://MarketingForTherapists.org)
- Author of *The Friendship Formula*
- Doctoral student at George Fox University
- Current intern with Baylor Scott & White Healthcare



# Greetings and Disclaimers

Good morning!

# Greetings and Disclaimers

- Webcam will be turned off – crash avoidance
- Patient privacy
- Other Supercharge webinars
- Questions



# The Why





# The Why



# The Why





# The Why



# Overview

1. The Why
2. Web-friendly Writing 101
3. Content Creation Tips
4. How to Get Published
5. Q&A

# Web-Friendly Writing: Content



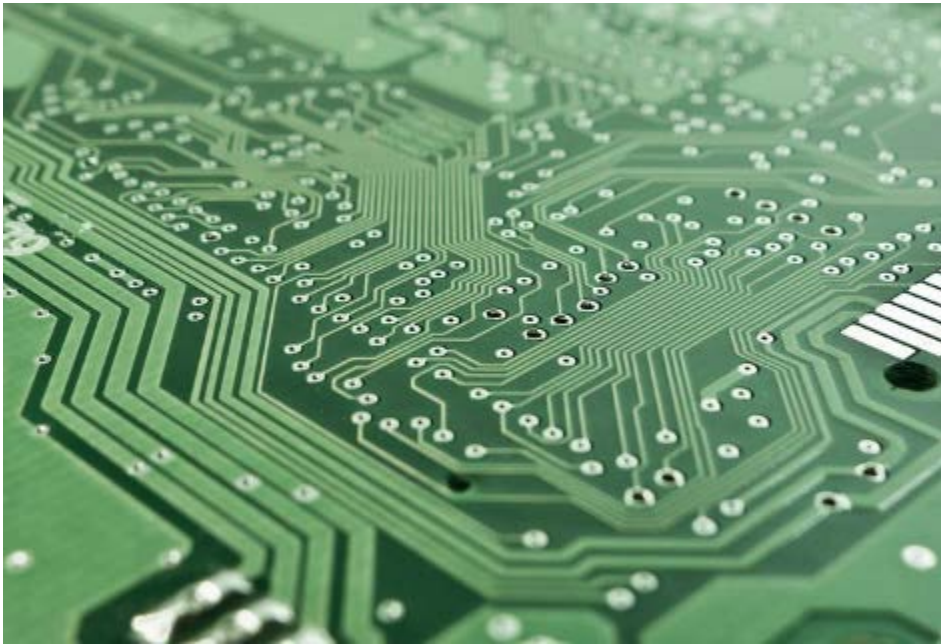
# Web-Friendly Writing: Content

1. Who is this for?
2. What is this about?
3. How should the reader respond?





# Web-Friendly Writing 101

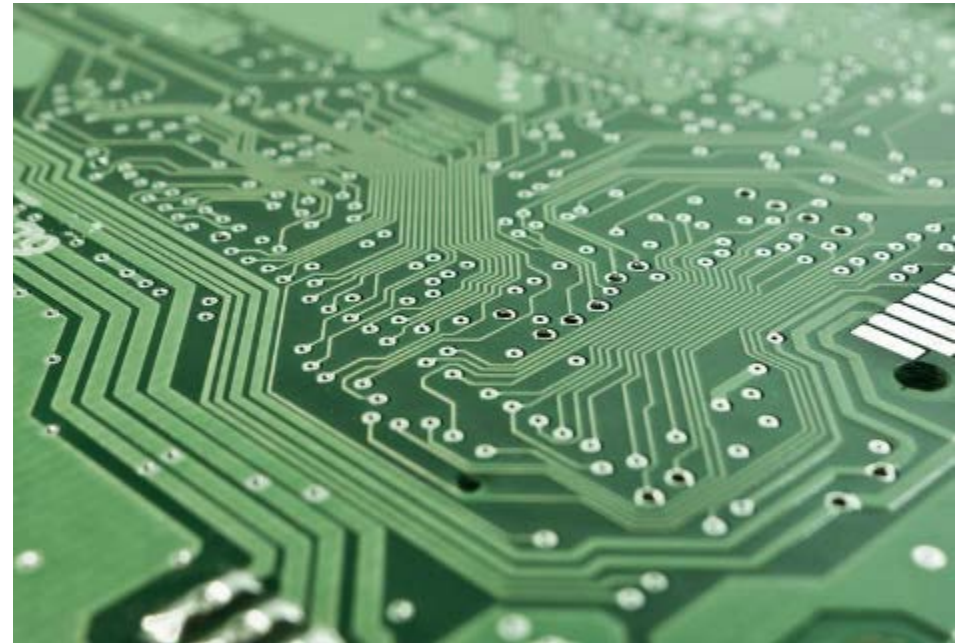


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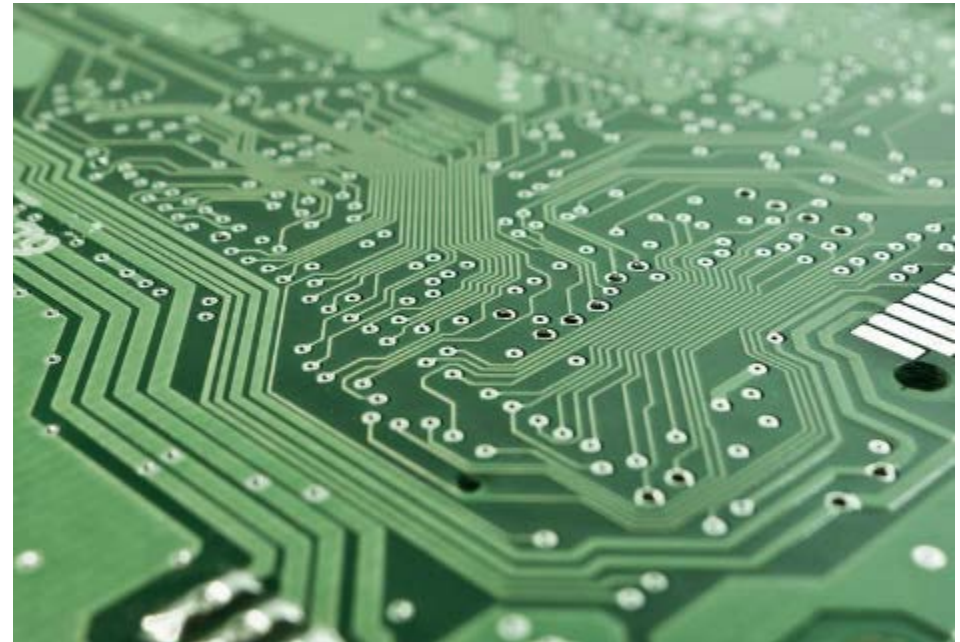
# Writing for Computers: Myths

## 1. Keyword salad



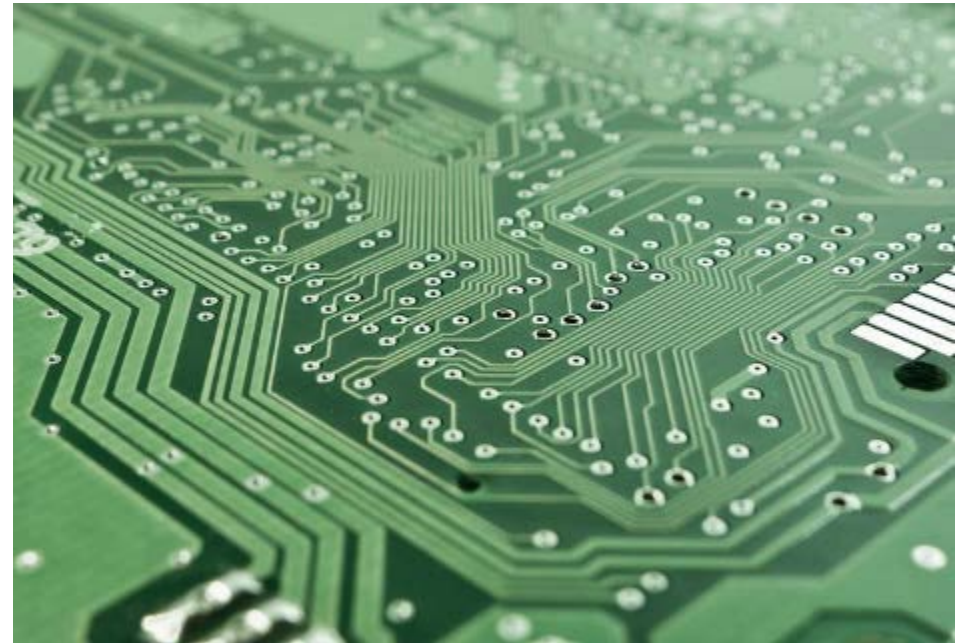
# Writing for Computers: Myths

1. Keyword salad
2. Don't copy-paste



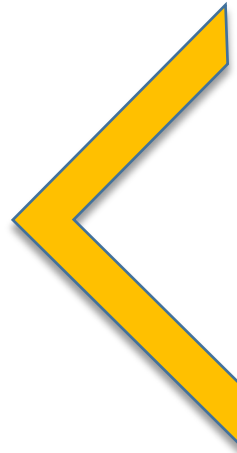
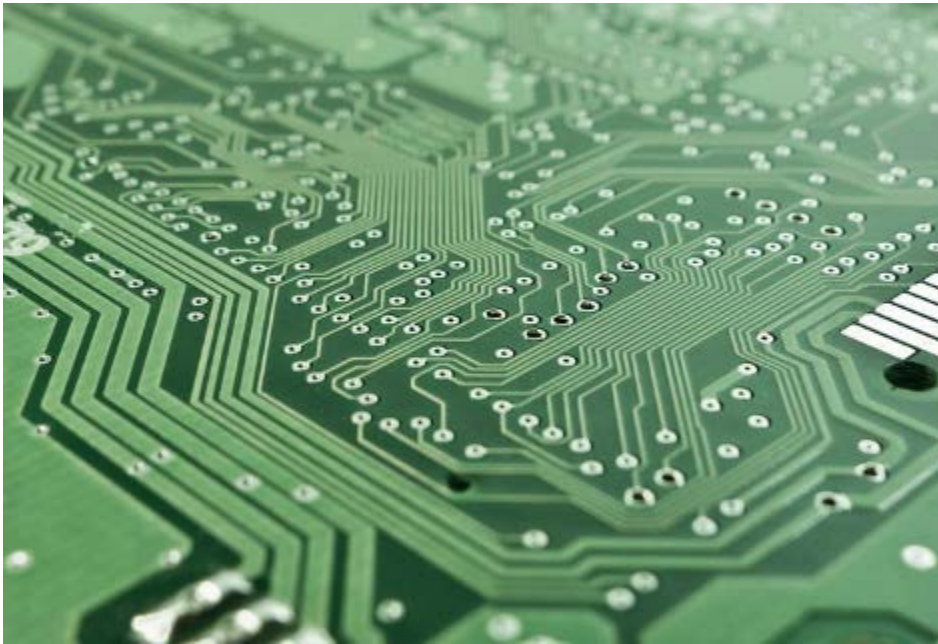
# Writing for Computers: Myths

1. Keyword salad
2. Don't copy-paste
3. Matching Domain Name





# Web-Friendly Writing 101



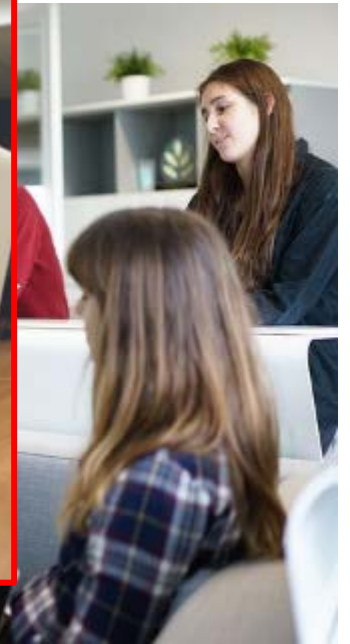
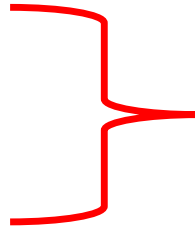
# Human-Driven SEO Metrics

1. Search relevance
2. Viewing time
3. Reputation



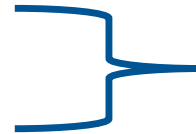
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# Human-Driven SEO Metrics

1. Search relevance
2. Viewing time
3. Reputation





# Web-Writing for Humans

## 1. Relevant content





# Web-Writing for Humans

1. Relevant content
2. Offer solutions



# Web-Writing for Humans

1. Relevant content
2. Offer solutions
3. Hook 'em



# Web-Writing for Humans

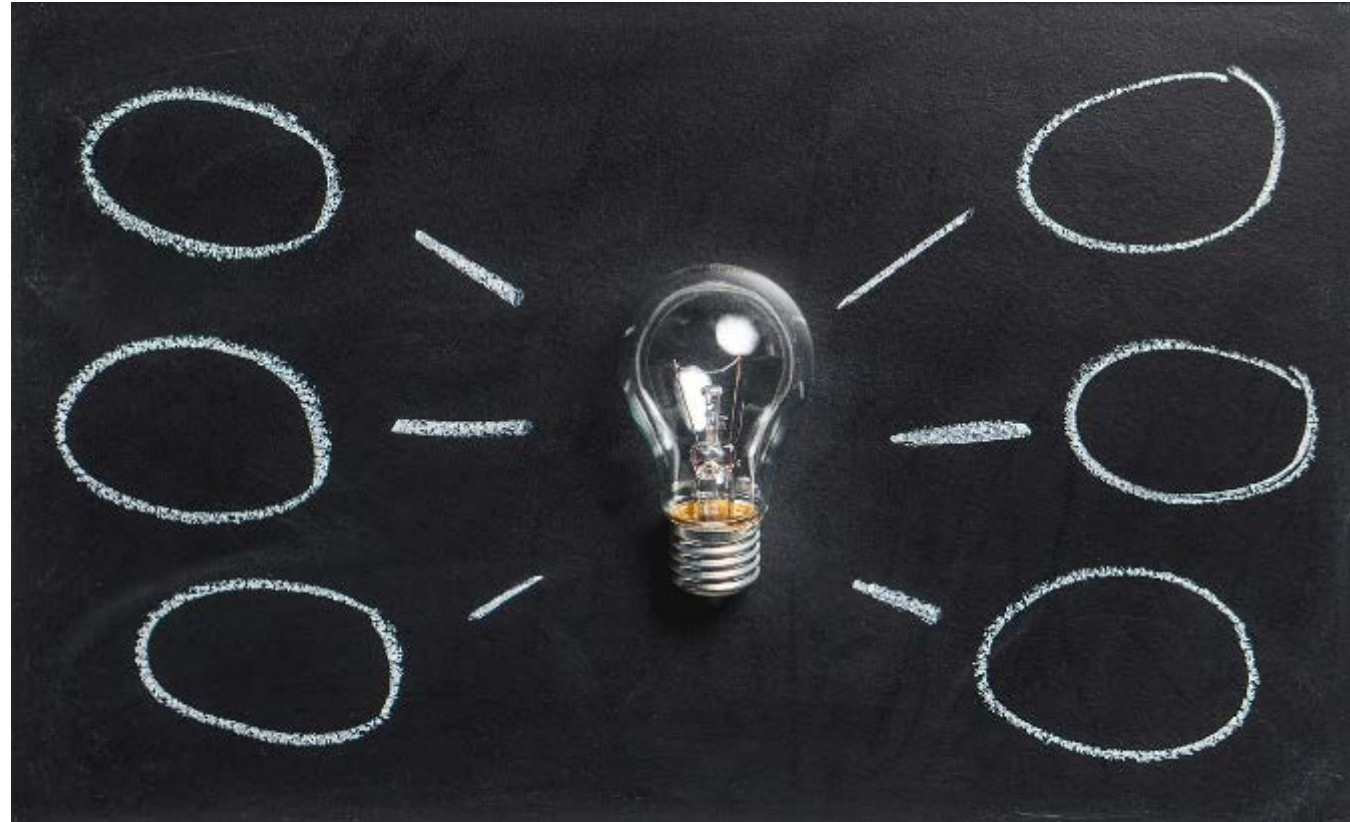
1. Relevant content
2. Offer solutions
3. Hook 'em
4. Call-to-Action (conversions)



# Web-Friendly Writing 101: Summary

1. Keep in mind the audience
2. Focus on quality
3. Remember the purpose

# Content Creation Tips



## An Eye-Catching Title Goes Here

Here is the opening header!

Greetings, APA! Welcome to your blog template.

You can use this as a template to create simple blog posts, guest articles, and *beyond*. So, since I have your attention and you graciously listened to my webinar, I might as well give you some **helpful reminders** for when you start crafting digital goodness for the world wide web to see.



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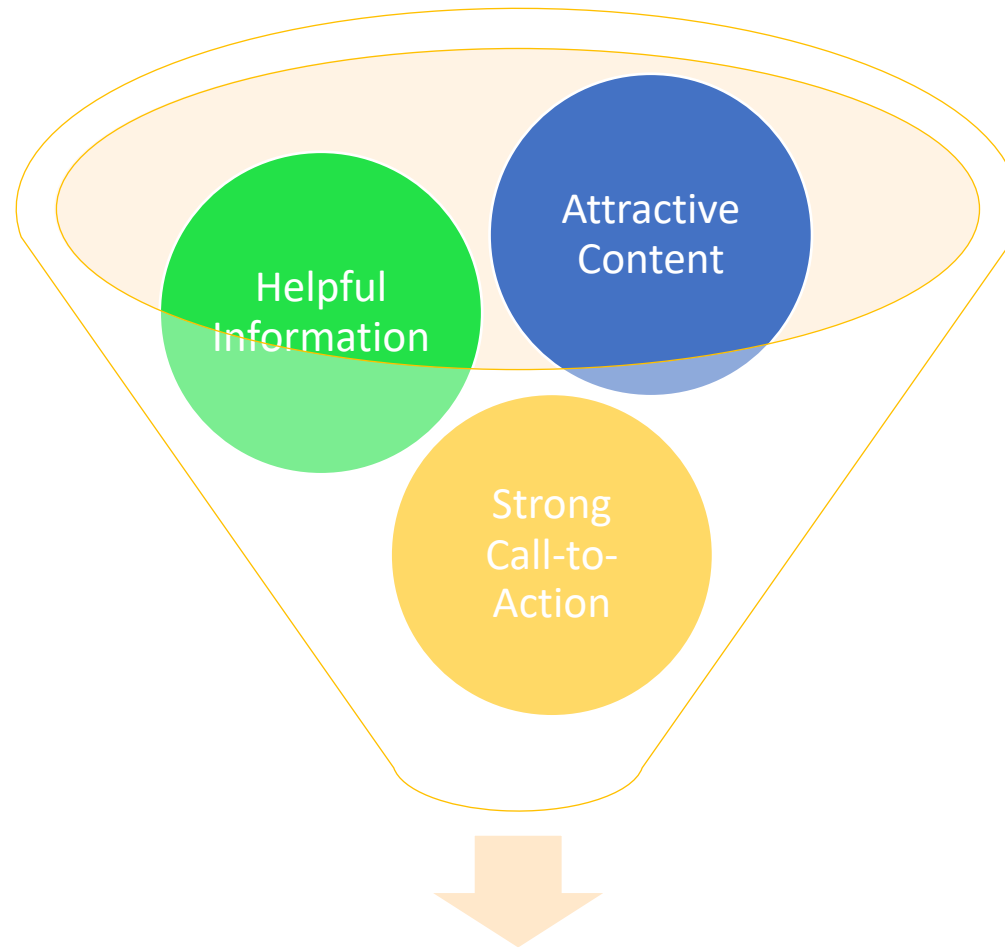
This sentence seems important, because it gets a line all to itself.

You can use simple formatting tricks to help **keep the reader engaged** and **draw their focus** to specific ideas. Try to **avoid overusing bold** or *italic* styles in the content, **though**, as it can **confuse** the **reader** as to **what** is most *important*. You can also use bullet points to break apart larger walls of text and help organize things that are often found in lists, such as:

- Symptoms of mental health issues
- Common issues experienced by a certain population (i.e. children)
- Services that you offer
- Areas near your office that you might serve
- And more!







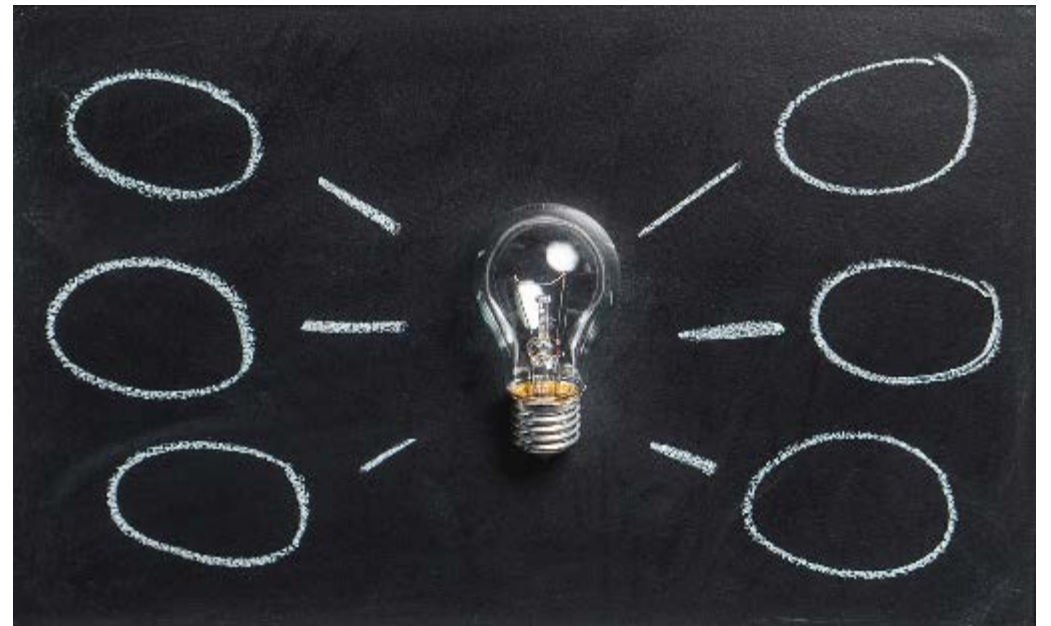
"Where do I sign up?"

At the end of your call-to-action section, provide an empathic encouragement to contact you: I know how stressful and demanding it can be to start writing for the web – and it doesn't have to be that way. **Contact us today** [MarketingForTherapists.org](https://MarketingForTherapists.org), or send me an email at [Kyler@KylerShumway.com](mailto:Kyler@KylerShumway.com). We'd love to hear from you!



# Formatting: Summary

1. Break content up with headers
2. Use the format to direct focus
3. Diagrams are awesome
4. Don't forget about hyperlinks



# Tips for Using Your Voice



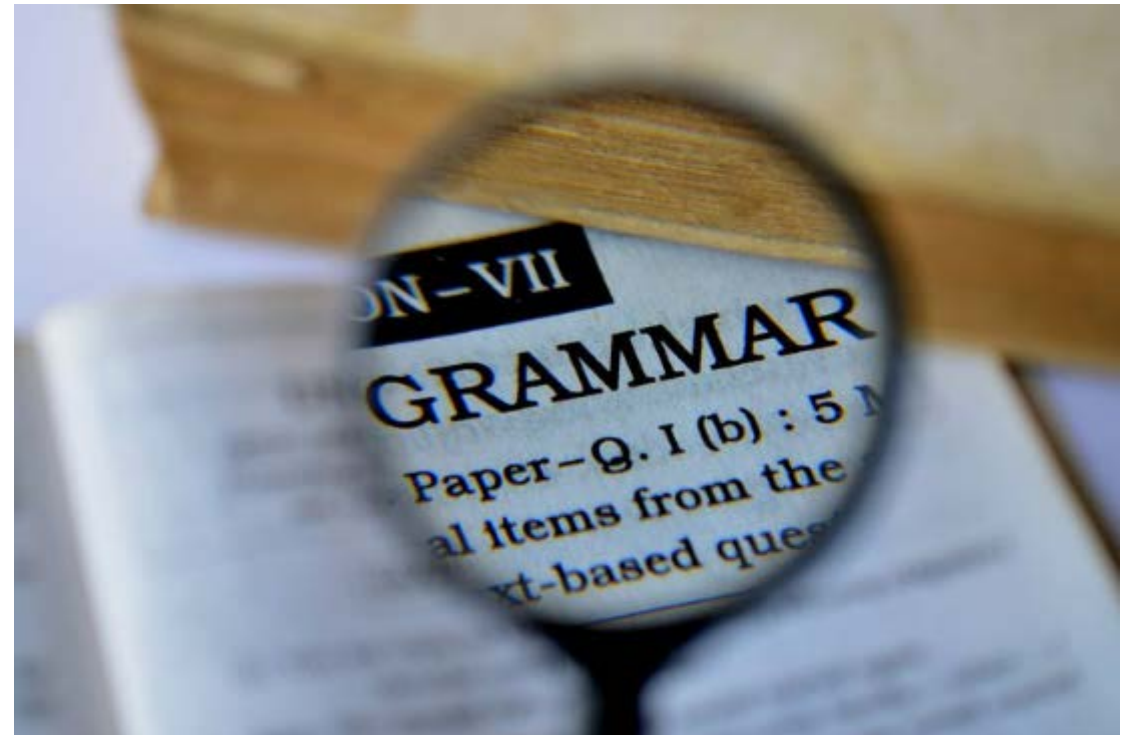
# Tips for Using Your Voice

1. Avoid psychojargon
2. Write and then read
3. Use humor
4. Record yourself



# Tips for **Not** Using Your Voice

- Grammarly.com
- Get feedback





# Overcoming Writers Block

- Take the leap
- Stop writing
- Read / Consult
- Think about balance



# Where and How to Get Published


- Personal website
- Guest posts
- Social media
- Books

About 1,100,000 results (0.48 seconds)

**Mark R. McMinn | PsyD Faculty | George Fox University**  
<https://www.georgefox.edu/psyd/faculty/mcminn.html> ▼  
Mark R. McMinn, PhD, ABPP ... Mark McMinn received his undergraduate degree from Lewis and Clark College and a PhD in clinical psychology from Vanderbilt University. ... He returned to George Fox in 2006 and now serves as Professor and Director of Faith Integration in the Graduate School ...


**Interview With Mark R. McMinn About "Spiritually Oriented ...**  
[www.apa.org](http://www.apa.org) > Publications & Databases > APA Books ▼  
A video interview with author Mark R. McMinn discussing his book Spiritually Oriented Interventions for Counseling and Psychotherapy, published by APA in ...

**Videos**




**The Science of Virtue**  
by Mark McMinn

Baker Publishing Group  
YouTube · Jul 24, 2017



**Mark McMinn, Ph.D.**  
Interview-Integration of Psychology & Theology


Dr. Ken Logan  
YouTube · Sep 14, 2018




**Dr. Mark McMinn |**  
Chapel | Spiritual Life

LeTourneau University · Apr 3, 2018


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2017

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12 Results - Visit Amazon.com's Mark R. McMinn Page and shop for all Mark R. McMinn books. Check out pictures ... by Mark R. McMinn and Clark D. Campbell ...



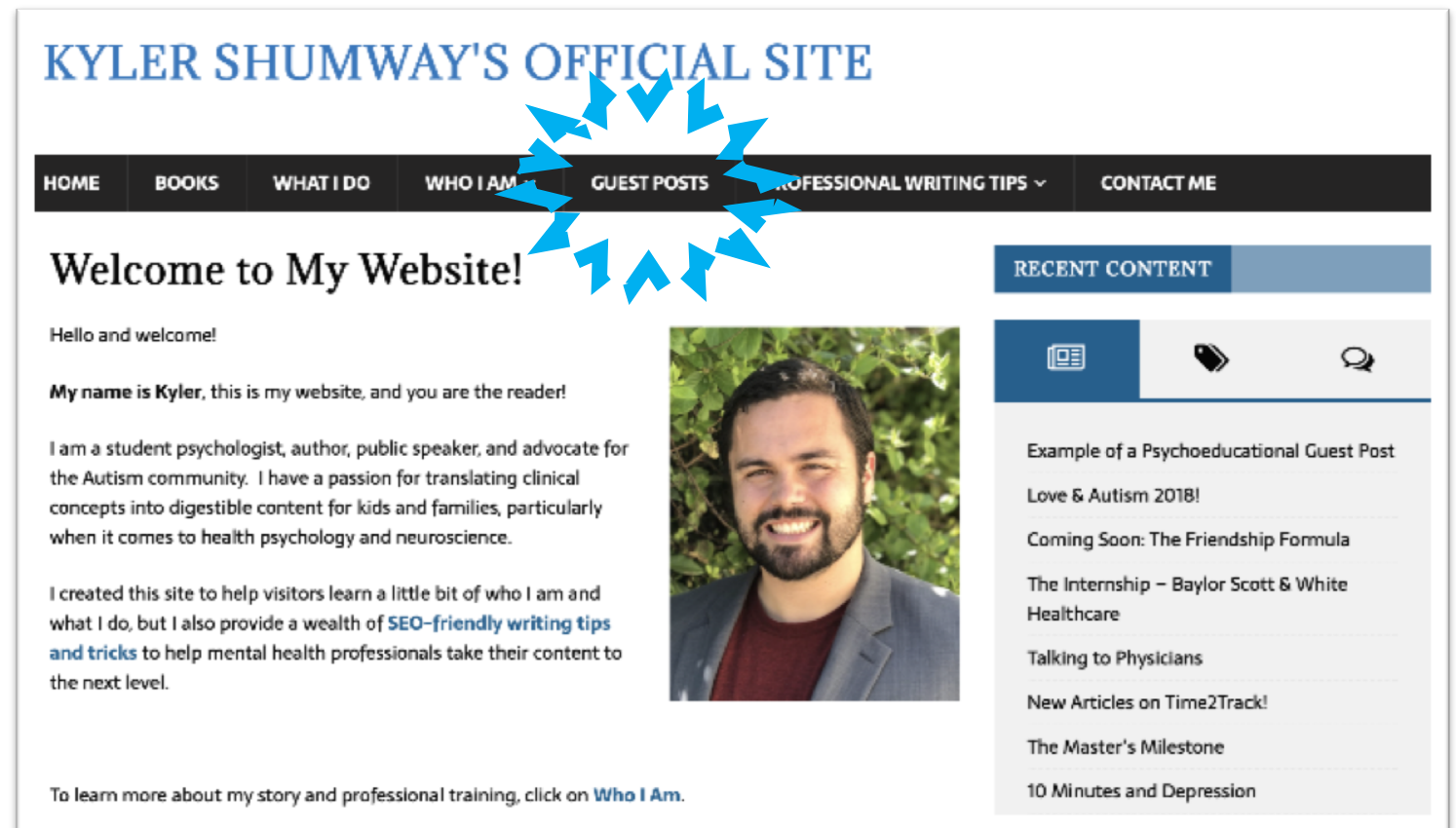
# Personal Website Essentials

- Home
- About Me/Us
- Services
- Contact



# Personal Website SUPERCHARGED

- Blog
- Educational Pages
- Guest Posts



# Requesting Publication for Guest Posts

Hello NAME OF EDITOR,

I found your website while searching for TOPIC, and I love the content you are providing! I was wondering if you would consider accepting a guest post from me for your blog.

I am a private practice therapist located in Austin, Texas who specializes in group and individual therapy for children. I frequently work with clients who suffer from social anxiety, and so I would love to write a post about how to cope with those symptoms. Let me know whether or not that would be a good fit for your viewers!

Best,

Good Example, PhD

[www.example.com](http://www.example.com)

# Getting your first Book published

- Pick your favorite topic
- 1,000 words per day
- Free apps for formatting
- No cost to publish



Look inside ↴

SAY GOODBYE TO LONELINESS  
AND DISCOVER DEEPER CONNECTION

THE  
FRIENDSHIP  
FORMULA

KYLER SHUMWAY, MA

Foreword by Daniel Wendler, MA

The Friendship Formula: How to Say Goodbye to Loneliness and Discover Deeper Connection  
Kindle Edition

by [Kyler Shumway](#) (Author), [Daniel Wendler](#) (Foreword)

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The Friendship Formula is a self-help book for anyone age 12 to 112 looking to make friends and deepen their current relationships.

This book is filled with easily-digestible lessons on rich psychological concepts such as emotional attachment, defense mechanisms, and power dynamics, each anchored in my own

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**Kindle Feature Spotlight**

# Sendoff



# QUESTIONS & ANSWERS

# Final Thoughts

- Webinar recording will be emailed to you in 2 weeks
- Handouts will be included with recording
- Take our survey immediately after the webinar has concluded
- Keep an eye out for future *Supercharge* webinars in 2019



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THANK YOU

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