

How To Create Engaging Web Content Q&A



Meg Edwards

Digital Marketing Coordinator



Victoria Knights

Web Team Support



Hans de Kretser

Director

Do you have examples of arts organizations that do a good job of creating engaging web content?

Yes! One great example is [Frantic Assembly](#). They do a great job at balancing their storytelling on their website. While equal parts fun and editorial, Frantic Assembly's website simultaneously cuts out all of the waffle.

Another example is [StopGap Dance Company](#). They are great at promoting accessibility as well on their website.

What are some sites I can use that will locate my competitors keywords and which keywords I should be using?

While it's difficult to precisely pin-down the keywords your competitors are using, there are some great tools out there for helping you choose the best keyword for you own organisation's goals.

Tools:

- [For Discovering Trends](#)
- [Choosing Keywords](#)
- [Key Insights](#)

Do you have any positive example of an organisation that targets a teenage/young adult audience without coming off as patronising?

Absolutely! One great example is Hoxton Street Monster Supplies, a local shop that sells bespoke, monster-themed items. While catering to a largely young adult audience, they simultaneously offer writing workshops for children with the goal of helping young people discover their confidence, imagination and potential through the power of their writing.

Do you have any examples of 2D visual art organisations' web content?

Some great examples of 2D Visual Art Organisation that are succeeding at creating engaging web content are [Watermark Gallery](#), [House of Illustration](#), and [MK Gallery](#).

Do you think an app like Hemmingway is useful for writing in plain English or is there one that you prefer to use?

Editing software can be great and Hemmingway is good because there's a free version. We think using other people to edit work is good because, like we said, we are writing for humans. MS Word or Google Docs can actually be really helpful too for picking up on spelling and grammar.

If you have any questions please feel free to contact us at
hello@wearehdk.com.

Leadership team

Hans De Kretser
Raffaele Malanga

Web team

Jannick Moth
Ben Meyer
Tugay Topju
Victoria Knights
Kate McInnes

Marketing team

Phoebe Cleghorn
Meg Edwards



@we_are_hdk



@wearehdk

wearehdk.com