Internet Content Writer
Westfield State University, MA

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Westfield State has just completed the rollout of a major new look and design for our whole website, and in accomplishing this upgrade, Webmaster Alyssa Goodreau was eager to bring on a writing intern for the first time ever. Although Alyssa had wanted to try working with an intern for awhile, it wasn’t until Dan had an interest at the right time that she was able to try it out—and the results were helpful to her—Dan wrote lots of content for our school’s webpage. The experience was useful for Dan too. He learned about the particular writing needs for putting up web content for a major upgrade, including how the details of the web-design software affect the way content is developed and how it will look on the screen.

Dan worked both in the office with Alyssa and other team members, but he also did much of his writing and research on his own. In his words: “My job often included me looking at other schools’ websites and finding out what made them work, shortening wordy paragraphs into pithy sentences that were easy to read, and proofreading the work of others to make sure that there were no mistakes.” And in doing his work Dan learned how the implementation of our new “Expression Engine” content management system worked, and how the editing and content development lifecycle works at WSU.

One of the particular skills Dan learned that will help him if he ever pursues employment as a web writer is how to write for “search engine optimization,” or, in English, how to get noticed and bring readers to your content more often and more easily. In doing this internship Dan not only learned about creating Internet content, he also learned a ton about Westfield State University and student life here!