

# Grid – Module c Content Writing



MW Sept 2014

Topic – WHAT?	Objective – YOU SHOULD	Book Ref. – READ!	Project – DO!	Evaluation – CAN YOU?
<b>The Models</b>	Understand the Positive and Negative Models	p55, 58	Compare the 2x Weideman model and Sullivan’s model. Are there important overlaps? Omissions?	WM: Do you know how to implement the top 5 of pos. and neg. model? Do you see the link between the 1 <sup>st</sup> two of every model? Can you compare the WM and the Sullivan Model?
<b>Content</b>	To be able to write key-phrase centred, readable content	p59 - p75	Download thesis (2007): “The effect webpage ...” Answer the questions posed in the “Content” presentation	Should you consider the LOCATION of keyphrases inside a webpage? Higher up or lower down?

Website Visibility:  
The Theory and Practice of Improving Rankings



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