

Client: Dalhousie University, Faculty of Computer Science

Project: Web writing

Objective: Increase student enrolment

Grabbing the attention of 16 and 17-year-olds isn't easy. So developing web content that would stand out and really hook them was an important part of the copywriting process for this project.

Speaking to the prospective students in their own language was key to gaining their interest and trust. They had to feel like they were part of a conversation, one that touched on all of the cool opportunities that a degree in computer science could provide them with.

Reading the content on this page leaves the prospective student excited about the future – one that involves Dalhousie's Faculty of Computer Science.

Content Close-Up 1

Take a look at how this heading really grabs the attention of budding young computer scientists. It excites and introduces the idea of limitless possibilities.

***Who will create the next generation of smart phones?
It could be you.***

At Dalhousie's Faculty of Computer Science, we'll prepare you to be tomorrow's IT inventor, business developer or researcher. In our small classes, you will learn with internationally-respected profs, experts in areas as diverse as Internet security, computer animation and robotics.

Content Close-Up 2

Using words like “cool”, this web content really speaks to the 16 and 17-year-old prospective students in their language. It lists a few concrete examples of exciting jobs that Dal's Computer Science grads have landed, and hints at the fact that these are very real possibilities for the prospective student.

These are just a few of the cool jobs our grads have landed:

- *Game designers for HB Studios, creating games played by millions*
- *Researchers at Google, working to improve online search capabilities world wide*
- *Investigator with the Communications Security Establishment Canada, helping to stamp out Internet crime*

Content Close-Up 3

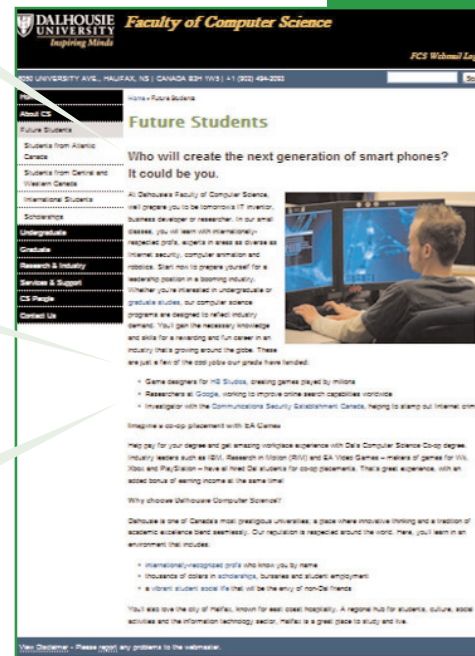
Notice how this content provides solutions to some of the key concerns prospective students have; namely, money and jobs (and exciting ones at that!)

Imagine a co-op placement with EA Games

Help pay for your degree and get amazing workplace experience with Dal's Computer Science Co-op degree. Industry leaders such as IBM, Research in Motion (RIM) and EA Video Games – makers of games for Wii, Xbox and PlayStation – have all hired Dal students for co-op placements. That's great experience, with an added bonus of earning income at the same time!

“Rewriting and developing new content for an entire Faculty web-site is no small task. But Emily Amos of Word Savvy did everything she promised and more. Her web content played an important role in the overall success of the project – and we had a jump in enrollments this fall to prove it.”

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