Alphabet Soup   Topic: _____

Goal: Develop a list of keywords a web user would use in a search engine to find your site/topic.

Directions: Think about your page(s). Go through the alphabet below and write down keywords that describe the content of your site. For example, Career Development may use advancement, application, promotion, jobs, "LEAD" and opportunities. As you work this week, continue to add words.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Submitted by: _____

PIVOT, not background   Topic: _____

Goal: Develop a USA Today explanation of your subject matter.

Directions: Think about your topic. What is your story? Put it in an executive summary format.   The paragraph is one a GS 5 or 15 would read, allowing them to understand your site and decide to enter. "PIVOT POINT"
Target Audience: 5-7th Grade Reading level. USA Today format
Target Length: 125-130 words (so buttons fit on same page)

WHO, WHAT, WHEN, WHERE, WHY should I continue?

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Submitted by: _____

Alphabet Soup   Topic: USE FEES

Goal: Develop a list of keywords a web user would use in a search engine to find your site/topic.

Directions: Think about your page(s). Go through the alphabet below and write down keywords that describe the content of your site. For example, Career Development may use advancement, application, promotion, jobs, "LEAD" and opportunities. As you work this week, continue to add words.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Use Fees
User fees
Fee collection
Fee collectors
Remittance
Credit Voucher
Credit Cards
Fee Program
Fee Areas
Free Areas
Golden Age
Golden Access
Annual Pass
Passport

 (These terms would be too broad for this topic area: Camping, Day Use, Recreation)

Submitted by: _____

FREQUENTLY ASKED QUESTIONS FOR

Visitor Assistance Program

FREQUENTLY ASKED QUESTIONS FOR

Career Development

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FREQUENTLY ASKED QUESTIONS FOR

Recreation Use Fees

FREQUENTLY ASKED QUESTIONS FOR

Interpretive Services and Outreach

FREQUENTLY ASKED QUESTIONS FOR

Rec Leadership Advisory Team/RMSP

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February 2001 NRM Gateway Content Development Workshop Participants

FREQUENTLY ASKED QUESTIONS FOR

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FREQUENTLY ASKED QUESTIONS FOR

Volunteer Program

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FREQUENTLY ASKED QUESTIONS FOR

Service Contracts

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FREQUENTLY ASKED QUESTIONS FOR

Cooperative Agreements for Law Enforcement Services

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FREQUENTLY ASKED QUESTIONS FOR

Uniform Program

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FREQUENTLY ASKED QUESTIONS FOR

OMBIL - Recreation

FREQUENTLY ASKED QUESTIONS FOR

Visitor Center Initiative

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