

Content Design at Cancer Research UK

Christina Hirst

Senior Content Strategist

✉ christina.hirst@cancer.org.uk

🐦 @chrissie__H



Together we will beat cancer

Content at Cancer Research UK



**World's
Largest
Cancer
Charity**

Content at Cancer Research UK



**World's
Largest
Cancer
Charity**



**143m
pageviews
10,000
pages**

Content at Cancer Research UK



World's
Largest
Cancer
Charity

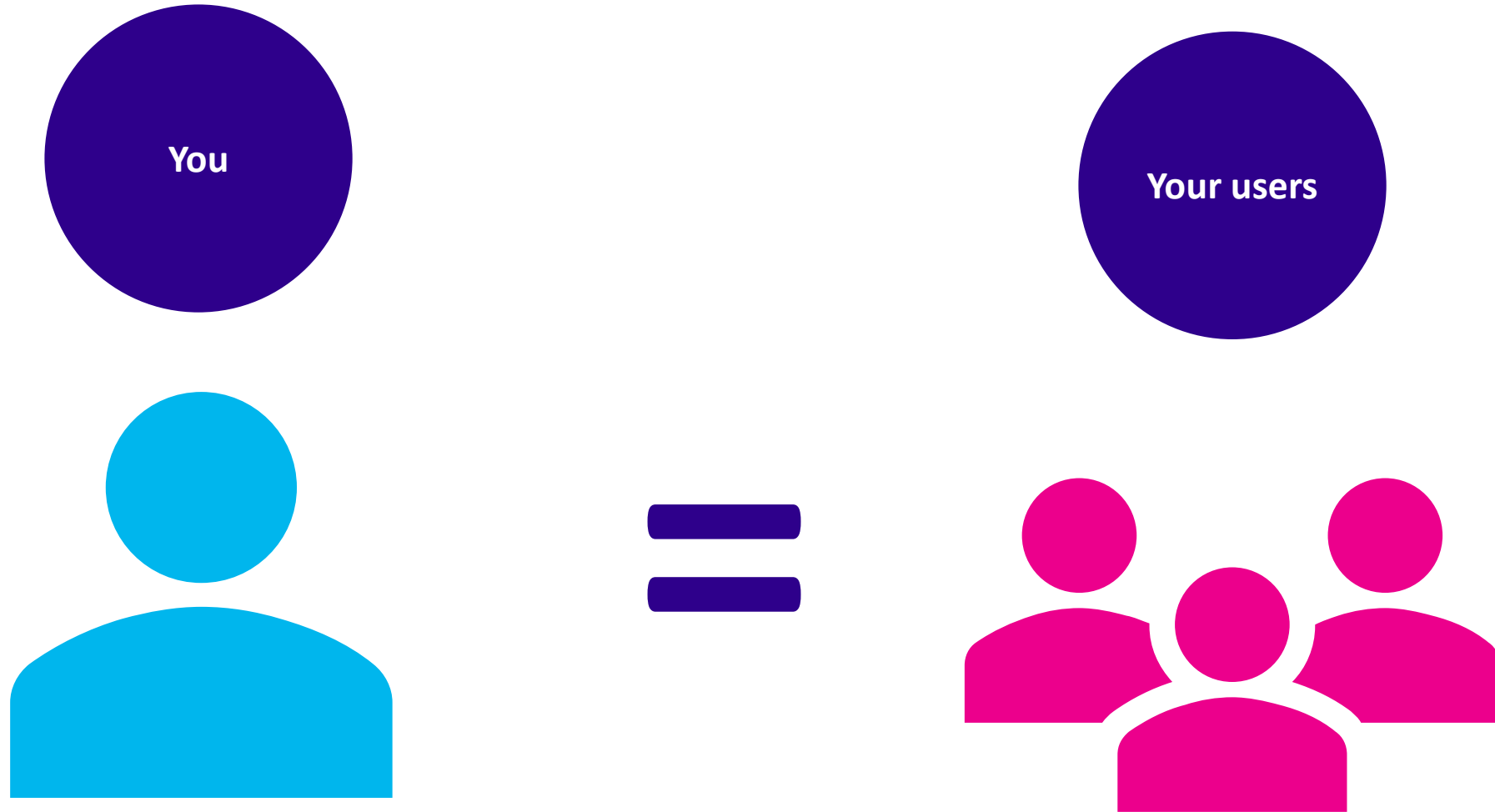


143m
pageviews
10,000
pages

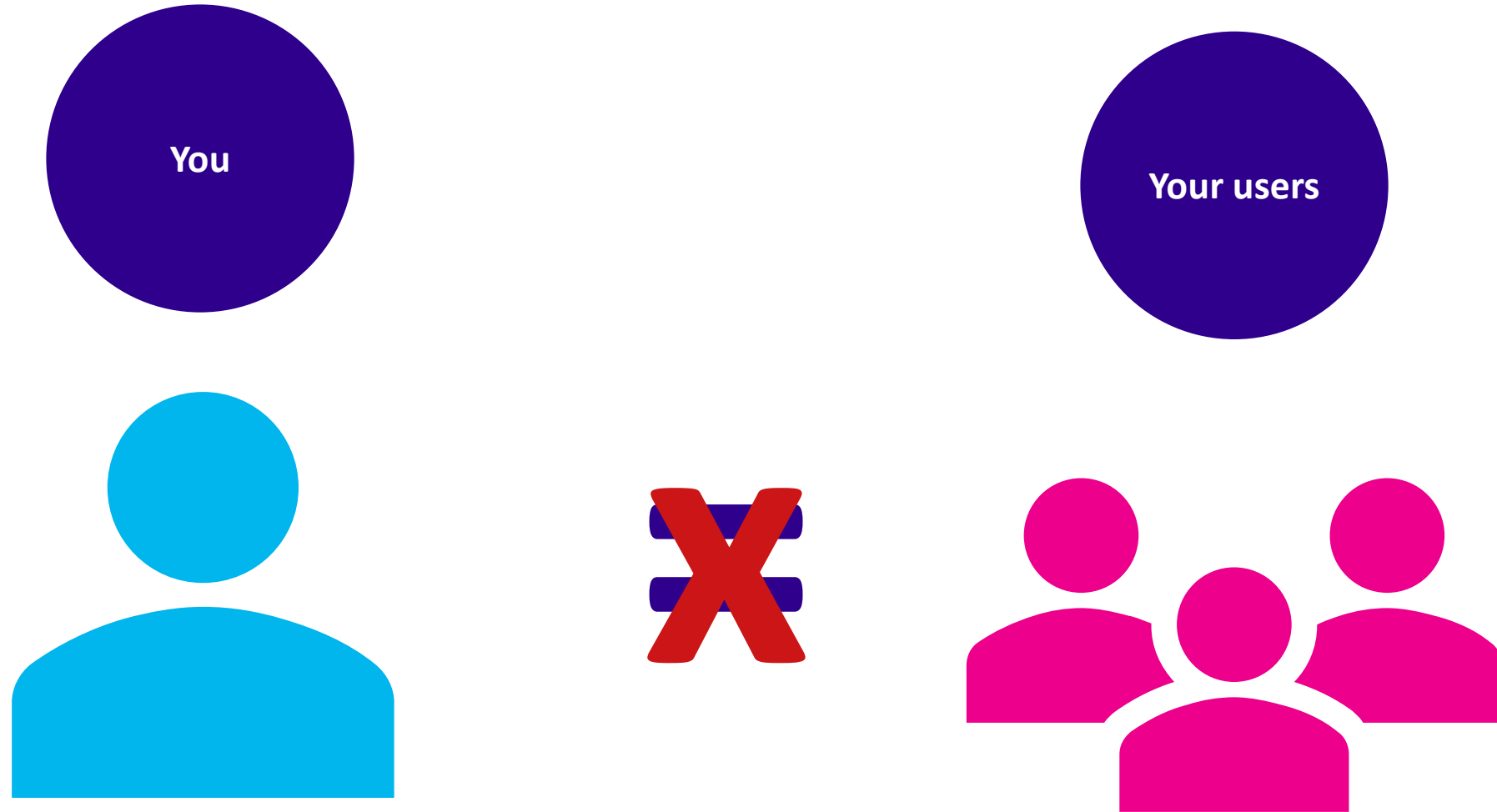


2 Content
Strategists
(Tech)

Think about your user



Think about your user



Words matter.

**Without words, how you
can properly communicate
with your users?**

**Without words, how you
can properly communicate
with your users?**

hint... you can't





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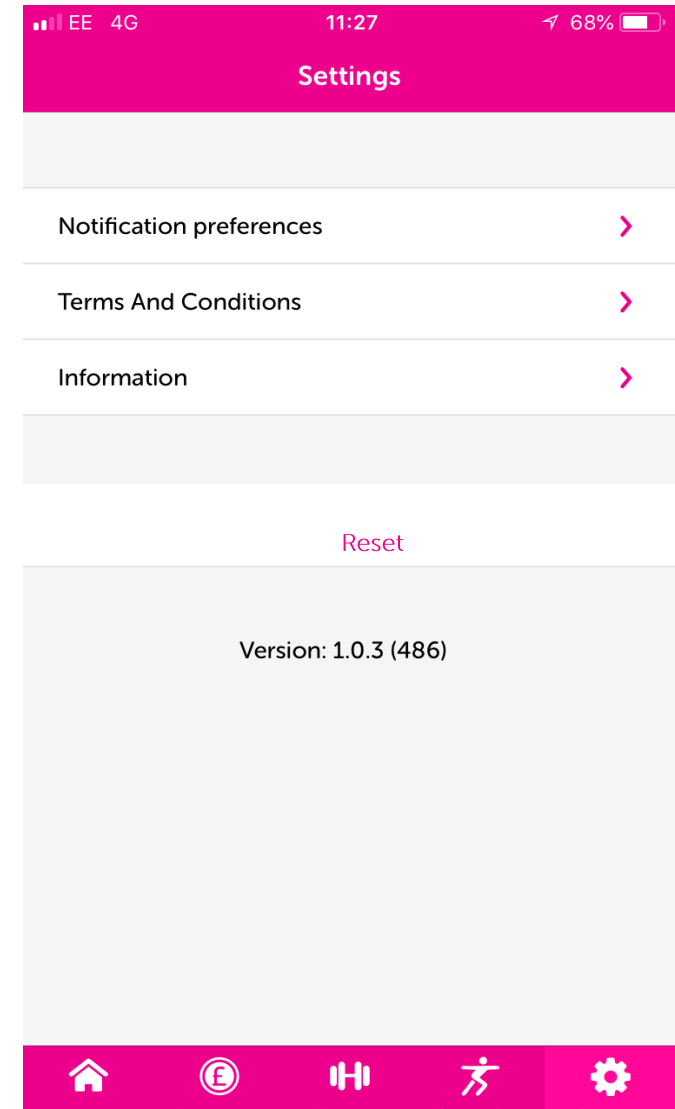


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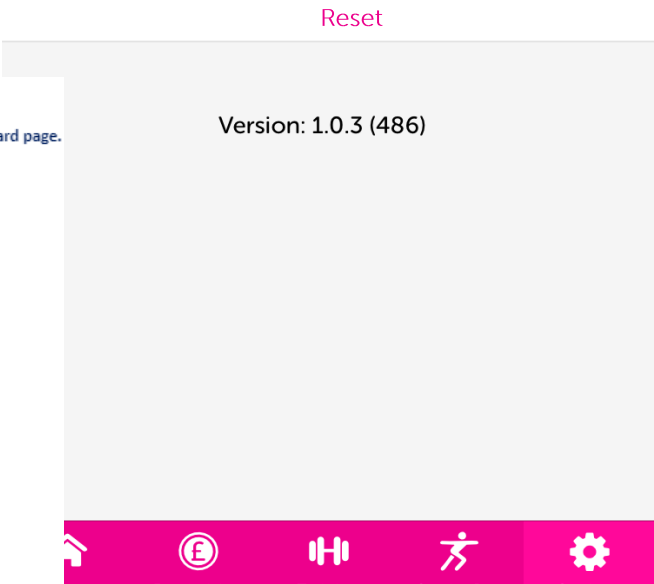
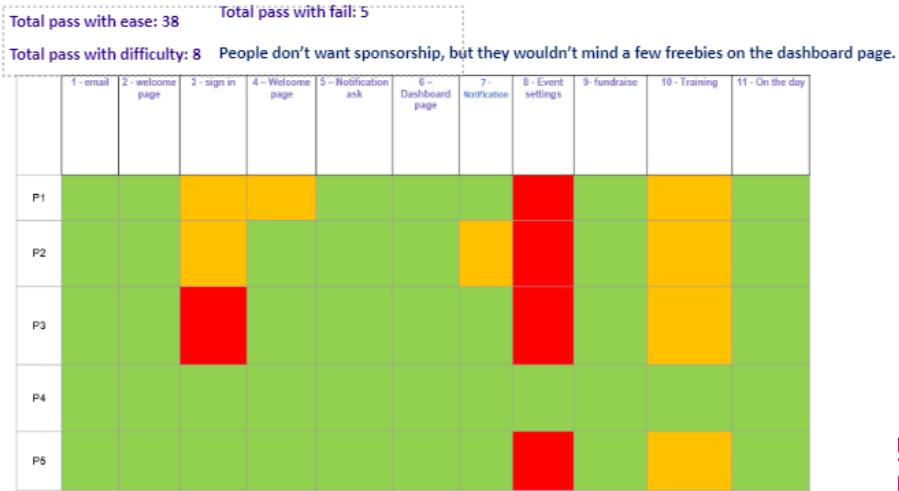
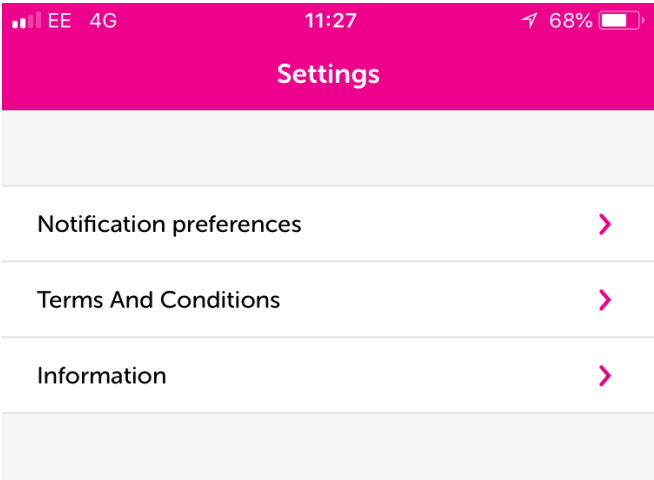
Lorem



It really can make a big difference ...



It really can make a big difference ...



Not just about the words...

Not just about the words...



Not just about the words...



With every £1
donated with
Gift Aid



Cancer Research UK
gets an **extra 25p from
the government**, at no
extra cost to you

“How do I find out what my users need?”

Uncovering problems to discover what our users need



Uncovering problems to discover what our users need



**Content
Audit**

**Competitor
Analysis**

Uncovering problems to discover what our users need



**Content
Audit**

**Competitor
Analysis**

**Unique
Existing
Assets**

“OK, so I know what my user needs. But is what I’m writing actually any good?”

The most important word in copywriting is ...

The most important word in copywriting is ...



YOU

The most important word in copywriting is you

In this section we'll provide you with information about symptoms, causes and issues related to living with bile duct cancer.

You can find impartial advice on the symptoms, causes and issues related to living with bile duct cancer.

The most important word in copywriting is you

Features vs. benefits

Feature

In this section we'll provide you with information about symptoms, causes and issues related to living with bile duct cancer.

Benefit

You can find impartial advice on the symptoms, causes and issues related to living with bile duct cancer.

Reach as many people as possible by writing in Plain English

hemingwayapp.com

The screenshot displays the Hemingway Editor interface. At the top is a toolbar with icons for Bold (B), Italic (I), Bulleted List, Numbered List, Decrease Indent, Increase Indent, Link, Paragraph (P), Heading 1 (H1), Heading 2 (H2), and Heading 3 (H3). The main text area contains several paragraphs. The first paragraph is highlighted in yellow and red, indicating long, complex sentences and common errors. The second paragraph has the word 'utilize' highlighted in purple. The third paragraph has the word 'helpfully' highlighted in blue. The fourth paragraph has the phrase 'been marked' highlighted in green. The right-hand sidebar shows the 'Hemingway Editor' logo, 'Write', 'Edit', and 'Help' buttons. Below these are 'Readability' metrics: a bar chart showing 11 sentences, a 'Grade 6 (Good)' rating, and 'Words: 130'. A 'More' dropdown menu is also present. The sidebar lists five suggestions: 1 of 11 sentences is hard to read, 1 of 11 sentences is very hard to read, 1 phrase has a simpler alternative, 1 adverb. Remove it, and 1 use of passive voice. Aim for 2 or fewer.

Hemingway Editor

Write Edit Help

Readability

Grade 6 (Good)

Words: 130 More

1 of 11 sentences is hard to read.

1 of 11 sentences is very hard to read.

1 phrase has a simpler alternative.

1 adverb. Remove it.

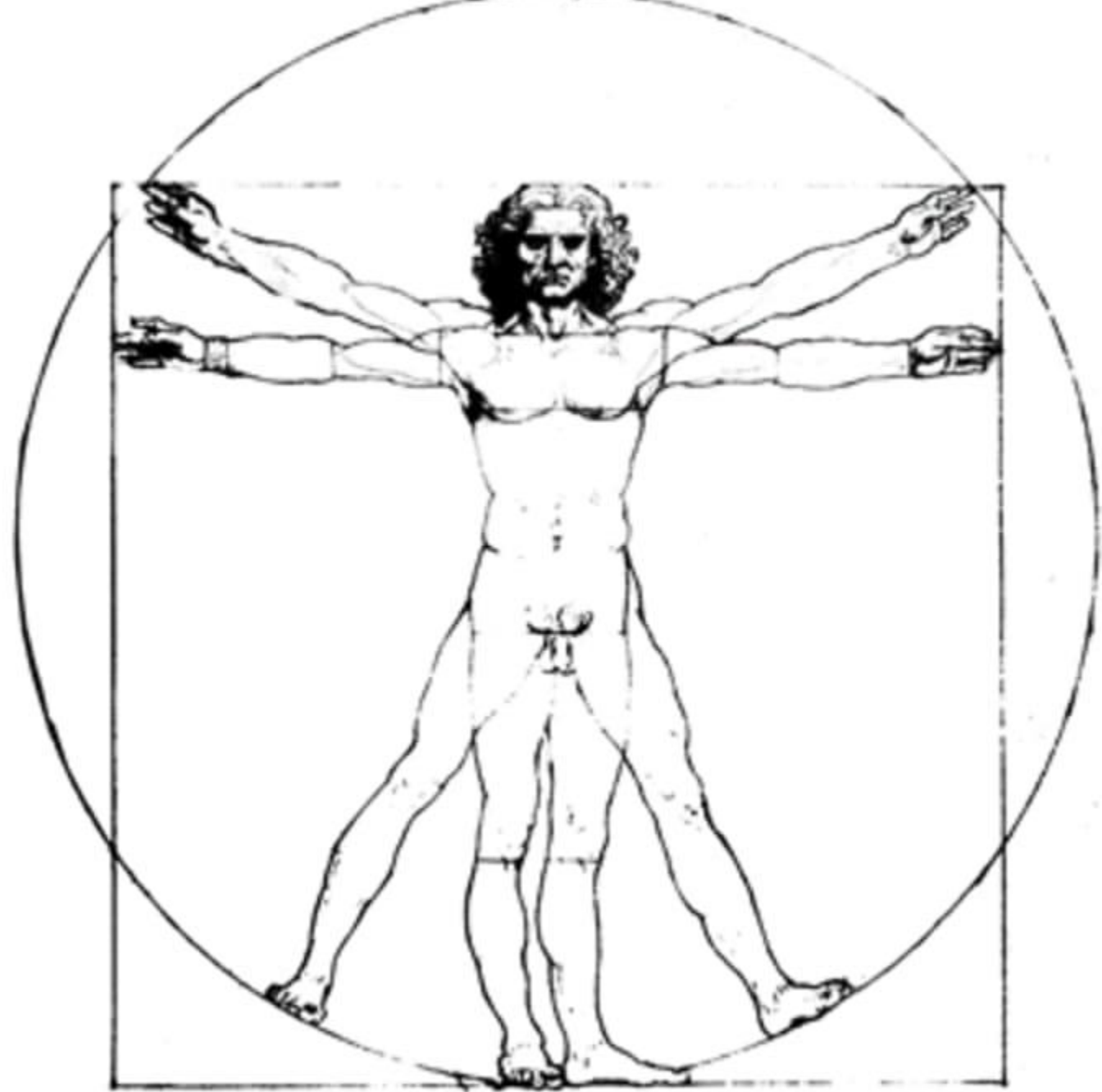
1 use of passive voice. Aim for 2 or fewer.

“This whole Plain English thing is great, but we’re talking to a scientific audience, so it doesn’t really apply to us”



“Plain English isn’t really relevant to us. We’re talking to politicians, so it won’t work for us.”





Get people on board by...



Get people on board by...



**using stats
and case
studies**



**testing your
copy**

Get people on board by...



**using stats
and case
studies**

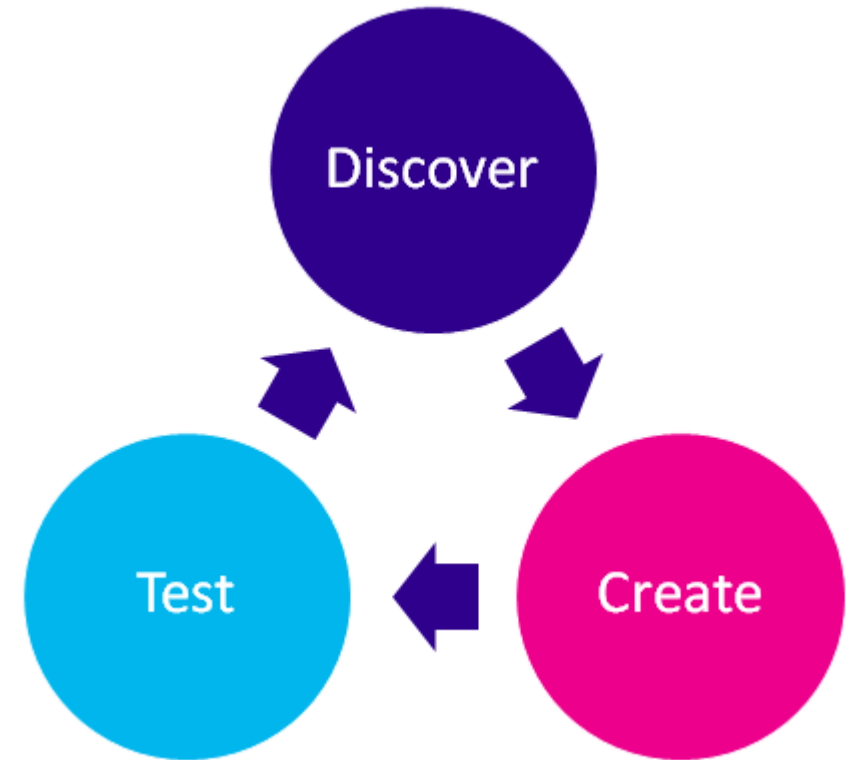
**testing your
copy**

**shouting
about it**

“Great. I’ve sorted out my content. Time to tick it off my to-do list”

Because content is never 'done'

- Easy to think 'that's that done'
- Revisit several times
- Test in different contexts and angles
- Check performance



So your content stays relevant to your users

Thanks!

