

Web Copywriting

for

Master of Arts

Communication Management, Marketing Communication

Kelly Cunningham

University of Denver University College

March 11, 2022

Faculty: Heather Emerson-Young

Director: Cindy Cragg, M.P.S.

Dean: Michael J. McGuire, ML

## Original Copy



Christopher's Haven is a 501(c)(3) organization located in Boston, Massachusetts with a mission to operate a supportive community consisting of seven temporary apartments and a community recreation area for families of children being treated for cancer in nearby Boston hospitals.

On Labor Day 2006, Christopher's Haven opened the door of one furnished and comfortable apartment to a family who had traveled from Alabama to Boston seeking life-saving treatment for their seven-year-old daughter. Today, the organization operates and manages seven residential apartments and a community area (The Loft) that offers a space for recreation, sharing and support for the families.

Over 450 families to date have stayed in the 9 fully-furnished and equipped apartments located at One Emerson Place (across the street from Massachusetts General Hospital). Families value the close proximity to the area medical centers, treasure the ability to be together in an apartment setting and cherish the much needed support with other families facing similar circumstances during interaction in The Loft.

The Loft is utilized to provide programming for children undergoing outpatient treatment, as well as their siblings and parents. Activities coordinated primarily by volunteers, include massage therapy, pet



therapy, arts & crafts, movie nights, birthday and holiday parties, bell-ringing ceremonies, outings to sporting events and excursions to local attractions.

Siblings are an important part of the Christopher's Haven community. We offer programs that ensure the siblings of the child receiving treatment are included in summer camps, excursions, sporting events tickets and other experiences. All siblings are part of any program or activity offered at Christopher's Haven.

### **Revised Copy**

### **Our Mission**

Christopher's Haven aims to operate a supportive community of temporary apartments for families of children receiving cancer treatment in nearby Boston and Atlanta hospitals. The organization opened its doors in 2006 with one apartment and has grown to include nine apartments and a community area in Boston and two apartments in Atlanta. The apartments managed by Christopher's Haven are fully furnished and have served over 450 families since their opening.

### **What We Offer**

Families staying at Christopher's Haven value the proximity to medical centers. Families find comfort in the support of other families facing similar circumstances. Additionally, the apartments offer a place to stay that is more welcoming than a hotel.

Christopher's Haven in Boston is located across the street from Massachusetts General Hospital at One Emerson Place. The apartments in Atlanta are located down the street from the Emory Proton Therapy Center.

The Loft is a community area located at Christopher's Haven in Boston. This space is used for children's activities for kids undergoing outpatient treatment along with their parents and siblings. These activities are coordinated primarily by volunteers. Previous activities have included pet therapy, bell ringing ceremonies, birthday celebrations, and outings to local sporting events. Siblings are important to the Christopher's Haven community. All activities offered by the organization ensure that siblings can be included in the fun.

### **What Changed**

The main objective of the copy remained the same. The original web page focused solely on the Boston apartments and failed to mention the additional apartments that opened in Atlanta. While the Boston location offers significantly more apartments, it is worth mentioning the second location. These details were added to the copy to ensure the most up to date information was available.

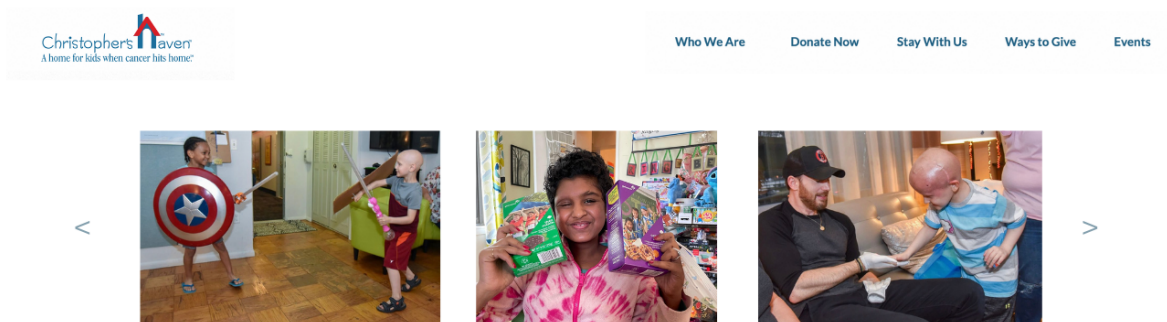
I broke up the page into two sections: the mission statement and the offerings. The original layout had everything together without sections. Separating the mission and the offerings helps people to easily differentiate the key information. By doing this, I also was able to better organize information and create more opportunities to use keywords. Using the names of the nearby medical centers is a good way to create keywords for the Atlanta and Boston locations. For the Atlanta location, adding the apartment location information will create keywords for families looking for places to stay while their child receives lifesaving treatment. This will help them to find Christopher's Haven more easily.

I shortened a few sentences to cut out fluff and help to be more concise and easier to read. One of these examples is when listing activities offered by Christopher's Haven. I also

made sure to continue to include the importance of siblings and their participation in all activities. The information clearly conveys the features and benefits of the organization and the activities (Stokes 2020).

As far as layout, I would suggest a change in photos and where they are placed. The photos on the current web page are pixelated and blurry. This is true for the web page on a desktop and on a mobile device. I would update to have a photo carousel that ensures photos are at their optimal size.

### Proposed Web Page Layout



## Mission

Christopher's Haven aims to operate a supportive community of temporary apartments for families of children receiving cancer treatment in nearby Boston and Atlanta hospitals. The organization opened its doors in 2006 with one apartment and has grown to include nine apartments and a community area in Boston and two apartments in Atlanta. The apartments managed by Christopher's Haven are fully furnished and have served over 450 families since their opening.

## What We Offer

Families staying at Christopher's Haven value the proximity to medical centers. Families find comfort in the support of other families facing similar circumstances. Additionally, the apartments offer a place to stay that is more welcoming than a hotel. Christopher's Haven in Boston is located across the street from Massachusetts General Hospital at One Emerson Place. The

### Google PPC Ads

1. Christopher's Haven | Boston

[www.christophershaven.org/bostonapartments](http://www.christophershaven.org/bostonapartments)

Christopher's Haven Boston apartments near Massachusetts General Hospital for pediatric cancer patients.

Keywords: Boston, Massachusetts General Hospital, Pediatric Cancer

2. Christopher's Haven | Mission

[www.christophershaven.org/mission](http://www.christophershaven.org/mission)

Christopher's Haven provides apartments for pediatric cancer patients in Boston and Atlanta.

Keywords: Apartments, Pediatric Cancer, Boston, Atlanta

3. Reserve your apartment with Christopher's Haven

[www.christophershaven.org/bookapartments](http://www.christophershaven.org/bookapartments)

Book your family stay at Christopher's Haven during your child's outpatient cancer treatment in Boston or Atlanta.

Keywords: Outpatient cancer treatment, Boston, Atlanta

The proposed keywords target the location of the apartments and the people who they would be serving. They are specific enough to pull up in a search that their target audience would enter into a search engine like Google.

## References

“About Text Ads.” Google Ads Help. Google. Accessed March 9, 2022.

<https://support.google.com/google-ads/answer/1704389>.

“Atlanta.” Christopher's Haven, March 24, 2021. <https://www.christophershaven.org/atlanta/>.

“Implementing Writing for Digital.” 2020. Quirk (Pty) Ltd. August 10, 2020.

<https://biz.libretexts.org/@go/page/24896>.

“Mission.” Christopher's Haven, July 27, 2020.

<https://www.christophershaven.org/about/mission/>.

“The Elements of a Search Ad.” 2020. Quirk (Pty) Ltd. July 6, 2020.

<https://biz.libretexts.org/@go/page/24924>.