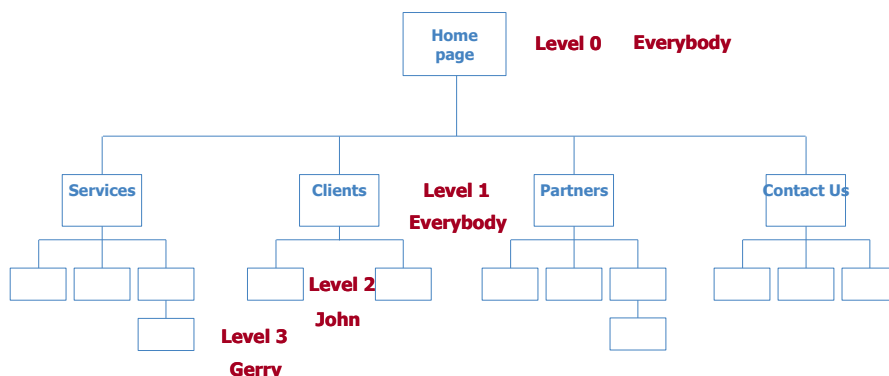


In the illustration below, the top-level site pages such as the Home page and Level 1 pages are likely to be read by all your different audiences, therefore the page copy should be written for a general audience.



Lower level content pages on the other hand, are likely to be more topic specific and possibly only of interest to a smaller group of your total audiences, or even just one particular audience. In this case, it might be more appropriate to write copy that is targeted to one audience, or persona, such as John or Gerry.

All websites are different and your site may target a general audience throughout. Other websites though that have different levels of content are more likely to publish lower level page content that addresses specific topics, issues or advice. It is probably correct to publish this more targeted site content, as this is what these specific audiences would expect to read on your site.

Do not get too worried or concerned about which persona you should be writing for on a specific web page. If you are not sure which persona is the natural recipient of your message, consider the following options:

- Is this page content likely to be read, and of interest, to all my different audiences?
- Should I write this page for the lowest common denominator of my audiences? Without being patronising or talking down to my audiences, I ensure that all my audiences will understand my copy.
- Should I write this page for the most important of my target audiences? Although some of my target audiences may not understand or appreciate the content, I ensure that I am communicating with the most important (e.g. profitable?) members of my site visitors.