

WRITING FOR THE WEB

Challenges

- Web users are in control
- Web users scan
- Web users are impatient

Structure

- Make each page independent
- Eliminate any redundant, outdated or trivial information
- Use inverted pyramid – most important information first
- Use keywords so search engines can find you.

Graphics

- “Chunk” information with headlines, subheadings, bullets, micro-content
- Use judiciously
- Avoid busy graphics
- Use white space as well

Style

- Shorter is better
- Break down longer documents
- Write crisp short sentences in active voice
- Avoid jargon and acronyms
- Limit use of numbers and statistics
- Write for a global audience

Rules to Remember

- Edit, edit, edit
- Reduce content to bare essentials
- Fact check
- Proofread

Reduce content to bare essentials