

Writing For The Web

People come to your web site to find information that is important to them. They expect an easy to read, beneficial site that offers something of value.

People read information on a computer monitor differently than printed information. Studies have shown that they read 25% slower, their eyes fatigue twice as fast, and that they expect to be able to scan the page to pick out the key messages.

As you create your web page content, strive to:

- Deliver you key messages quickly and accurately. Provide 25%-50% less text than you would for the printed page.
- Keep sentences and paragraphs short. Provide clear, concise messages that stand out for easy reading.
- Put most important information at the top of the page.
- Immediately introduce your business or organization and tell what your site is all about.
- Anticipate and answer questions.
- Make it easy to skim. Break up the text using paragraphs, headings, horizontal rules, tables, lists.
- Not overuse bold or italics.
- Use consistent titles, fonts, size, color, and alignment.
- Maintain logical organization and flow.
- Always keep the purpose and audience wants and needs in mind.