

## Writing for the Web

Web users generally scan, not read, the more concise the content, the easier to scan.

- Online reading is about 25% slower than reading from paper
- Users don't like to scroll – keep pages short and above the fold
- Write no more than 50% of text you'd used in hardcopy publication
- Write for scan ability
- Use hyperlinks to split up long information into multiple pages

### Give the message as quickly as possible.

1. Begin with the conclusion – use the “Inverted Pyramid” approach. Place the most important information first or a summary giving a sense of page content.
2. Short sentences – keep information brief with one main idea.
3. Link names – ensure link names are clear and concisely reflect the page or target they link to.
4. Jargon – avoid jargon unless you're certain your audience will understand and expect it. Do not use acronyms the first time they're on the page.

### Structure

5. Title (main heading) – a good title, helps user assess and understand what's on page.
6. Sub headings – meaningful sub-heads clearly group related information together and make content easier to scan.
7. Keywords first – place important words first in headings and links.
8. Paragraph breaks – use short paragraphs, make it easy for reader to scan.
9. Wasted words – reduce the number of wasted words. Focus on the content; help user achieve their goals.
10. Lists – use lists sparingly; bulleted lists are clearer and easier to scan.