

Tips for writing well on the Web

1. Write in **the inverted pyramid style**. Present the most important messages first (including your conclusion) and put the rest of the information below.
2. Web content should be **half the size** of something written for a print publication. Write everything you want to say – then cut it by 50 per cent!
3. Follow the basic principles of **good writing**:
 - Keep it simple
 - Be concise
 - Use familiar language
 - Choose active voice over passive voice (subject-verb-object)
 - Write for your intended audience
4. Use the Web to your benefit by **layering information** on more than one page.
 - **Use links** to other pages or documents (like a PDF) to give users more information and detail
 - **Make it clear** what your readers will get when they click the link
 - Links should usually be nouns or short phrases – never **click here**.
5. Make it easy for a reader to **scan your text**.
 - **Highlight** words that are important.
 - Create clear **headings** for each section.
 - Use **bullets** and numbered lists to create text that is easily scanned
 - Put **one main idea** in each paragraph.
 - Use bold and italics for **emphasis** – but sparingly
 - But **don't** use underline or ALL CAPS on the web

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