

Writing for the Web

Traci Gardner

November 13, 2008

What Can We Do to Improve Our Web Pages?

- Break information down into chunks.
- Highlight what's important.
- Answer people's questions.
- Don't make people think.

Break information into chunks

- Break blocks of text up so each paragraph is no more than **3 or 4 sentences** long.
- Use **bulleted or numbered lists** to set off related information.
- Use **white space** to set off list items and paragraphs.
- Write in **inverted paragraph** form.
- Limit each page to **1 topic**.
- Keep page length to **3 or 4 scrolls** maximum.

Highlight What's Important

Use:

- boldface (but not too much!)
- italics sparingly
- strong headings and titles
- numbers (don't spell them out)
- left text alignment
 - Right alignment is okay in special circumstances.
 - Avoid centered alignment.
- variety in your paragraph/line beginnings

The Wrong Way to Highlight

Avoid:

- all caps
- small caps
- overuse of white space

Pay Attention to Hyperlinks

- Use meaningful hyperlinks.
- Include keywords in the link text.
- Never use "click here" or "more".
- Never underline text that is not a hyperlink.