PRACTICAL TIPS TO
WRITE BETER FOR WEB

1. Most important goes first. Put the most important points in the first 2 paragraphs on the page.

2. Use headings & subheadings. Make sure they look different from normal text.

3. Start headings & subheadings with the most important words. Same as with paragraphs, people don't always get to the last words of a heading.

4. Visually group small amount of related content. If it's very important, box it in with a border or a different color background.

5. Be bold. Bold or highlight important words or phrases.

6. Use lists. Lists with bullets or numbers help readers scan content.

7. Links should be descriptive. Avoid linking generic words like "go", "click here", and "more".

8. EDIT! Trim unnecessary content because it can work against you.

9. Say no to jargon. Write in plain English. Studies have found even the most highly educated people cravee scannable content, just like everyone else.

10. Keep it short. 15-20 word sentences are good. Paragraphs should stick to a single thought only. 1-2 sentences in a paragraph is ok.