

## Web Writing Tips

These rules are not set in stone and can even be broken with proper judgment. It is important to know your audience and have good reason behind your decisions. Although it is easy to become less formal in your writing online, make sure to uphold the same high standards for good journalism that you would if you were writing for a newspaper. Get to know your readers and encourage feedback to determine what style of Web writing works best for you.



### Put conclusions at the beginning

Tell the readers what you want them to know first. Keep in mind the “who, what, where, when, why, and how” journalism formula when writing for the Web. This is known as the inverted pyramid. This broad conclusion will grab their attention and encourage them to continue reading. Then move on to more specific details.

### Use lists and subheadings whenever possible

Break your text down into easy-to-read portions. The reader is typically scanning for key words, so make it easier for the human eye to focus by putting a lot of white space around the main points. Short bulleted lists of no more than seven items will summarize content and move the reader along. Studies have shown that it is difficult for people to remember more than seven items in a list. Avoid the necessity to scroll down on the page as much as possible.

### Keep it simple

While you don't want to insult your readers' intelligence by over-explaining a point, you do need to recognize that people of many different ages, backgrounds, and levels of education are going to be reading what you write. Therefore, your writing should reflect this by using clear, easy-to-understand language that your audience can comprehend. Nothing scares away an Internet audience more than when they have to look up the meaning of a word on Dictionary.com. Chances are they won't be coming back.

### Remember the four Cs: Concise, clear, clean and credible

If your writing can meet the four Cs, you will have a much better chance of keeping your reader interested. Keep paragraphs short and eliminate unnecessary words. Readers don't like fluff; they want quality content, and they can tell when you're sharing valuable information and when you're just trying to win them over. Use specific wording and avoid clichés or generalizations. Get to the point.

### Proofread

Carefully re-read your work and remove any clutter or confusing words. Typos and spelling and grammatical errors will make your message appear unreliable and will turn people away from your pages. Make sure you proofread everything before you post it to the Web and ask someone else to do the same in case you miss anything.