

The short & sweet guide to writing for the wwwwb

We've picked our brains (ewww!) and here's some of the more important areas in which concentrate your web writing skills.

Determine *your* audience

Who are they? What are they looking for? Do they understand your lingo?

USE PLAIN ENGLISH

Combine **familiar words** and short sentences **Avoid** acronyms **Personalise** your content

PEOPLE SCAN WEB PAGES

Less is always more.

Start with a summary then follow with the details.
People look for relevant information or links.
Don't hide functionality below paragraphs of text.

Help the reader by using...

bold words • short paragraphs • sub headings • bullet points

LINKS

Do link descriptive words within a sentence to relevant content.

Don't use underlining unless the word or phrase is linked to another page or other information

Don't use [click here](#) for this, [click here](#) for that.

Writing Tips

1. Start with a page title
2. Add headings & paragraphs
3. Add emphasis to your text
4. Add images
5. Add links to other pages
6. Use various kinds of lists (bullet list, number list)

Headings or Titles
Keep titles short, aim for 2 to 6 words

Sub Headings
Create meaningful sub headings

Body Copy
Use typography and layout to make page skimming easier

Use BULLET LISTS

for presenting groups of related information

Keep lines short • Easy to skim
Organise related links

Write with a goal & be concise

Work out what you're trying to say, and then say it.

Stick to the facts • Don't use promotional style writing or 'marketing speak' • Don't tell people how good you are without providing evidence • Don't use buzzwords or jargon • Remove sentences that are not directly relevant

We hope this short guide helps you on the way to creating meaningful and relevant web pages.