RadonLeaders.org
10 Tips on Writing for the Web

Writing for the Web pages in appropriate Web writing style can vastly increase the usability and effectiveness of your Web site. Revising Web content to meet usability guidelines has been measured to increase usability up to 154%.

Below are 10 key points to remember as you write for your Web site. For additional tips, visit the [Sun.com Writing for the Web](#) tutorial.

1. **Know your audience and their interests.** To have an effective and popular Web site, you need visitors that visit more than once. Make a list of things you know your audience is interested in or looking for (determine this through research and review of your site statistics) and write about those topics.

2. **Keep the word count low and scannable.** 79% of Web users **scan pages; they do *not* read word-by-word**. Design your Web site to be scannable. The word count for the online version of a document should be about half the word count that you would use when writing for print.

3. **Use your key words in your Web page.** Each page should include as many as possible search terms that your audience would search on for the topic you're writing about. Doing this also will increase your site's ranking in search engines (Google, Yahoo, etc.) making it easier for people to find your Web site.

4. **Don't make people wait for information.** For long documents or large posted files, split these into multiple hyperlinked pages so that users can easily identify their area of interest and their computers can access the files quickly instead of making them wait for long downloads.

5. **Keep it simple**. Use simple sentence structures to avoid burying important information, put the most important information at the top, and keep each paragraph to one main idea.

6. **Use subheadings and lists liberally.** People skim subheadings looking for the topics of interest to them. Bulleted and numbered lists draw attention to and highlight important points – and people tend to read them!

7. **Highlight liberally.** Use highlighting or bolding to make keywords stand out. Use about three times as much as you would when writing for print, but be careful to highlight only key information-carrying words.

8. **Update pages frequently.** If your site is constantly updating or adding new content, visitors (and search engines) have a reason to come back and "see what's new." Statistics, examples, and other important information all need to be updated as frequently as possible.

9. **Maintain credibility**. Write in an objective style, avoid "over-the-top" marketing language, and provide hyperlinks to other sites with supporting information.

10. **Avoid "Web Speak."** Terms like "Click here," "follow this link," and "this Web site" are just a few terms to avoid. They take up valuable page space and can be made obvious through formatting.