

Tips for Writing for the Web

Writing “scannable” text

- One idea per sentence
- Each sentence 15-25 words long
- Start paragraph with a sentence that describes the subject of the paragraph
- Conclusion first, most important info second, background third
- “Chunk content” in paragraphs about three lines long
- Use bullets and lists
- Write headings that inform (don’t try to be cute)

Style

Consider writing in a one-to-one, personal style. Making it personal means that people will read more, stay longer, and interact more readily. Email writing is often personal and includes a call to action, like “reserve your copy...,” “sign up...,” or “learn more...”

Content

Give your reader something of value, not hype or long-winded verbosity. You want them to come back and read you again.

Brand

Remember your reader may not be entering from your home page. Be consistent and don’t use acronyms or other references that are only explained on the home page.

Hyperlink

The web is not linear. Use hyperlinks to help your readers get what they want fast and easily. Resist the temptation to copy printed brochures, bookmarks, and other text directly to email newsletters.

Interactivity

Web readers expect interactivity – give it to them! Use hyperlinks, polls, blogs, feedback opportunities, and any sensory delights your bandwidth can afford (images, music snips, video etc.)



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