

# How to Write More Effective Email and Web Content

Nicole Hennig, September 2021

## Usable writing style

Redish, Janice (Ginny). *Letting Go of the Words: Writing Web Content that Works*. Morgan Kaufmann, 2012. <https://redish.net/books/letting-go-of-the-words/>

Krug, Steve. *Don't Make Me Think: A Common Sense Approach to Web Usability*. New Riders, 2014. <http://www.sensible.com/dmmt.html>

## Studies - how users read online

The Nielsen/Norman Group does research on usability.

How User Read on the Web  
<http://www.nngroup.com/articles/how-users-read-on-the-web/>

Applying Writing Guidelines to Web Pages  
<https://www.nngroup.com/articles/applying-writing-guidelines-web-pages/>

## Email

Good advice for email writing style.

Effective Email Communication: UNC Chapel Hill  
<https://writingcenter.unc.edu/tips-and-tools/effective-e-mail-communication/>

5 tips to improve your email writing skills: Government of Canada  
<https://www.noslangues-ourlanguages.gc.ca/en/blogue-blog/courriels-efficaces-email-skills-eng>

Mastering the Short Email by Dustin Wax  
<https://www.lifehack.org/articles/communication/mastering-the-short-email.html>

## Privacy policies

Read these for ideas on making your policies easy to understand.

It's Not You; Privacy Policies Are Difficult to Read  
<https://www.common sense.org/education/blog/its-not-you-privacy-policies-are-difficult-to-read>

Making Regulations Readable - National Archive  
<https://www.archives.gov/federal-register/write/plain-language/readable-regulations.html>

Federal Plain Language Guidelines  
<https://www.plainlanguage.gov/guidelines/>

## **Accessibility**

Top 10 Tips for Making Your Website Accessible

<https://webaccess.berkeley.edu/resources/tips/web-accessibility>

WebAIM: Web Accessibility in Mind

<https://webaim.org/>

See their advice for writing effective alt text in HTML, <https://webaim.org/techniques/alttext>.

## **Tools**

Hemingway Editor

<http://www.hemingwayapp.com/>

Paste your text into this website and get advice for making it easier to read.

The Noun Project

<https://thenounproject.com>

Icons for your website. Free if you credit icon designers. No need to credit if you get a paid account.

Pixabay

<https://pixabay.com>

Free images to use anywhere. No credit necessary.

Unsplash

<https://unsplash.com/>

Free images to use anywhere. No credit necessary.