

## Writing for the Web

People read very differently on the web than they do on paper, or other formats. In fact, they don't actually read so much as scan info.

**Two key questions you should ask about *everything* on your pages are:**

1. Is this info **relevant** to users of the website? (Not just to you)
2. Do users really want or **need** this information?

If something is nice to know, but not necessary, cut it.

**Your main message/most important info should go at the top of the page.**

What's the key message (the essential message) that you are trying to convey? Figure that out and put it first.

Try not to let your information run below the fold ("below the fold" means the user will have to scroll down in their browser window to see it).

**Text on the web is made easier to read by:**

- Cut out words
- Keep paragraphs short
- Keep sentences short
- Use sentence fragments
- Breaking text into chunks (small paragraphs or bulleted lists)
- Using bulleted lists, numbered lists, or tables to present complex information, rather than paragraphs
- Include headings to help a user visually scan a page
  - Make the headings useful, not clever or cute
- Information should be listed in order of importance or usefulness (I said that already, but it's important enough to repeat 😊 )

**Additional Considerations:**

- The Web is available globally. Will your words to be understood by a world-wide audience?
- The average American has a grade 8, or lower, reading comprehension level.