



Writing For The Web

1.2 Web V Print

Web V Print

Huge difference between writing online and print

We often browse online content...

... opposed to carefully reading all material

The slide features a dark background with a photograph of a person's hands writing in a notebook. Three blue text boxes with white text are overlaid on the image. The top box contains the title "Web V Print". The middle box contains the text "Huge difference between writing online and print". The bottom box contains the text "We often browse online content..." and "... opposed to carefully reading all material".

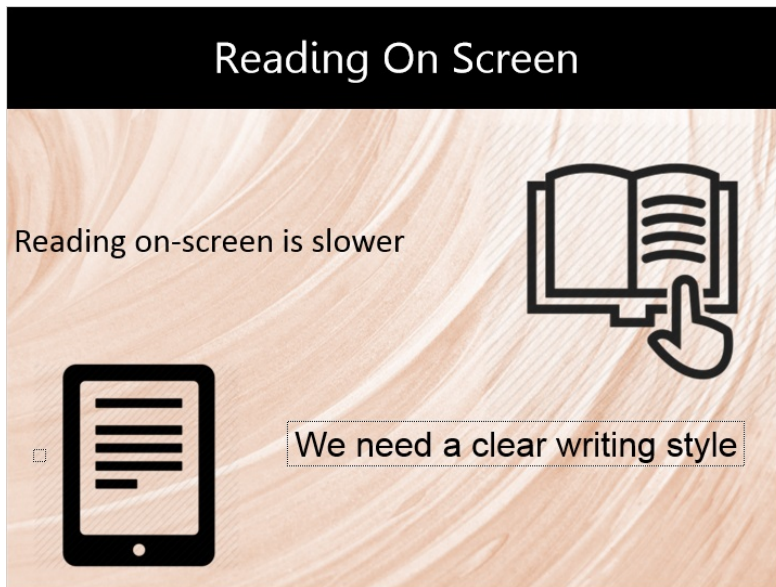
Notes:

There is a huge difference between writing for websites compared to writing printed material.

We often browse through content on the web in search of specific information, as opposed to carefully reading the entire printed material.

In view of this, there are certain guidelines you must follow when creating content for your website.

1.3 Reading On Screen

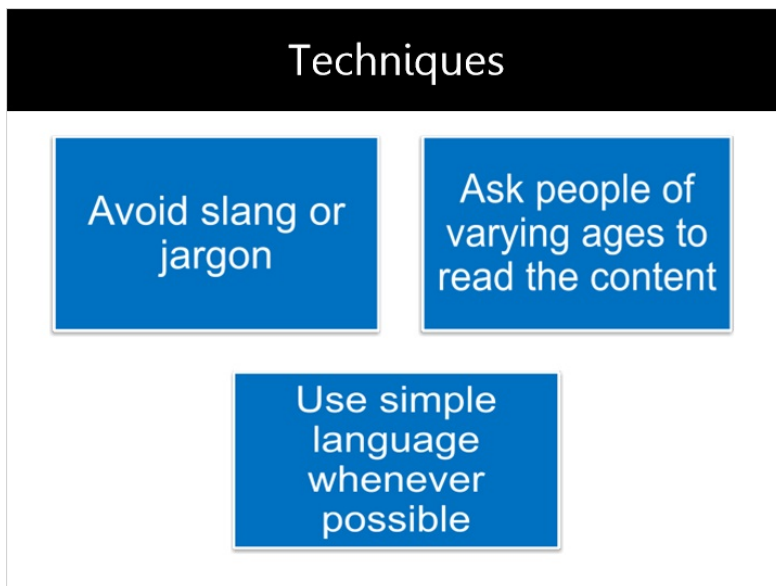


Notes:

Reading content on screens stresses the eyes and lowers the reading speed. This could be 25% slower compared to reading printed material.

Therefore keeping your writing style clear and simple will make it easier for visitors to benefit from your web content. Take note of the following techniques to ensure your content is written in clear and simple language:

1.4 Techniques



Notes:

Avoid slang or jargon. Ask people of varying ages to read the content and if they understood the message then you've done a good job! Use simple language whenever possible. For example - 'speed up' instead of 'expedite', 'Easy' rather than 'seamless', etc.

1.5 Use Simple Sentence Structures

Use Simple Sentence Structures

1 paragraph = 1 idea

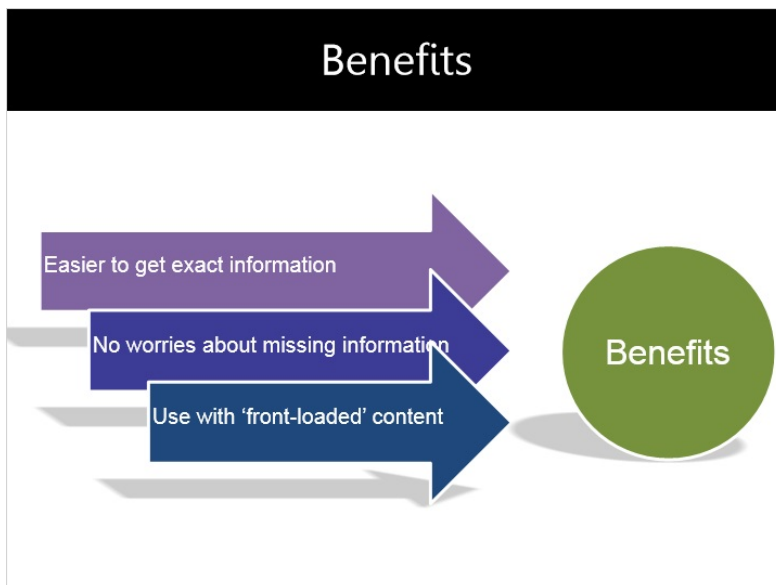
Browse each paragraph

Get a general idea!

Notes:

Use simple sentence structures. Avoid incorporating more than one idea or notion in a sentence. Limiting each paragraph to a specific idea has several benefits. Visitors can easily: Browse through each paragraph. Get a general idea of what each paragraph discusses.

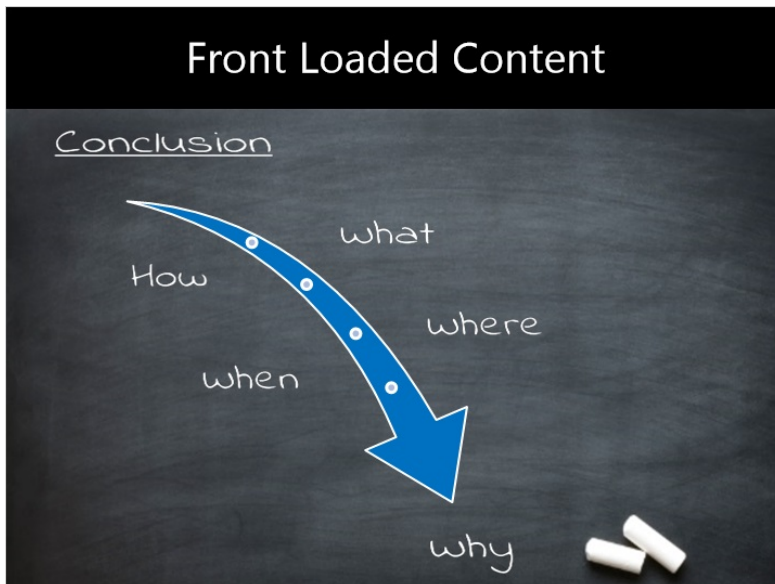
1.6 Benefits



Notes:

This makes it easier to get the exact information they are looking for. They won't worry about missing vital information because they already have an idea what each paragraph is about. Having just one idea per paragraph is more efficient when combined with front-loaded content. We will discuss this next.

1.7 Front Loaded Content

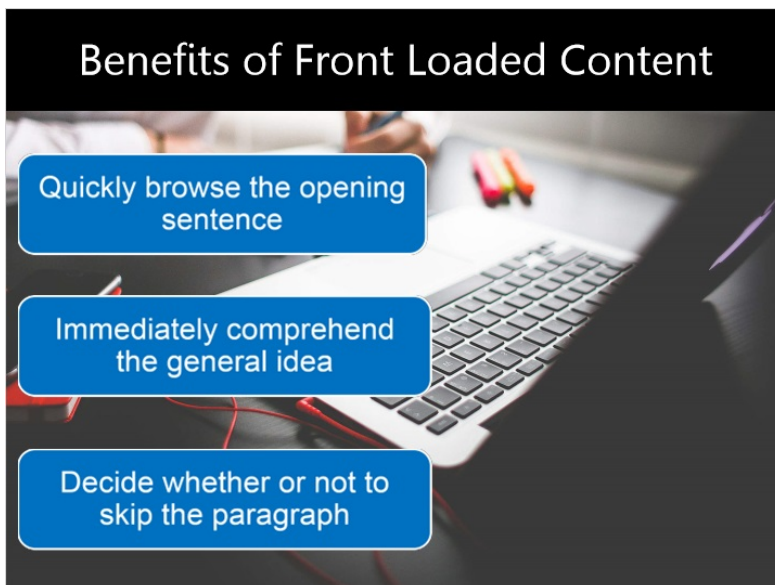


Notes:

Front-loading content means starting each paragraph with the conclusion then following it up with what, how, where, when and why.

Generally, the first line of each paragraph will contain the conclusion.

1.8 Benefits of Front Loaded Content

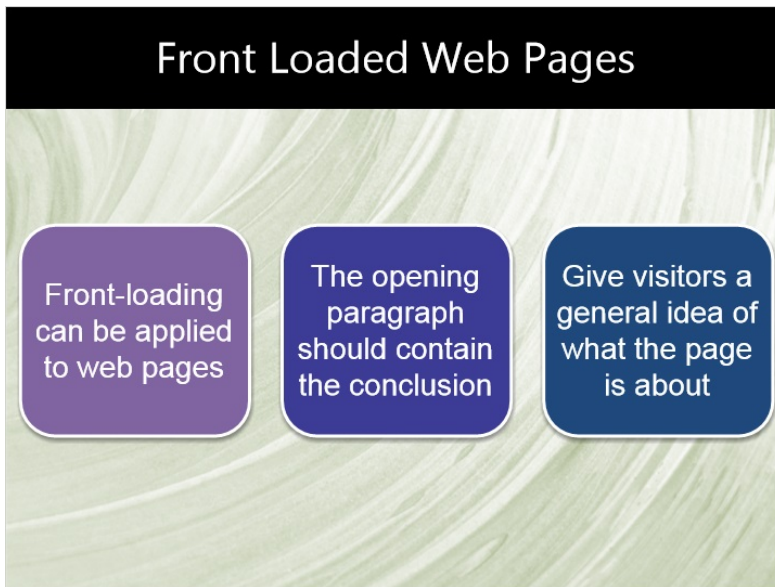


Notes:

This makes it easier for readers to:

- Quickly browse through the opening sentence. Immediately comprehend the general idea conveyed in the paragraph. Decide whether or not to skip the paragraph altogether and move to the next one.

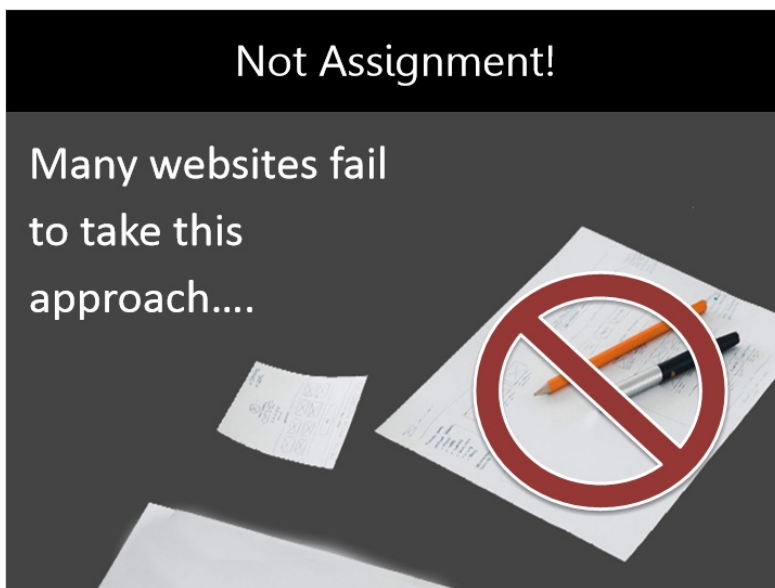
1.9 Front Loaded Web Pages



Notes:

Front-loading can also be applied to web pages. The opening paragraph of every page on your website should contain the conclusion of that page. This will give visitors a general idea of what the page is about.

1.10 Not Assignment!



Notes:

Sadly, many websites fail to take this approach. Instead, they follow the same method as writing an assignment - with an introduction, body, and conclusion.

1.11 Not Assignment!

Not Assignment!

Difficult for readers

- Can't gain an instant understanding
- Can't scan through pages
- Needs to read entire content.

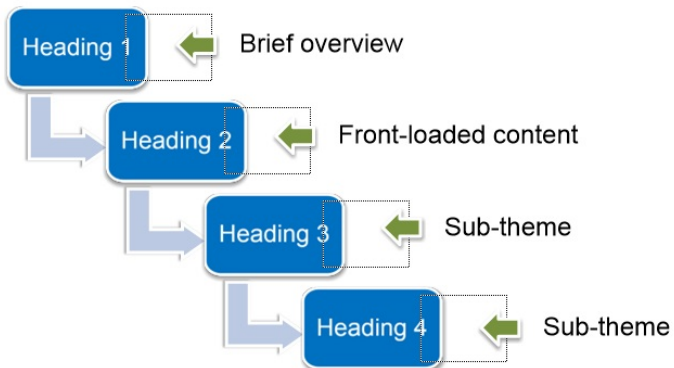


Notes:

This format makes it difficult for readers to gain an instant understanding of the idea on the page. Especially since most readers scan through pages without reading the entire content. So ensure you have the conclusion first, everything else comes second.

1.12 Sub Headings

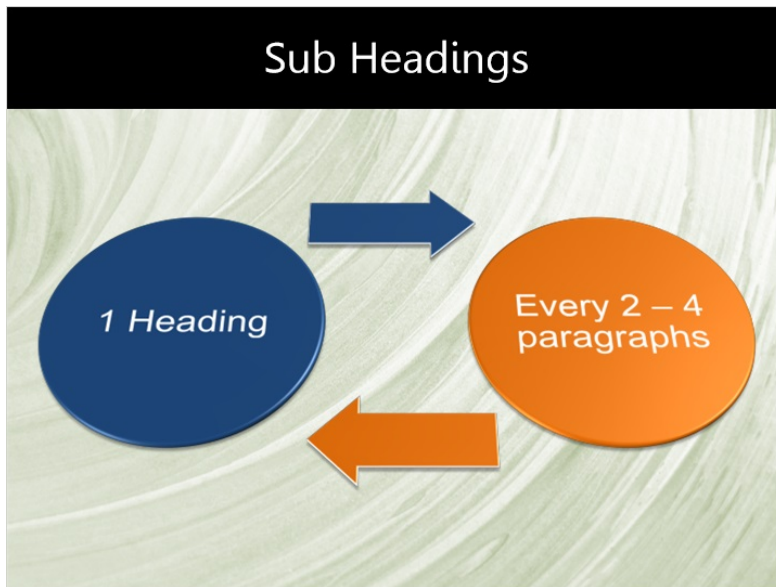
Sub Headings



Notes:

Sub-headings are an important component of great written content. Using descriptive sub-headings to break up text allows readers to easily scan through and see what each section is about. The main heading on the webpage gives a brief overview of the page content, then the opening paragraph is your front-loaded content. There are specific sub-themes that you can easily utilise with sub-headings at specific points on the page.

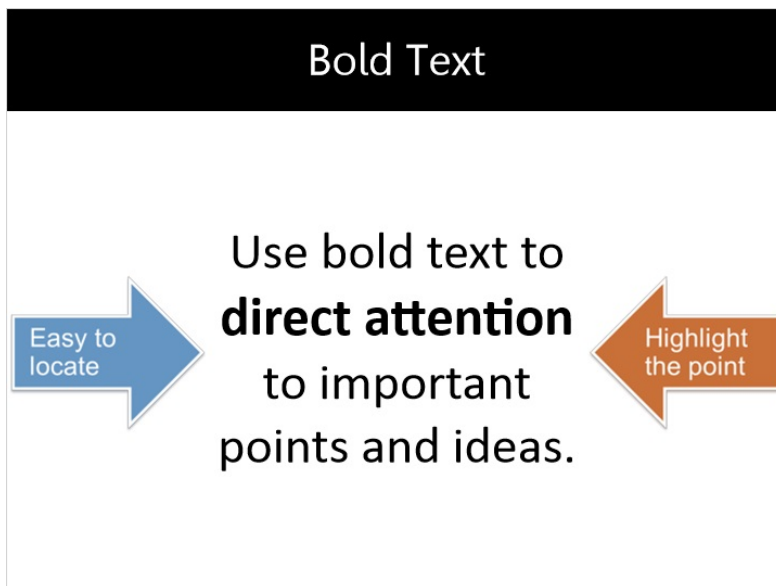
1.13 Sub Headings



Notes:

The number of sub-headings to use is not set in stone, however, you should probably use one sub-heading after every two to four paragraphs. It is equally important that the sub-headings should group the content logically to ensure visitors have easy access to the information they need.

1.14 Bold Text



Notes:

Putting text in bold is an effective way to direct the reader's attention to important points and ideas. When readers scan through the paragraphs they can easily locate the bold texts in the content. Use this to highlight the central point of the paragraph, as it will help readers to instantly understand it.

1.15 Link Text

The infographic is titled "Link Text" in a black header. Below the header, the text reads "Use descriptive link text to highlight your point". On the left, under "Avoid =", there is a red button with the text "'Click here'". On the right, under "Use =", there are five green buttons with the following text: "'More Information'", "'Find out more'", "'Sign up now'", "'Book your place'", and "'Download now'". At the bottom right, there is a sixth green button with the text "'Read more'".

Notes:

Just as bold text highlights the main point of your paragraph, an embedded link does the same thing.

Avoid using link text such as 'click here'. Use text that has meaning, for instance 'more information'. Readers can see at a glance what that link provides.

1.16 Use lists

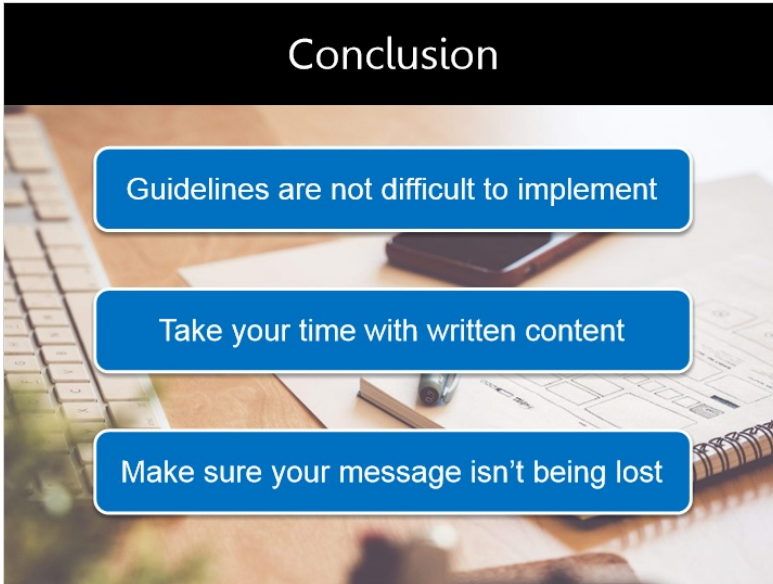
The infographic is titled "Use lists" in a black header. Below the header, the text reads "Using lists in your content has the following benefits:". Below this text is a bulleted list with three items: "– It summarises information as key points.", "– It makes scanning the page easier.", and "– Lists are concise and easy to read.".

Notes:

Using lists in your content has the following benefits:

- It summarises information as key points.
- It makes scanning the page easier.
- Lists are concise and easy to read.

1.17 Conclusion



Notes:

In conclusion, the guidelines discussed here are not difficult to implement, but many websites fail to follow these principles.

Take time to make sure your message isn't being lost due to poor page structure and formatting.