

Write for the Web Desk Reference

1. People come to your website to complete a task as quickly as they can
2. Write for people who scan
 - Fact: 84% percent scan Web pages, 16% read them word for word
3. Write chunks of information that can stand alone
4. Use headings and subheadings that describe content
5. Use bulleted lists (great for scanning)
6. Write short sentences
 - Think Hemingway
 - Avoid conjunctions (and, or). Write two sentences instead.
7. Limit paragraphs to about three sentences
8. Write simple words and phrases in plain English
 - Avoid acronyms such as SR for State Route, AWV for Alaskan Way Viaduct
 - Make your writing understandable to someone who is not an expert in your subject
 - Avoid bureaucratic language:

Bureaucratic	Better
commence	begin
initial	first
facilitate	help
presently	now
prior to	before
utilize	use

9. Use links
 - Instead of recreating content that exists elsewhere, link to it
10. Edit content from others with these concepts in mind
11. Educate your content contributors. Share this with them.