

Tip Sheet: Writing for the Web

Make it fast

Home Internet users spend an average of 45 seconds per page. (Nielsen net ratings) They want to find what they need, quickly!

Keep it brief

- Use simple words
- Write short sentences (20 words or less is ideal)

Be easy on the eyes

- Use subheads
- Hit enter to keep paragraphs short (one sentence is OK)
- Summarize steps or key points with bulleted points

Talk to me

- Don't be afraid to use "you"
- Explain what's in it for your target audience: saving money, having a satisfying career, making a difference
- Include real questions and answers to them

Get real

- Let those involved tell the story in their own words
- Show photos of people, not buildings
- Consider quotes, blogs or video from real people

Tell me what to do

- Think like a marketer
- Create calls to action

Stick with it

- Don't let your pages go out of date
- Check links, phone numbers, contact names, requirements
- Consult your friendly style guide
- Use the "Suggest a change to this page" link if you're short on time
- Look for ways to make your pages better

Tip Sheet: Writing for the Web

Make it fast

Home Internet users spend an average of 45 seconds per page. (Nielsen net ratings) They want to find what they need, quickly!

Keep it brief

- Use simple words
- Write short sentences (20 words or less is ideal)

Be easy on the eyes

- Use subheads
- Hit enter to keep paragraphs short (one sentence is OK)
- Summarize steps or key points with bulleted points

Talk to me

- Don't be afraid to use "you"
- Explain what's in it for your target audience: saving money, having a satisfying career, making a difference
- Include real questions and answers to them

Get real

- Let those involved tell the story in their own words
- Show photos of people, not buildings
- Consider quotes, blogs or video from real people

Tell me what to do

- Think like a marketer
- Create calls to action

Stick with it

- Don't let your pages go out of date
- Check links, phone numbers, contact names, requirements
- Consult your friendly style guide
- Use the "Suggest a change to this page" link if you're short on time
- Look for ways to make your pages better