



Content – Web Page Writing

Writing for web pages must be concise and in the present tense whenever possible. Web pages must be inviting with compelling headlines and well-written body copy. Keeping the reader on the page takes the talents of a good writer. Creativity is a plus for a writer to reveal content that is refreshing and engaging. And always, always write conversationally.

When writing web pages, writers must understand that pages are rarely read word by word, but rather skimmed and scanned. The Nielsen Norman Group finds that almost 80 percent of test users scanned new pages, only 16 percent read word-by-word. According to Nielsen, assure your web pages are scannable:

- Highlight keywords
- Highlight sub-heads
- Bullet lists
- one idea per paragraph
- begin with the conclusion
- half the word count of conventional writing

Keep sentences short. Even more importantly, keep paragraphs short with one idea per paragraph. Write in bite-size chunks for fast assimilation. Scanning becomes easier when there is a minimum of punctuation. Period.