

# Web Writing that Works!

## Idea #1: Trim that Text!

- 1a. Cut any paper-based text by 50%.
- 1b. Make each paragraph short.
- 1c. Delete marketing fluff.
- 1d. Move vital but tangential or supplemental material.
- 1e. Convert repeating categories of information into tables.
- 1f. Beware of cutting so far that you make the text ambiguous.

## Idea #2: Make Text Scannable!

- 2a. Create a meaningful title.
- 2b. Insert meaningful headlines and subheads.
- 2c. Highlight keywords and phrases-and links.
- 2d. Turn any list into a bulleted or numbered list.

## Idea #3: Cook up Hot Links

- 3a. Make clear what the user will get from the link.
- 3b. Within a sentence, make the link the emphatic element.
- 3c. Shift focus from the links or linked-to documents to the subject.
- 3d. Provide depth and breadth through plentiful links to related information within your site.
- 3e. Establish credibility by offering outbound links.
- 3f. Show where we are.
- 3g. Make meta information public.
- 3h. Write URLs that humans can read.
- 3i. Make links accessible.
- 3j. Tell people about a media object before they download.
- 3k. Announce the new with special links.
- 3l. Write meta-tags to have your pages found.

## Idea #4: Build Chunky Paragraphs

- 4a. Design each paragraph around one idea.
- 4b. Put the idea of the paragraph first.
- 4c. If you must include the context, put that first.
- 4d. Put key conclusions, ideas, news, at the start of the article.

## Idea #5: Reduce Cognitive Burdens

- 5a. Reduce the number of clauses per sentence.
- 5b. Blow up nominalizations and noun trains.
- 5c. Watch out for ambiguous phrases a user might have to debate.
- 5d. Surface the agent and action, so users don't have to guess.
- 5e. Make positive statements so people understand right away.
- 5f. Reduce scrolling.
- 5g. Let users print or save the entire document at once so users can avoid reading any more onscreen.

## Idea #6: Write Meaningful Menus

- 6a. Think of a heading as an object you reuse many times.
- 6b. Write each menu so it offers a meaningful structure.
- 6c. Offer multiple routes to the same information.
- 6d. Write and display several levels at once.
- 6e. When users arrive at the target, make it obvious.
- 6f. Confirm the location.