

10 Rules of Web Writing

1. Get to the point.
2. Shorten the copy.
3. Title articles transparently, using key terms.
4. Write a subtitle that contains all essential info.
5. Use headings and subheadings.
6. Use short paragraphs.
7. Use plain language.
8. Use scannable text.
9. Use bullet/number lists for easy screen reading.
10. Add hyperlinks.