



Writing for the Web is very different from writing for print

*79% of users scan the page instead of reading word-for-word
Reading from computer screens is 25% slower than from paper
Web content should have 50% of the word count of its paper equivalent*

Be concise, succinct and to the point!

On the Web, users are not willing to read long, exhaustive pages. Information needs to be clear and unambiguous, written in short sentences, and broken up into paragraphs so the eye can scan easily and quickly on the screen.

Scanning instead of reading is a fact of the Web and has been confirmed by many usability studies. Webwriters have to acknowledge this fact and write for scannability.

Users don't like to scroll through masses of text: put the most important information at the top. Each page should be written according to the "inverse pyramid" principle and start with a short conclusion so that users can get the gist of the page even if they don't read all of it.

Web users are impatient and critical: They have not chosen your site because you are great but because they have something they need to do. Write in the "news you can use" style to allow users to quickly find the information they want.

The Web is an informal and immediate medium compared to print: users appreciate a somewhat informal writing style and small amounts of humor.

Do not use clever or cute headings: users rely on scanning to pick up the meaning of the text (i.e., reading a heading should tell the user what the page or section is about).

Use simple sentence structures: Convoluted writing and complex words are even harder to understand online. Use highlighting and emphasis to make important words catch the user's eye.

The Web is a fluid medium: Update pages as time goes by to reflect all changes. Statistics, numbers, and examples all need to be recent or credibility suffers.

Make text short without sacrificing depth of content by splitting the information up into multiple nodes connected by hypertext links. Long and detailed background information can be relegated to secondary pages; similarly, information of interest to a minority of readers can be made available through a link without penalizing those readers who don't want it.

Hypertext should not be used to segment a long linear story into multiple pages - proper hypertext structure is not a single flow "continued on page 2"; instead split the information into coherent chunks that each focus on a certain topic. The guiding principle should be to allow readers to select those topics they care about and only read those pages.

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VISION STATEMENT

A vibrant, ethical, customer focused and professional service provider with a large, diverse and growing client base that builds relationships and exceeds expectations. Our team are encouraged and supported to develop their career in a friendly and respectful environment using the latest technology.