How to write good copy for the Web

Writing for the web is totally different than writing for print. Users tend to scan content on the web in search of specific information, rather than reading all the text word-for-word. Please find below a selection of useful guidelines to assist you when writing copy for the web.

These guidelines relate to Usability. Writing for Search Engine Optimisation uses different guidelines again.

Target Audience
- Write copy suitable for your users/target audience. Such as business to consumer, business to business, education, young people or adults etc.

Structure
- Structure your text to be easily readable. Using one main header and one main point per paragraph.
- Provide a concise title to describe the main content. Contact details or additional information such as a word documents or pdfs provide the reader with more information should they wish to investigate further.
- Avoid repetition, tangents and be consistent.
- Break up large paragraphs into smaller sentences.

Consistency
- Keep text in the past or present (whichever suits) but do not switch from one to the other.
- Bullets are a useful way of getting across lots of information that can be visually scanned quickly. Search Engines also prioritize bullets instead of long paragraphs.

Proofread
- Proofread all text. Spelling mistakes, grammatical errors and bad punctuation create a bad impression for your visitors.

Acronyms, abbreviations
- When using acronyms establish the full word on first reading and then you can use the acronym thereafter.

Jargon
- Do not use language that sounds like advertising jargon. Give solid, objective information that fosters credibility and that is of real service to your visitors.

Links to other websites
- Help readers navigate your site by suggesting an order in which they should read, and what other sites they should consult.
- Check all website links that you add to your copy, to ensure the website still exists and is appropriate.

Further Information:

For further information please visit the Stilton Studios Website at:

www.stiltonstudios.com