--- Writing for the web ---

### Audience

- Know your audience (undergraduate, graduate, PB, master’s, doctorate, alumni, faculty, staff)
- Direct content specific to your target audience

### Difference Between Paper and Online Presentation:

- Limit scrolling; use simple sentence structure; avoid cute headlines; update facts frequently
- Put the most important information at the top
- Summarize
- Develop your credibility. Limit any fluff. Use detailed titles
- Market by linking to other sites, use quotes from outside resources
- Users scan websites, use detailed/direct headings and subheadings
- Keep language simple and easy to understand. Use simple sentence structures.
- Keep pages updated to show the audience the information is still applicable.

### Working with a Designer:

- Combine page templates with professional artwork
- Use content related graphics. Best if taken by college students, faculty or staff.
- Allow the audience to build familiarity with your information
- Work with your local web designer, photographer, and/or graphic designer to help find the right visuals for your information
- Add captions to images
- Choosing a color scheme to will help create a professional look to the presentation and assist with branding. UH branding is used on all media.
- Do not solely base your information on color coding techniques. This may cause challenges for individuals with visual impairments. Information must make sense without color coding.
- Keep font styles consistent- different fonts cause confusion and distraction.
- Overuse of graphics distracts from content. Graphics are great but not when they over-power your message.
- Many images are copy protected. Take your own photos or use trusted sites that find graphics that are free for the public to use. Using search engines does not guarantee that the images listed are not copy protected.

### Scannability:

- Highlight keywords; use bulleted lists; start with the conclusion
- Design information to be easily scanned
- Use hyperlinks to highlight important words within the text.
- Use bullet points to help sum up information and draw attention to important information
- Keep it clear and to the point, easy to read, and organized.
- Avoid fonts that are hard to read- such as script fonts. The audience should not strain to read the information.

### Navigation:

- Move detailed info to secondary pages
- General rule of thumb- 3 links or less to get the information you need

### Writing to Be Read:

- Headlines and subheads; lists, captions, and hyperlinks
- Try to avoid a lot of vertical scrolling
- Define abbreviations
- Explain and define your acronym first to improve your presentation

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- Short and descriptive titles attract an audience. Subtitles can be used under the main title

**Terms to Avoid:** Don't call attention to web artifacts

- Avoid the horrible “click here”, “Follow this link”, “This website”—which ends up breaking up the flow and scan-ability of a page. It also does not allow the audience to familiarize themselves with the term and the connected information

**Editorial Review of Web Pages:** Fresh eyes and skilled editing improve your work

- Have someone (familiar with the program/content) read over the content—to make sure it makes sense and flows well
- Misspelled words and improper punctuation make your presentation amateurish and unfinished. Always run spell check before publishing.

**Web Facts:** Significant improvements in all metrics

- 79% of users always scan; only 16% read word-by-word
- Reading from computer screens is 25% slower than from paper
- Web content should be 50% the size of its paper equivalent
- White Papers re-written according to these guidelines have shown significant improvements in all metrics:
  - Task Time: 180% faster
  - User Error: 809% fewer
  - Memory: 100% more
  - Subjective satisfaction: 37% higher
  - Overall usability: 159% better