

Web content checklist

Recite these reminders each and every time you create a piece of content for the web.

Before writing

- 1 What is the key thing you want to communicate?
Say it in your first sentence.
- 2 Who do you want to read this page?
Write to them directly just as you would talk to them directly.
- 3 If you were searching for this content on the internet, what keywords would you use to find it?
Put those words and/or phrases in your page title.
- 4 Can you say everything you need to say in 250–600 words?
If not, you may need to break the content up into different pages.
- 5 Keep your sentences as short as possible.
And don't be afraid to use conversational language.
'We will ...' rings clearer than
'The Department of Whatever aims to ...'.
- 6 Use bulleted or numbered lists wherever they are applicable.
Web content is scanned, not read. Appeal to that.
- 7 Divide content into sub-headed chunks no more than 200 words each.
There will be exceptions – but fight them.

Before publishing

- 1 Would you read this content?
Be honest.
- 2 Has someone else read this content?
As writer, you are no longer qualified to edit it.
- 3 Do you have any images that add visual context?
If not, don't use one.
- 4 What do you want the user to do when they've finished with the page?
Give them somewhere to go.