

# WRITING

## for the web



## Best Practices

- Most webpages should be written at an 8th grade reading level.
- Keep your writing clear and simple.
- Use common language/write naturally.
- Break up long sentences.
- Put the most important information at the top of the page; the page title, subhead (if using) and first paragraph should clearly define what the page is about.
- Keep terminology and capitalization consistent for clarity.
- Spell out acronyms upon first use and keep acronyms to a minimum.
- Avoid jargon.
- Keep paragraphs short (no more than five sentences).
- Utilize sub headers and bulleted lists to break content up and help readers skim the content.
- Link to relevant information. If leaving your website, have the link open in a new tab.
- Keep formatting to a minimum and avoid italics.



## Images/Graphics

- Use a high-resolution, medium or large sized eye-catching image related to the subject matter.
- Add descriptive Alt-text with all images for accessibility purposes.
- If using graphs or charts include a title, legend and applicable units.