

Writing for the Web

Guidelines for good web copy

Scannability

- Headers
- Lists
- **Bold**
- Links stand out

Keyword-rich content

- Especially in headers, links, page titles

Inverted pyramid (not what you learned in school)

- Start with the conclusion
- Balance concise with informative

Avoid superlatives: best, greatest, number one!

Avoid buzzwords and jargon: paradigm shift

Use Active voice vs. Passive Voice

What's my **Next Step**?

- Don't leave them hanging
- Drive traffic to your conversion points