

Jeff Herrington **C**ommunications

Handouts

Writing for the Web

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We write differently for the screen because...

Page:

- is 9-12 inches away
- words are delivered through solid ink
- background (paper) is motionless

Screen:

- is 15-24 inches away
- words are delivered through light
- background (screen) is flickering ever so subtly

The result?

- we only blink half as often when reading off of the Web ...
- causing our eyes to get tired more quickly...
- so, we SCAN content rather than read it word for word ...

Effective online sentences...

contain 25 words or less

rely more frequently on sentence fragments and ellipses

Every W Hotel is a new chapter in a storybook encounter of style and soul, and as our story has taken us around the world, we have created our hotels to be unique and individual expressions of modern travel and modern living.

(42 words!!!)

Every W Hotel is a new chapter in a storybook encounter of style and soul ... a story that has taken us around the world.

The result? Hotels that are unique and individual expressions of modern travel and modern living.

(Three sentences that are 24, 2 and 13 words respectively)

Effective online paragraphs...

contain no more than two or three short sentences

more frequently take the form of bulleted lists

Welcome to VisitPittsburgh.com - the official tourist promotion agency of Allegheny County. On this site, you will find up-to-date listings for Pittsburgh hotels, activities, events, festivals, transportation, sports, restaurants, cultural attractions, shops and more for Pittsburgh and Its Countryside. Stop by one of our Welcome Centers, located at Pittsburgh International Airport, on Liberty Avenue downtown or in the Heinz History Center to find a wealth of vacation information about Pittsburgh, its neighborhoods and adjacent counties. Our Welcome Centers are the place to pick up Pittsburgh brochures, city maps, restaurant and shopping guides, walking tours, hotel information and more. Visit the Welcome Center on your way to a great time in Pittsburgh!

(5 Sentences !!!)

Welcome to VisitPittsburgh.com - the official tourist promotion agency of Allegheny County. On this site, you will find up-to-date listings for Pittsburgh hotels, activities, events, festivals, transportation, sports, restaurants, cultural attractions, shops and more for Pittsburgh and Its Countryside. (2 sentences)

Stop by one of our Welcome Centers, located at Pittsburgh International Airport, on Liberty Avenue downtown or in the Heinz History Center to find a wealth of vacation information about Pittsburgh, its neighborhoods and adjacent counties. (1)

Our Welcome Centers are the place to pick up Pittsburgh brochures, city maps, restaurant and shopping guides, walking tours, hotel information and more. (1)

Visit the Welcome Center on your way to a great time in Pittsburgh! (1)

Where to break up longer paragraphs?

Look for words and phrases like:

- still
- nevertheless
- however
- also
- in addition

These (and others) are introducing a new idea in the existing paragraph

Here are a few tips to get you started: The District of Columbia is 67 square miles and is divided into 4 quadrants: Northwest, Southwest, Northeast and Southeast. The US Capitol building marks the center where the quadrants meet. Numbered streets run north and south. Lettered streets run east and west (there are no J, X, Y, or Z streets), alphabetically becoming two syllable names, then 3 syllable names as you travel out farther from the center. Avenues named for US States run diagonally, often meeting at traffic circles and squares.

Here are a few tips to get you started:

- The district comprises 67 square miles
- It has four quadrants: Northwest, Southwest, Northeast and Southeast
- The US Capitol building marks the center of where the quadrants meet
- Numbered streets run north and south
- Lettered streets run east and west (there are no J, X, Y, or Z streets)
- Lettered streets are also alphabetical, becoming two syllable names, then three-syllable names, as you travel out from the center
- Avenues named for U.S. states run diagonally, often meeting at traffic circles and squares.

Effective sections of content:

extend for *no more than* a screen and a half

take longer content and break it up across several "index cards" rather than stack it on a long, endless, scroll



When it comes to hyperlinks...

make them short and precise

have them refer to the subject matter only
(no "click here", "learn more", etc)

make it clear exactly where within the content
they will take the reader

don't hyperlink words repeated in a list

include at least one on each screen of content

be sure to link to external sites to enhance credibility

Welcome to the Human Resources department. To find an employee in the company directory, [click here](#). To locate the person in charge of your team's quality efforts, [select this link](#).

You can find a wealth of information about your 401-K at the [Investor Relations department page](#). For benefits information, be sure to [use this link](#).

A host of ideas on how to manage your career is on the Web at: [http:// www.careerinfo.com](http://www.careerinfo.com) .

Finally, we welcome suggestions for improving this page. Send us feedback via e-mail by [clicking here](#).

This Human Resources intranet page lets you quickly find lots of valuable information. To locate another employee, scan the [company directory](#). Our [quality leader list](#) lets you find who in your area heads those efforts.

The Investor Relations Page has a wealth of information about [your 401-K plan](#). You can also find [benefits information](#) here.

We've found a Web site for you that can provide great ideas on [managing your career](#). Finally, we welcome suggestions for improving this page. [Contact us](#) soon with your ideas.

Weak:

[More TechInfo on Industrial Lubricants](#)
[More TechInfo on Greases](#)
[More TechInfo on Transmission Oils](#)

Better:

More TechInfo on:
[Industrial Lubricants](#)
[Greases](#)
[Transmission Oils](#)

Enhance your pages' scanability by:

getting to the point ASAP

Two years ago, Global Corporation became the first company to unveil mobile phones that transmit text messages as well as voice messages. Six months later, we were the first to release phones that take photos as well.

Now the company soars to the forefront of the industry with its release of a 21st-century pager that does all of the above AND has videophone capabilities as well. Customers will get their first peek at this innovation next week at TelephoneExpo in Las Vegas.

Next week at TelephoneExpo in Las Vegas, Global Corp. will unveil a mobile phone that lets you see the person you are talking to, and vice versa.

In addition to transmitting voice, data and numeric messages, the phone will also provide full-motion video of other callers who are using the same model.

This innovation is the latest in a series from Global Corp. Two years ago, the firm became the first to market phones that transmit text messages as well as voice messages. Six months later . . .

Experience Native History

Visit the Choctaw/Chickasaw Heritage Corridor

Four sites across southern Oklahoma give you a fascinating peek at the 19th-century lifestyles of the Choctaw and Chickasaw Nations. The sites are just 90 minutes north of Dallas and Fort Worth, two hours west of Little Rock and less than an hour south of both Tulsa and Oklahoma City.

Wheelock Academy

Founded in 1883, this site in southeastern Oklahoma etc. etc. etc.

Fort Towson

Just 20 miles west of Wheelock Academy, etc. etc. etc.

Optimize your screens for search engines by:

repeating on a screen those keywords people are searching for

positioning those words at the beginning of paragraphs

positioning those words at the beginning of headlines and subheads

PHILADELPHIA
www.PhiladelphiaUSA.travel

Member Login >>

Search: Enter Keywords

▶ Plan Your MEETING
▶ Plan Your GROUP TOUR
▶ Plan Your VISIT

Calendar of Events
About Philadelphia
Multicultural
Sports
Life Sciences
Photo Tour
FAQ
About PCVB
Search PCVB Members
Virtual Philadelphia
Home

Start mapping your visit to Philadelphia

Sports

Don't miss out! Philadelphia will host the 2008 U.S. Olympic Team Trials - Gymnastics. Check out www.PhiladelphiaTrials2008.com for more information.

Have you participated in or attended a sporting event in Philadelphia? We'd LOVE to hear your story! Visit www.PhiladelphiaUSA.travel/LOVE.

With a non-stop annual sports calendar, first class facilities, ten professional teams and more than 60 intercollegiate athletic programs, Philadelphia is a world-class sports destination.

[Philadelphia: Destination Sports from PhiladelphiaCVB on Vimeo.](#)

The city was recently named the No. 2 sports city in the nation by *The Sporting News* (Philadelphia was also ranked as the nation's No. 1 city for college basketball and pro hockey). In 2006 alone, Philadelphia hosted the NCAA Men's Lacrosse Championships, NCAA Men's Basketball 1st & 2nd Rounds, the Atlantic 10 Women's Basketball Tournament, USA Gymnastics Tyson American Cup, the Army/Navy Game and many other exciting annual and special events.

In the coming months and years, Philadelphia will continue to host the finest in professional and amateur sports.

Calendar of Events

Sports

Olympic Sports Come to Philadelphia

Sports fans can enjoy the 2008 Olympic Team Trials when they come to Philadelphia later this year.

Sporting Events Stories Needed

Sports affect our lives in many ways. If you've participated in, or attended, a sporting event in Philadelphia, send us your story.

Philadelphia - Sports Destination Par Excellence

Our annual sports calendar is packed and our sports facilities are world-class. We also enjoy 10 professional sports teams and more than 60 intercollegiate athletic programs.