

Tips for writing website content

Write your article so that it can be easily scanned:

A study by Jakob Nielsen, often considered a guru of website, revealed that only 16 percent of his test users actually read the copy they found online; 79 percent of them simply scanned it. Your impatient web readers will want important information to jump out at them. Some practical ways to make your text scan well include:

- headings
- sub-headings
- bulleted lists
- numbered lists
- easy steps
- typeface variation

For example, try to write compelling headlines. Are you drawn to the author's article as "How to Write Web Articles" or "5 Tips to Write Winning Web Articles?" However, overuse of any or all of these elements may reduce the quality of your writing.

Keep it short:

Get and keep the attention of your users by delivering short messages. You put effort into gaining your web reader's attention; now make their click worthwhile with brief compelling copy in bite sizes. Start with the conclusion. Your readers may not make it to the end of your piece to get it. Web readers don't want to get bogged down in long blocks of text. So get to the point early and use the rest of your article to support that initial main point.

Use impactful titles:

Dull titles will not capture your readers' interest. Rather, they will help your content fade into the sea of other boring web copy. You have to create a title that will reach out and grab your reader by the collar. Make it short. Create interest. Include the main benefit or solution in your title.

Talk to your target audience(s):

Your information is not for everyone. Avoid generalities. Choose a friend or family member who's interested in your topic. Write your article to them. Writing to a friend will make your copy personable and friendly. You won't come across as a fussy spot - do this, do this, don't do that. Instead, you'll connect with your readers as a friend giving advice. Your article will do a better job of building credibility for you.

Add substance:

Resist fluffing your articles. Include practical, valuable information in your copy. Everyone loses when you don't take the time to impart substance. Additionally, lack of substance will block your road to profitable referrals. Do the research and/or draw from your knowledge and experience to illustrate. Your stories and real life examples will meet your readers' need for practical information and connect with their emotion. It's a known fact emotions will move people to action. Whether you desire them to act by signing up or making a purchase, add substance and improve your reader responses.

Make it web professional:

Create a more web professional look by using short sentences. Make your introduction and summary short but do add them. Your web readers don't want just a list of boring facts and information. They want to connect with you by reading your personable introduction and practical tips with a definite ending or summary. Remember, excited readers become enthusiastic users and enthusiastic users will refer your product or service to all their friends.

Appeal to emotion especially if you're trying to sell something:

"I went for a walk" or "I went for a walk in the summer sun". Which walk would you prefer?

Use a good description for link text. It should tell the visitor where they are going next.