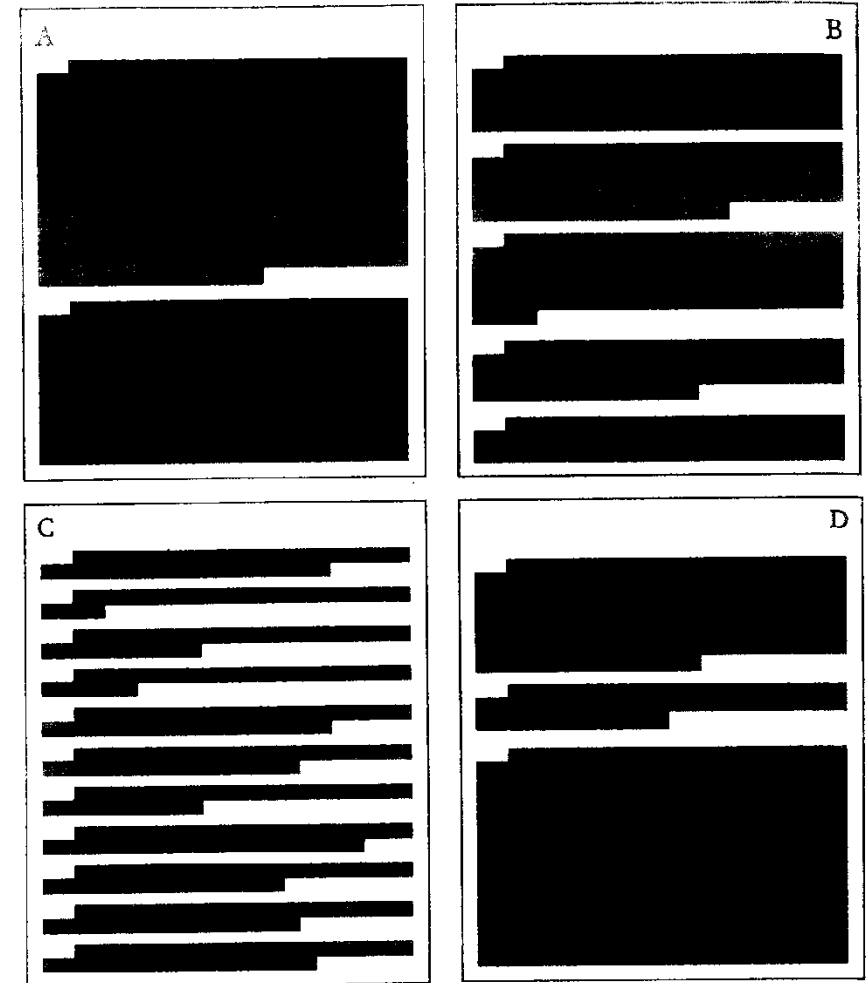


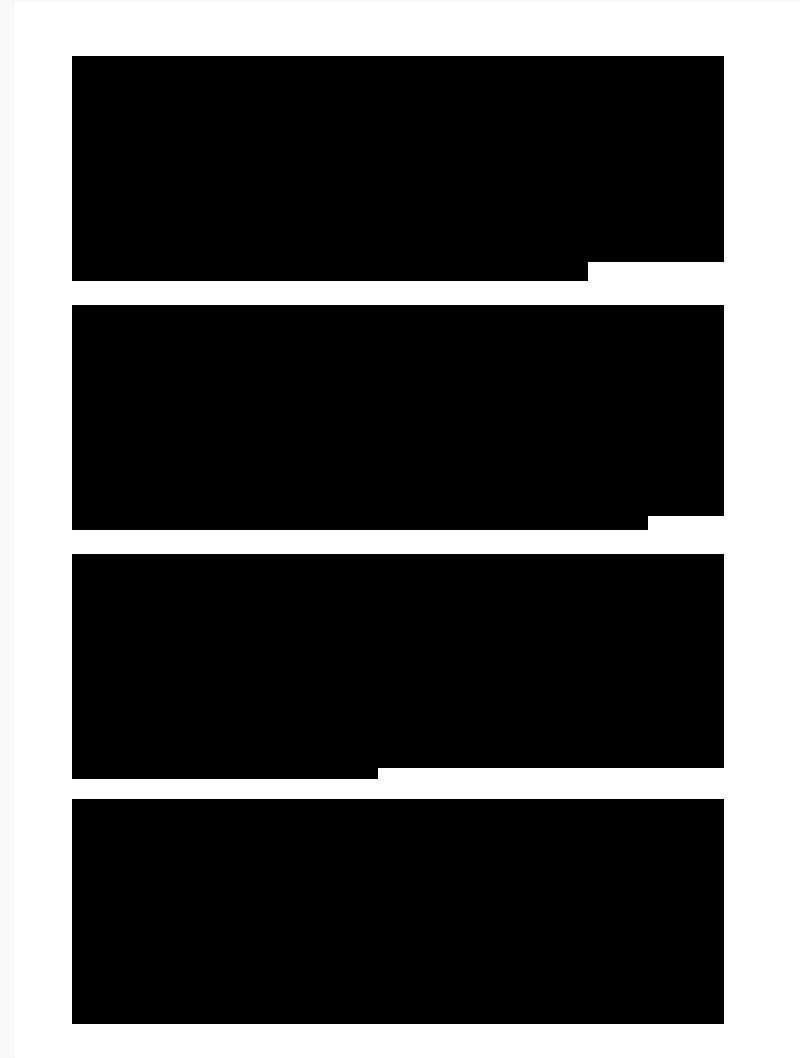
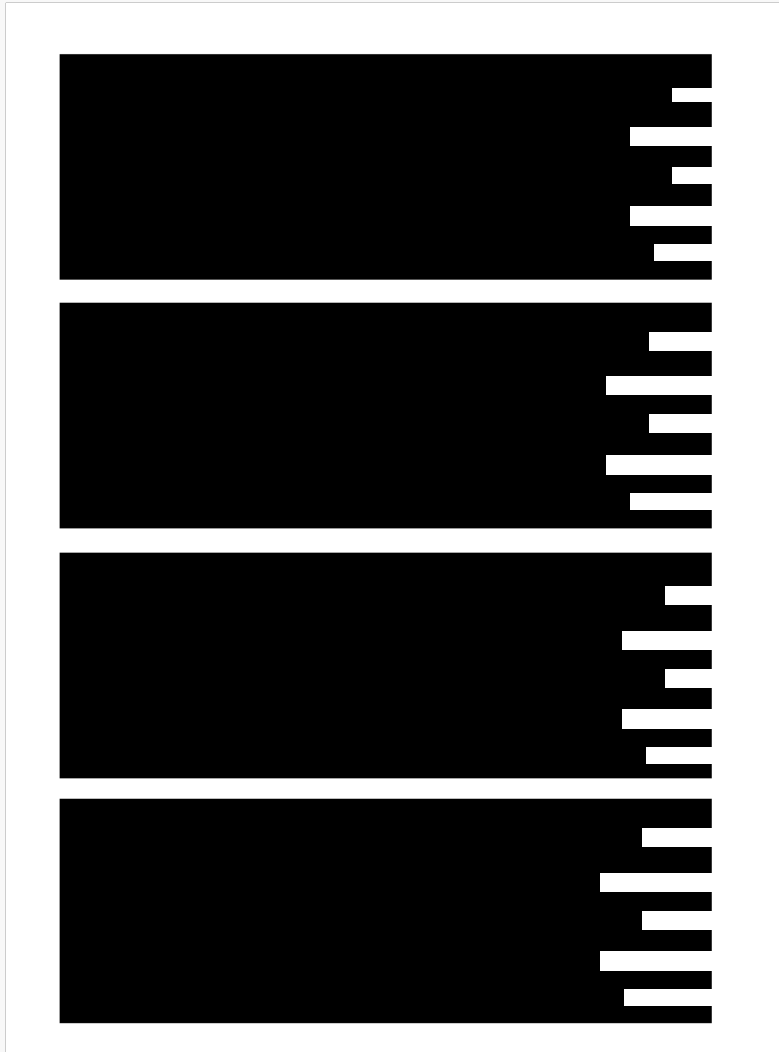
WRITING FOR THE NET: TIPS

Paragraphs

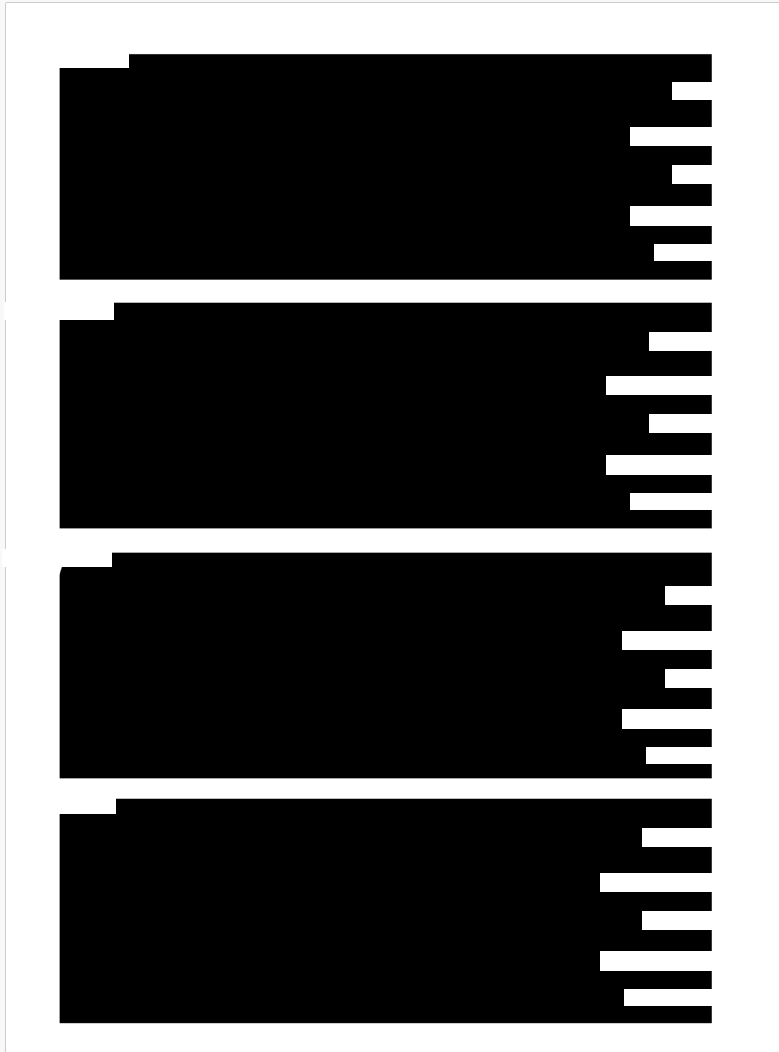
- Use short paragraphs – five lines max.
- One paragraph = one concept.
- The visual layout should invite the reader to read the text.
- Media style guides recommend between 4 and 6 sentences per paragraph, i.e. no more than 100 words.
- Keep paragraphs balanced unless you have a specific communicative purpose in mind for not doing so.



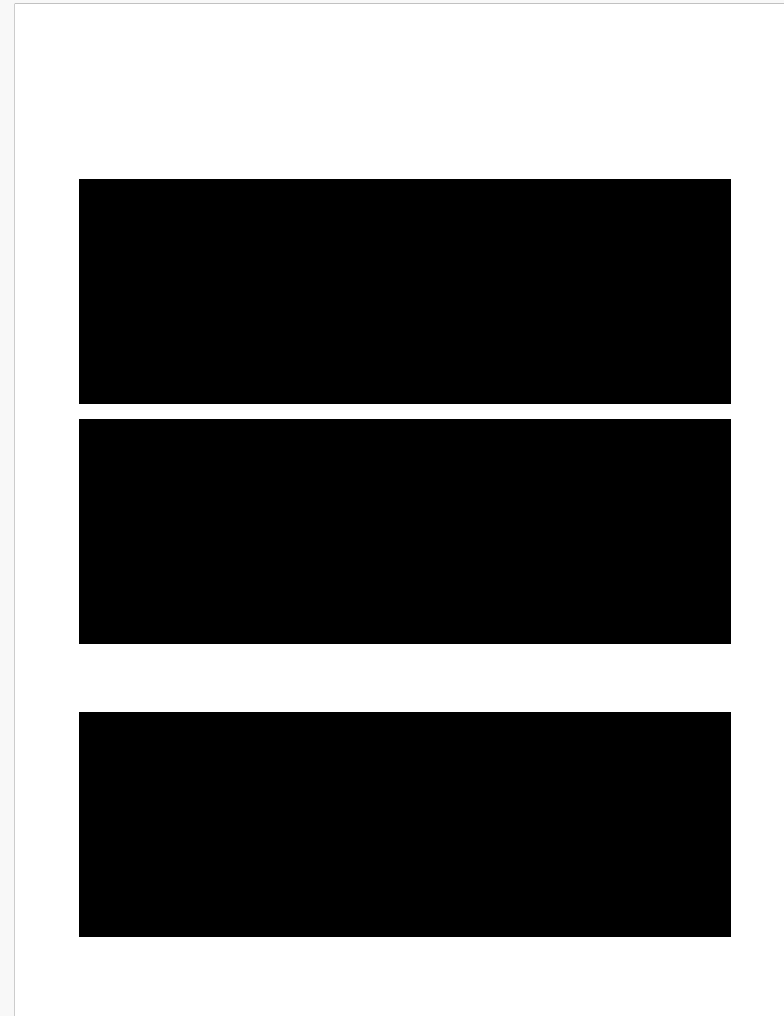
Paragraphs



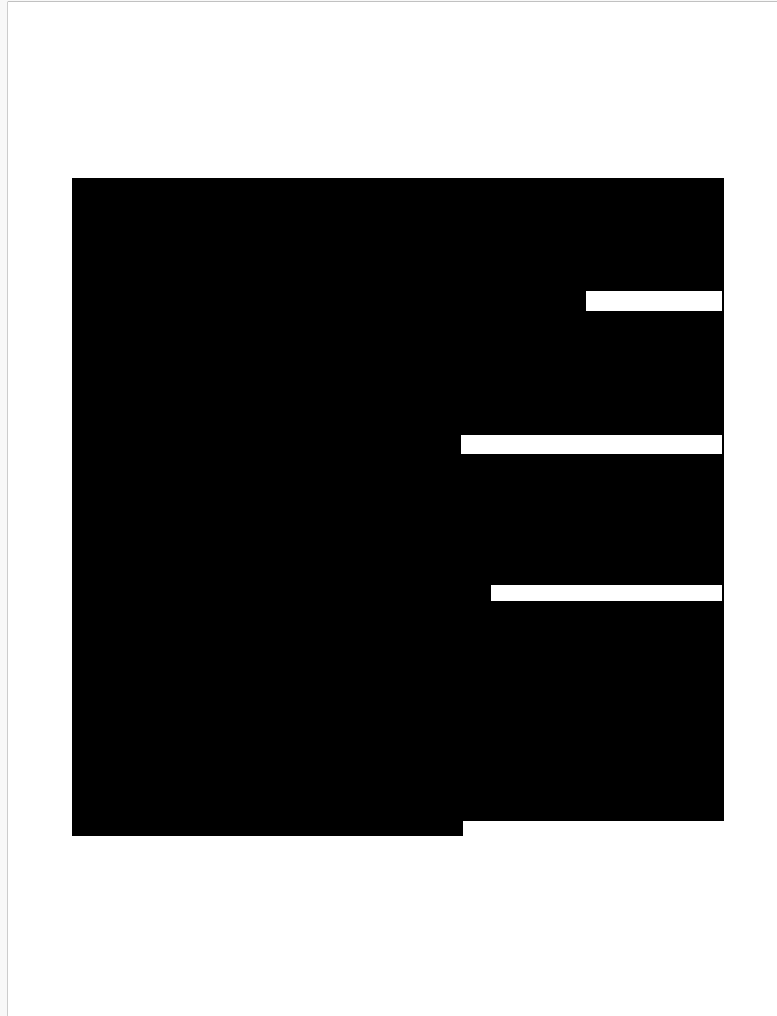
Paragraphs



Non-standard paragraph layouts



Non-standard paragraph layouts



Distribution of information

- Use short sentences.
- Skip unnecessary words (direct, **concise**, **factual style**).
- Make texts that are **easy to skim & scan**.
- **Bold or underlined text** guide the reader.
- Use meaningful headings and subheadings to distribute the information.

Distribution of information

- Use subheadings only when paragraphs are too long.
- Careful with redundancy in headings.
- Careful with lack of contextualization.
- Use graphs/tables/images to summarize or express an idea.
- If the text is too long, then distribute it in different pages. Not too much scrolling.

Style

- Avoid the passive tense.
- Avoid needless repetition. Punctuation, deixis and hyperlinks are most helpful!
- Address your web visitors directly → use the word 'you'.
- Create the right tone, look and feel → your own style (color + font type and size).
- Use internal and external links: internal, to cite your own work and be concise; external, to cite your sources.

Accuracy / Proofreading

- Proofread your texts. NO TYPOS!
- Be consistent with the use of caps or lowercase letters in titles, tabs and navigation menus.
- Use no more than two font types on the same page.
- Use no more than three font sizes on the same page.
- Bear in mind the pre-established use of caps and italics, etc. for work titles.
- Be consistent with spelling: either AmE or BrE, but not both simultaneously.
- Beware of urls: language codeswitching, length...

A good online site...

- Takes into account the reader, not so much the writer.
- The inverted pyramid: recommended
- The text must be organized taking into account the whole layout.
- Not just content, but also form.

