

1. USE PLENTY OF HEADINGS.

Well-written headlines act as the informal outline of a page. Creating headings draws the reader's eyes to that summary of the content. Headings also help readers that are scanning the page for information.

2. USE BULLET POINTS.

Bulleted lists allow for easier readability and allow users to easily understand and store that information. Most times, a series of text separated by commas can be turned into a bulleted list.

3. KEEP PARAGRAPHS SHORT.

Long paragraphs are dense and hard to scan. Try breaking the information up into multiple paragraphs to help keep the reader engaged.

4. INCLUDE THE MOST IMPORTANT INFORMATION FIRST.

Start with the content that is most important to your audience, then provide additional details.

5. KNOW YOUR KEY AUDIENCE.

Use words that your audience is familiar with. Avoid using internal acronyms and jargon.

6. REMOVE UNNECESSARY WORDS.

Get rid of half the words on each page, then get rid of half of what's left.

If it sounds excessive, it's meant to be. Web copy is not like conventional writing – it must be concise and succinct. By getting rid of unnecessary words, you not reduce the length and make the content more prevalent and easier to scan.

7. HYPERLINK WHERE YOU CAN.

There is no need to repeat information on a page just to fill space if you already have that content on another page. Decide if you really need a page, and if you do, link back to the relevant content where it fits.

8. DON'T CREATE PAGES JUST TO HAVE PAGES

Really think about the structure of your content and the necessary content. If you can easily fit all the information on one page, do this. Separate sections of content by headings and as mentioned above, use bullets and links to better help the user.