Principles of good online writing

Writing for the web

People scan the screen when reading. Use:

- White space
- Short sentences
- Lists
- Headings and sub-headings

Include useful hyperlinks in your text. Readers appreciate being assisted to find further information.

Search engine optimisation (SEO)

When you're writing for the online environment, it is essential to keep **Search Engine Optimisation** in mind. This will determine how your work is indexed by search engines like Google, whether your work is found and whether it is read. Don't simply copy brochure or media release content onto websites. Put yourself in the shoes of your visitors and other holiday-makers: what sorts of words would they type into search engines, to look for your business and your competitors?

Useful resources

Google provides extensive free SEO information. Visit "Steps to a Google friendly site" for your starting point:
https://support.google.com/webmasters/answer/40349

Jakob Nielsen created guidelines for online writing in 1997. These are still valid today https://www.nngroup.com/articles/be-succinct-writing-for-the-web/

Darren Rowse, aka Problogger, produces a wealth of blogging materials, including this piece http://www.problogger.net/archives/2006/02/18/writing-good-content/

Information sheet developed for the SATC by **Prakky**

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