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## TIPS ON WRITING FOR THE WEB

### General Tips

#### Audience

- **Write for your website visitors first**, search engines second
- Provide content your visitors will find informative and useful
- Use language your visitors will understand
- **Update your website content regularly** to encourage return visits

#### Style

- Use an informal writing style, as if you're talking directly to the visitor
- Create meaningful page titles that read like a sentence (10 words or shorter)
- Write simple sentences in short paragraphs
- Make your web pages easy to scan through quickly

#### Structure

- Focus on **one main topic per page**
- Put the most important information at the top of the page
- Group related information under headings and sub-headings (Heading 1, Heading 2, etc.)
- Use bulleted and numbered lists
- Keep web pages short to prevent too much scrolling (1,000 words or less)

#### Other

- Clearly state what your website is about and who you are on the home page
- Write links that describe the page or file you are linking to
- Include accurate descriptions of images in their "alt" tags

### Tips for Targeting Search Engines

- Focus on **one to three of your most important keyword phrases for each page**.  
Incorporate them into the following:
  - The page title (maximum 10 words)
  - The content at the beginning of the page
  - Page headings (Heading 1, Heading 2, etc.)
  - Image descriptions ("alt" tags), but only if relevant to the image
- Create links to other pages of your site using keyword phrases in the link text
- Highlight some of your top keyword phrases in bold
- Use synonyms of important keyword phrases
- **Update your website content regularly** – on a weekly basis or more frequently

### Phrases to Avoid

- Click here
- Under construction
- Coming soon / Check back soon
- Best ever! / Too many exclamation marks!!!