

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Writing For the Web

Techniques for making Web writing reader-friendly.

- Web writing overview
- Web writing tips
- Writing examples
- Exercises

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Overview

Writing for interactive multimedia

- **Writing to be read on screen**
 - Web page headlines and text content
- **Writing to be read from printouts**
 - Online articles, instructions
- **Writing to be heard**
 - Audio scripts
- **Writing to be watched and heard**
 - Video scripts

(Garrard, 2001)

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Overview

Web site Viewer Types

■ Researchers

- Seek info to complete tasks
- Scan text

■ Readers

- Scroll long documents
- Or print and read

(Kilian, 2001)

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Overview

Web site Viewer Types

■ TV viewers

- Want eye candy and entertainment
- Use text for directions to next entertainment

■ Listeners

- Use screen reading software

(Kilian, 2001)

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Overview

Web site viewers

- **Ignore graphics in first 3 “eye fixations”**
- **8 out of 10 times look for text**
 - Headlines
 - Summaries
 - Captions
- **Only one third read whole article**

(Nielsen, Kilian)

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Tips

Writing for **Researchers** who are...

- **task-oriented**
- **“hit and run” visitors**
- **scanners**
- **scroll haters**

(Kilian, 2001)

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

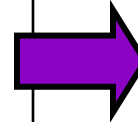
Author Info

Contact Info

Web Writing Tips

Short and simple sentences

The semester will
end on Thursday,
May 20.



The semester
ends May 20.

Use shorter words

Utilize>Use Reclined>Lay

Cut printed text 50%

Highlight **keywords**

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Tips

Short and descriptive headings

Preparing Images

Web images must be optimized. This is a three-step process: crop, resize, compress.

One idea per paragraph

Optimize Web images in a photo editing program.

Step 1: Crop out unnecessary parts. Include only important elements.

Step 2: Resize to the actual pixel size.

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Tips

Grab reader interest

- **“Use quotation marks,”** Kilian said, “because people seem to prefer reading what someone actually said.”
- **Ask questions**
 - Leads reader to seek answer
- **Feature conflict**
 - Readers like a fight
- Tie into current news events
- Directly address reader
 - You like the personal touch

(Kilian, 2001)

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

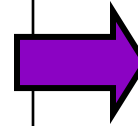
Author Info

Contact Info

Web Writing Tips

Avoid marketing spin

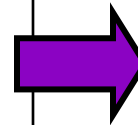
Our expert sales associates provide just-in-time solutions for today's real-time executive.



We provide answers quickly.

Avoid jargon

Usability is key to Web interface design.



Make Web pages easy to use.

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

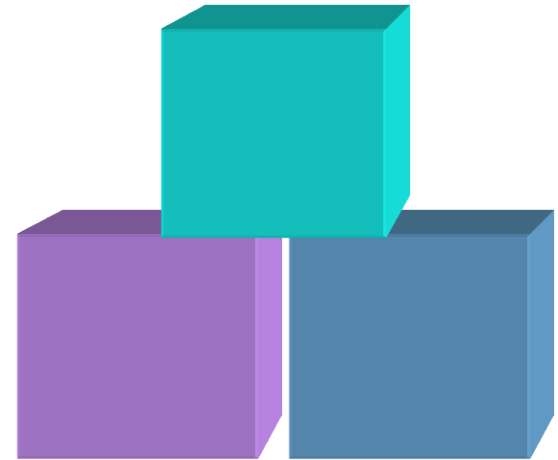
Contact Info

Web Writing Tips

Use chunks of information

Provide content in stand alone blocks of text. Be concise. Use 100 words or less.

- Fit on one screen
- Lots of white space



(Killian, 2001)

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Tips

Structure

- Inverted pyramid
 - Lead with conclusion
 - Bullet key points
 - Meaningful subheadings
 - Most important details first
 - Less important details as go down page

Web Writing

[HOME](#)[OVERVIEW](#)[TIPS](#)[EXAMPLES](#)[EXERCISES](#)[Learn More](#)[References](#)[Author Info](#)[Contact Info](#)

Web Writing Examples

A) Before

London Semester

Students can experience the most exciting semester of their college career. Courses meet General Education, Capstone, and Upper Division Requirements. Financial aid available.

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Examples

A) After

London Semester

Study in London. Receive credits in:

- G.E.
- Capstone
- Upper division

Financial aid available.

Web Writing

[HOME](#)[OVERVIEW](#)[TIPS](#)[EXAMPLES](#)[EXERCISES](#)[Learn More](#)[References](#)[Author Info](#)[Contact Info](#)

Web Writing Examples

A) Before

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Examples

B) After

In 1996, six of the most-visited places in Nebraska were:

- Fort Robinson State Park
- Scotts Bluff National Monument
- Arbor Lodge State Historical Park & Museum
- Carhenge
- Stuhr Museum of the Prairie Pioneer
- Buffalo Bill Ranch State Historical Park

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Web Writing Exercises

1. Academic Decathlon College Credit Program

Directions: Rewrite

- Headings and subheadings
- Shorten - Cut 50% or more
- Bullets

Academic Decathlon College Credit Program

Since 1994 the College of Arts and Humanities has served as co-host for the Fresno County Academic Decathlon.

In addition to hosting the competition event at Fresno State on the first Saturday in February, the College offers a series of academic workshops to students participating in the competition through a Humanities 1T course, enabling them to earn college credit. Workshops include Art, Music, Literature, Speech, Interview, Social Sciences, Economics, Science, and the superQuiz topic which varies annually.

Each year, a dozen faculty presenters from many different departments participate and conduct the workshops. Each year this program brings over 300 of the brightest and most highly motivated juniors and seniors to the campus, providing them with a first-hand experience and exposure to some of our most accomplished faculty.

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

Learn More

- ❖ *Writing for Readers Who Scan*. Kathy Henning.
http://clickz.com/design/onl_edit/print.php/836621
- ❖ *Effective Web Writing*. Crawford Kilian.
<http://webtechniques.com/archives/2001/02/killian/>
- ❖ *How Users Read on the Web*. Jakob Nielsen.
<http://www.useit.com/alertbox/9710a.html>
- ❖ *Writing for Multimedia and the Web*, 2nd Ed.
Timothy Garrand.
<http://www.amazon.com/exec/obidos/tg/detail/-/0240803817/002-9194978-0746448?v=glance>

Web Writing

HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

Learn More

References

Author Info

Contact Info

References

Garrand, Timothy (2001). Writing for Multimedia and the Web, 2nd Ed. Focal Press.

Killian, Crawford (2001). Effective Web Writing. New Architect <<http://webtechniques.com/archives/2001/02/killian/>> 1-21-2004.

Nielsen, Jakob (1997). How Users Read on the Web. Jakob Niensens Alertbox for October 1, 1997. <<http://www.useit.com/alertbox/9710a.html>> 1-12-2004.

[Learn More](#)[References](#)[Author Info](#)[Contact Info](#)

Candace Lee Egan

Professor Egan teaches digital media production, including video and the Web, and courses covering mass communication and new information technology. She has over 23 years experience in video production, including television news and instructional video. In recent years she has become involved in the Web and served as the first Web Manager for Fresno State from 2000-2002. Professor Egan also trains faculty, staff and business owners on producing Websites and multimedia projects.



HOME

OVERVIEW

TIPS

EXAMPLES

EXERCISES

[Learn More](#)

[References](#)

[Author Info](#)

[Contact Info](#)

Candace Egan

Assistant Professor

Department of Mass Communication & Journalism

(559) 278-5070

candace@csufresno.edu

PRSA
Presentation

Copyright 2005
Candace Egan