

Training Worksheet: WRITING FOR THE WEB/MOBILE

A Step by Step Guide to Help You Write Content for Your Website

People read differently online and on mobile devices. They scan until they find what they are looking for. This scanning behaviour means that you will need to adapt your writing style to accommodate this kind of reading.

1. People will come to your website with a task in mind. Focus on the most important user tasks and feature these on your homepage or landing pages.
2. Use plain language because it is easier to scan and use vocabulary that your users will understand.
3. Use the active voice when writing. Also use short words, sentences, and paragraphs. Use bulleted lists or numbered lists where appropriate.
4. Break up your content into smaller sections that are easy to read or scan. Use headings and subheadings to make your writing even more clear.
5. Use the pronouns "you" and "we." This creates a simple sentence structure and a more approachable message.

For more information on Information Architecture:

Usability.gov is the leading resource for user experience (UX) best practices and guidelines, serving practitioners and students in the government and private sectors. The site provides overviews of the user-centered design process and various UX disciplines. It also covers the related information on methodology and tools for making digital content more usable and useful.

<https://www.usability.gov/how-to-and-tools/methods/information-architecture/index.html>