

# Copywriting for the Web – Best Practices

## Website users:

- Scan pages and headlines rather than reading every word.
- Switch quickly from page to page, focusing only on the most relevant information on each page.
- Have limited tolerance for scrolling through long pages of text.

## Copy should be short & concise

- Site visitors have short attention spans. Use short sentences, short paragraphs, and short overall messages to hold their attention.
- The longer the text, the less likely visitors are to read it. Don't make copy too complex. Try to convey key ideas effectively in one or two lines.

## Focus on your audience

- Know who you are writing the content for and address them directly. Speak directly to the needs of your audience and answer the question “What’s in it for them?”

## Use a consistent voice throughout

- The more consistent your writing voice —the better it speaks to your intended audience.

## Use the Inverted Pyramid Style

- The most important info should be at the top of the page. There is a good chance readers will not read the entire page to the bottom.

## Make it skimmable

- Readers online don’t read word for word. Instead, they scan to find what they’re looking for faster. Making your copy and content easy to skim gives them what they want, keeps their attention longer, and is easier for everyone to read.

## Use formatting to help break up text and draw in the reader.

- Use headings and subheadings
- Create bulleted and numbered lists
- Write short paragraphs, avoid long sections of copy
- Add in-copy links to help readers navigate to other relevant areas of the site