Web Writing Guidelines

These guidelines will help you write clear, concise content in plain language for your users that they will find useful and usable.

1. Define page purpose

From the beginning, make it clear to readers what the page is about, who it's for, and what they can accomplish.

2. Be concise

Be clear and direct. Keep headers and sentences short. Remove words or descriptions that don't add clear value.

3. Make content scannable

Make content easy to scan and read with headers, links, bulleted lists, graphics, captions, and other elements that make it easy for readers to understand what the content is about.

4. Writing meaningful headers

Readers rely on headers to navigate on-page content. Choose words for headers and subheads that clearly describe the content they introduce.

5. Keep paragraphs short

Aim to limit paragraphs to 50 words, but shorter is better.

6. Use bulleted lists

If you list three or more items in a sentence or paragraph, use a bulleted list instead. For instructions, use numbered lists. Keep lists and list items short.

7. Use active voice

Favor the active voice to make stronger, more straightforward statements.

8. Use plain language

Make writing easy to understand by using words and phrases your readers do. Doing so will enhance user comprehension and better optimize content for search engines.

9. Be professional and human

Use a more conversational tone. Consider how you would communicate with your readers if they stood in front of you.

10.   Include valuable links

Encourage learning and discovery with relevant, useful, and appropriate links to related content—on or off of your website.