WRITING FOR THE WEB

Are you new to writing content for web pages? No worries! We’ve created a helpful list of tips and tricks to guide you through the process.

General Tips and Tricks

BE SHORT, SWEET AND TO THE POINT.
- Put the most important information at the beginning.
- Limit sentences to 20 words or fewer.
- Limit paragraphs to 5 sentences or fewer.
- Cut out any unnecessary words.

USE SIMPLE LANGUAGE.
- Write for an 8th grade reading level (or lower).
- Avoid big words that are hard to understand.
- Use the same words your readers use.
  Example: Say “cellphone,” not “digital calling device.”
- Write in an active voice.
  Example: “Swoop gave the student a high-five” not “the student was given a high-five by Swoop.”

DON’T BE REDUNDANT.
- Rather than copying and pasting the same information across several pages, link to the original source instead.
  Examples: Course requirements listed in the catalog, steps for applying to Eastern, and general scholarship application information.

FORMAT CONTENT SO THAT IT CAN BE SCANNED EASILY.
- Organize your content according to subject matter.
- Break up content using headings and subheadings.
- Use bullet points or numbers for lists.

FOLLOW EWU EDITORIAL STANDARDS.
- Use correct spelling, punctuation and grammar.

Tips for Specific Types of Writing

BIOGRAPHIES
- Include research interests.
- List degrees and subject areas.
  Example: “BS, Biology, Eastern Washington University”
  Not: “BS, Eastern Washington University” or “BS”
- Include relevant publications or teaching experience.
- Be human. It’s okay to write in first person if each of the bios on the page are in first person.

FREQUENTLY ASKED QUESTIONS (FAQS)
- Be clear. Keep answers as simple as possible.
- If it’s a yes-or-no question, state “yes” or “no” explicitly in the answer.
- Talk to your department’s secretary or contact person to find out which questions they get emails or calls about all the time.
- Format your FAQs in a way that is easy to read.
- Consider using bullet points or an accordion component.

LEGAL INFORMATION
- Use wording approved by your accrediting agency when discussing accreditation.
- Do not modify the language used in official policies, procedures, or other legal statements.

Questions?
For questions or assistance with your content, please contact:
Meg Lybbert
Digital Content Strategist
mlybbert1@ewu.edu