



## □ Writing content for the web

Remember one of the main things people use the web for is to save time. For example if you were going to the cinema it is easier to logon to the website and check what time the films are on than to walk to the cinema and check it out.

You don't want your visitors to have to scroll through long drawn out wordy pages as this will slow them down and increases the chance that they will just click back and go to another site if you do.

You need to keep you writing as short and to point as possible. Think of it from your visitor's point of view. Why have they come to your website and what do they want to know? Give them the information in the quickest way possible.

You should read through your content and remove any words you can without significantly changing the meaning of the content. Why use ten words when one will do!

## □ News Papers

The way people scan news papers is a lot like the way they read websites, they stop to read stories that grab their attention and move on as soon as they get bored. They use headings and images to help them decide whether it is worth reading more. So looking at news stories and how they are written is a great way to learn how to write attention grabbing information for your website.

## □ Punchy Headings

Your headings should sum up the content you want the visitor to read, while making them want to read more. Keep them as short and punchy as possible cutting out any unnecessary words.

In as few a words as possible you need to grab the reader's attention and explain the basics. A boring intro can destroy a great story.

For example which of the following would grab your attention?

Malaria defence

With the rise in reported cases of malaria, what precautions should be taken before travelling to a possible malaria zone?

## □ Speak in plain English

Don't try and be too clever with your words, unless the goal of your website is to impress people with the size of your vocabulary, do not use words that are unnecessarily long.

Whatever your website is trying to sell, if people can not understand what you are trying to say, you will fail.

## □ Put Keywords in your headings

One of the ways search engines rank your pages is by looking at the text in your page and especially in your headings. If you want to be listed under "First Aid supplies Dublin" it is important that you include those words in your heading, for example "First aid supplies Dublin".

## □ Highlighting the Benefits

When writing about your products or services highlight the benefits not the features. People purchase things because of the benefits they provide.

Ask yourself why people buy your products or use your services. Then describe the benefits of buying your products or using your services not the features.

For example:

Mulvany web design offer professional, affordable website design.

Mulvany web design offer domain name registration, hosting, graphic design, content management, website design, website redesign, search engine optimisation and much more...

## □ Checking your spelling

For your website to achieve its goals you need people to trust you, whether you want them to buy your product or use your services, if people don't trust you it will be hard for you to succeed.

The quickest way to lose people's trust is through mistakes. So it is vital that you thoroughly check your grammar and spelling. Use a spell checker.

**Website:** [www.mulvanywebdesign.ie](http://www.mulvanywebdesign.ie) **Email:** [info@mulvanywebdesign.ie](mailto:info@mulvanywebdesign.ie) **Phone:** 086-390-9007