

## Some Good advice for writing to the Web

### From paper to Internet - 8 easy steps

If you are re-using a printed text on the web, you need to **re-write it in 8 easy steps**. Re-use of printed text is not optimal. But the 8 steps insure that the text is suitable for the web.

#### 1. No indication of time

Take out all references like “next month”, “December” or “New”. If you want to include a date be precise: “The workshop will be held on 24.th of December 2004”. Text on the web lives for years.

#### 2. “Chunk” the text

Divide your text into logical chunks. All chunks must be readable and understandable on its own – also without having read the former chunk. This is called non-linear writing. Give every chunk a clear heading (4-8 words). The purpose of the heading is not to lure the reader, but to give him/her an easy overview of the information in your text.

#### 3. No artificial transitions

When a text is divided in logical chunks, the reader can to read them in the order he/she choose. This must be reflected in the language. All chunks must be readable by their own. So don't make references to information in an other chunk – the reader might not have read it.

#### 4. Find the keywords

Find the key-words, and use them in the beginning of the sentences – this enables the reader to “scan” the text quickly. Make sure that the keywords are present in the heading.

#### 5. Make lists

Lists gives overview. Use both bullets and numbering when listing information. The lists are easiest to scan if the keywords are put first in the sentence and in bold (or marked as links).

#### 6. Clear heading

The key-words must be part of the heading, and preferable as the first word – this makes it easier to scan the text. “Clever” headings are no good at the Internet - be precise and clear. Heading can be longer on the Internet than in printed material.

#### 7. Make a résumé

Sum up the article on two to five sentences. Use the résumé as a teaser on the front page and as an eye-opener in the beginning of the text.

#### 8. Add related and relevant links

Link to articles on related themes, other articles on the same subject, and documentation on ENT homepage. Don't forget external links, they add to the credibility of the web site