

TopTips No10

## Get your web pages found – and read!

Writing for the web is different. Readers scan-read web pages. Search engines index the words. Therefore what you write must deliver your information in a punchy way, using as few words as possible. And it must contain the words that match the searches real people are using to find your type of product or service.

Headings are the most important piece of content you will write. Readers judge content by them and they are used as Metadata (what the search engines use on the search results page). Keep headings to eight words or less. Cut out as many adjectives and prepositions as possible (and, the, a, of). Be clear and precise. Avoid being too clever.

Brainstorm the terms a potential customer might use when searching for a web site with your content. Use the technical tools available to evaluate your ideas. Increasingly, people are searching with two or more words. So use key phrases rather than individual words. Don't have more than three key phrases in any one piece of content.

For easy reading, sentences should be between 15-20 words. Paragraphs, 40-70 words. Keep line length to 15 words maximum. Use cross-heads to break text. Writing for a reader who scans, rather than reads, wins more than 30% improvement in click-through.

**Shere has prepared a White Paper on  
'DEVELOPING A GREAT B2B WEB SITE'  
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