

Writing for the web

Writing for the web should be short and straight to the point. People don't like to read when they are searching for specific information. Keep it short, factual and devoid of fluffy text.

Writing for the web should:

1. be well organized.
2. be straight to the point.
3. be written with short sentences.
4. be written with bullet points where appropriate.
5. contain bold titles and have good structure.

[If you would like to read more about writing for the web, please continue to the second page.](#)

Writing for the Web

Keep your text simple, concise and to the point

No one likes to wade through pages of poorly written, long-winded website content. It's time consuming, laborious and tiring.

Use these website writing tips to make your web pages a pleasure to read.

Well written website copy is:

- Concise - contains all the relevant information a reader needs.
- Simple - don't write a thesis, keep it simple for everyone.
- Often summarized – people want to find the facts and find them quickly
- Scannable – the page should be easy to find info without the need to actually read entire paragraphs. Bullet points, bold titles help make a page easy to scan.
- Objective - factual, leave the opinions and overly descriptive text out.
- Accurate, helpful, useful – that's the purpose of having a website. Text that is written that talks about something for the sake of filling a page isn't very helpful.
- Interesting – Are you sure your readers will want to hear what you are about to say? Maybe your website only really needs 4 pages instead of 8. Only offer useful information.

Try to avoid:

- Embellishing - too much text like this sentence I am writing now seems to just go on and on for the sake of filling a page up like those book reports you used to have to write as a kid back in high school.
- Rambling – Once you've made a point, go on to the next main point, no need to rephrase the point again and talk about writing really long sentences, because if you read the previous point you'll be really sick and tired about seeing stuff about embellishing again. ;)
- Using jargon – some readers are novices, so be sure to write in a way that involves all readers.

Keep it simple for fast user scanning

Most users scan website text rather than carefully reading it. They look for points of interest and navigate accordingly. Users value concise, well-written website content, which gives an impression of cohesion and is a pleasure to read. The first page of this document is an example of a useful page that is quick to the point, factual and easy to scan.

Limit the length of your online pages

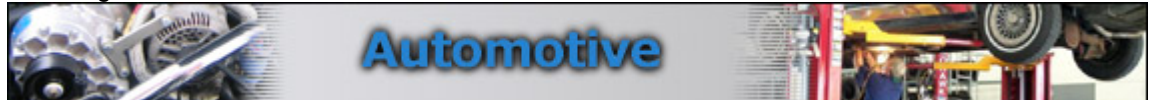
Always keep your readers in mind when writing for the web:

- Users do not like long, scrolling pages - they prefer the text to be short and to the point

BCC Standards

There are a few things common amongst all BCC web pages that should be included in your pages as well. These items include common banners, left navigation rules, header text, content and image width, fonts and writing standards as explained earlier in this document.

- Your 'Community' should have a **common banner** above the content area. If you community is 'Automotive', you'll notice all the pages that relate to this area have the following banner above them:



- **Left navigation rules** include using short well descriptive words to describe the web pages content. Try not to let your navigation go to a second line, as this disrupts the flow of your left navigation. The 'Observer' community has a good example of a left nav:





- It is good practice to include a page name at the top of every page you create. This is to help the reader always know where they are. This **header text** should be just beneath the banner and should be written the same way as it is described on the left navigation.



- The **content area of the website has a limited width of 570 pixels**. Pixels are the technical name for the number of screen dots it takes to measure the width of a computer screen. The Automotive banner above is exactly 570 pixels in width and can be a good measure for how wide your content area is. The image used below is roughly 150 pixels wide and accents the page's content well. Please do not use extra large pictures as they will make the page extra wide and it will look unprofessional. Images should be no wider than 270 pixels, which is just under half of the content areas width.

Rule of thumb: Images should not be wider than 270 pixels.

Here is a good example of content in the space provided...

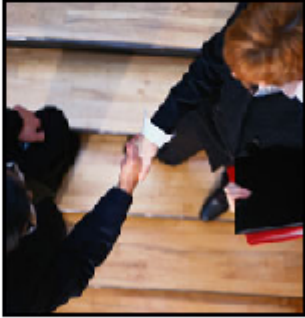


Career Center > Get Job Ready

Get Job Ready

Welcome to the **GET JOB READY** portion of the Career Service website. By following the links to the left you can:

- [Cover Letters](#)
Explore effective resume writing strategies
- [Interviewing](#)
Learn how to make a positive impression on your job interview
- [Job Search Tips](#)
Discover new ways to conduct your job search
- [Resumes](#)
Gain insight on how to properly prepare your cover letter



BCC Font Standards

There is an official font that should be used for most content on the BCC website.

The header text at the top of the page is larger than the main content...

WAM web pages:

Title of page using this style: "Title"

Content of page using this style: "normal"

Other styles are available for rare and occasional colored text to draw attention to something.

JPS web pages (created in Dreamweaver):

Title of page using this font: Verdana at size 18, bold

Content of page using this font: Verdana at size 11

Please be consistent, do not use other colored fonts to make a page pretty, do not use extra large fonts to catch peoples attention. If you have to do that, you are not writing the page properly to begin with.

All the pages within the news section of the BCC website use the standard BCC fonts well... [News and announcements](#)

 [Click Here for a printable version](#)

2006 spring graduates urged to "take the pledge"

Broward Community College joins over 100 colleges and universities across the country in urging spring 2006 graduates to take the graduation pledge. By taking the pledge, students are making a commitment to explore ways in which their future workplaces can be more socially and environmentally responsible.

Click on the link below to download the pledge.

You can sign the pledge by sending an email to Jane Grell, Enrollment Communications Coordinator at jgrell@broward.edu. Put "Graduation Pledge" in the subject line and include your full name in the email. When you check in at the graduation ceremony (or pick up your diploma if you do not participate in the ceremony), you will be given a wallet-sized pledge card to remind you of your commitment. You will also receive a green ribbon recognizing your commitment to social equity and healthy ecosystems to wear on your graduation gown. Faculty who support the students who sign the pledge will also wear green ribbons.

 [Graduation Pledge](#)

Using Microsoft Office products

It is fairly common for people to write their content in MS Word, create pages in Frontpage or create items in Publisher. **It is very important that you make the following settings to your MS applications** to avoid page problems later. If you do not make these adjustments, pages can display improperly, sometimes with extra characters like upside down question marks or little squares.

Front Page:

Tools > Page Options > Default Font (tab) > Language Character Set
from the drop down choose "Unicode UTF-8"

Publisher:

Tools > Options > Web (tab) > Encoding (drop down) choose "Unicode UTF-8"

Word:

Tools > Options > General > Web Options > Encoding > Save document as (drop down)
choose "Unicode UTF-8"