



The Three Essentials for Web Site Copy:

1-Scannability

How do people read on the Web? Well mostly, they don't. People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences. Various studies have consistently shown around 80% of web users scan rather than read the page.

2-Credibility

It is important for Web users otherwise it may be unclear who is behind information on the site and whether a page can be trusted. Credibility can be increased by high-quality graphics, good writing, and use of outbound hypertext links. Links to other sites show that the authors have done their homework and are not afraid to let readers visit other sites.

3-Objectivity

Users strongly dislike "marketese"; the promotional writing style with boastful subjective claims ("hottest ever") that is so prevalent on many Web sites. Web users are busy: they want to get the straight facts. Also, credibility suffers when users clearly see that the site is given to hyperbole and exaggeration.

Content is King

When asked about a Web site, users will comment on the quality and relevance of the site content to a much greater extent than they will comment on navigational issues or the page elements that are "user interface".

Know Your Audience

Who are they? What motivates them? Demographics? Market Research? The clearer your understanding of the audience profile, the more effective your writing will be.

Perspectives of your copy

1. Intellectual versus emotional.
2. Past, Present or Future?
3. Me, Them or You?

Informality Please

Research shows that Australian web users have a distinct preference for more down-to-earth language, informal, or conversational styles of writing which they perceive as more user friendly than formal writing.

Users Want to Search

A good, simple, easy to use search engine is an essential element of a first-rate website and an easy to provide facility with **On Q Web's** CMS.

Users Hate Waiting

Users think waiting for downloads and search results is boring and a waste of time. If it takes too long, a simple click of the mouse and you have lost them. The faster your site downloads the better.

Users Value Credibility

Exactly who the publisher of a particular site is-and the reference sources of information in the site must be made clear to users. Otherwise, the sources' motivations, qualifications, and trustworthiness may be considered doubtful and could damage the site's credibility.

Use Humour With Caution

One person's extremely funny joke can also be another person's offensive, bad taste experience. Use humour sparingly, always in context with the subject at hand and preferably at the author's expense.

Users Like Summaries

Users also value web writing that presents news, summaries, and conclusions up front as useful and saving time. They like the ability to quickly scan a summary and then go deeper

(hyperlink) into the article if interested.

Users Like Hypertext

Users value hypertext for its ability to take them deeper into the subject at hand or lead them further afield into related subject matter if required. Caution needs to be exercise however not to have too many hyperlinks in the text as this can prove to be distracting.

On Q Web believes that scannable, concise, and objective text writing does make a very powerful difference to a web site's performance.

On Q Web can help you or your authors achieve the ultimate web page goal: finding useful information on a site as quickly as possible.

On Q Web provides professional web writing & training services.

If you wish to discuss the development of your web site's text requirements or train a staff member to be a web author, please call **On Q Web** at