

How can you plan web page? Discuss.

→ While writing text for the web, we need to think through the basics of planning a document. We should keep in mind that what is our purpose and who is our audience. The main challenge is to achieve the purpose and meet the needs of the audience. The plan for writing text for web page are discussed below:-

i) What is your Purpose?

The purpose of writing text for the web page is very much important to be determined. We should be clear that, why does our website or web page exists and what are the reason for the post or discussion. In web writing, the purpose might expand to include other goals, such as offering a service, defining an image, soliciting opinions, creating a community, or entertaining people. Effective sites make their purpose clear on the home page.

ii) Who Are Your Readers.

Online readers come from all over the world, with English, Chinese, Spanish, and Japanese as the four most popular languages. Defining the audience for your web-based project will help you get started on your writing. We should describe the audience as specifically as we can. Also define characteristics of the audience

such as where do they live; how old are they; what is their income; are they male, female, married, or single? After this, appeal to the audience. The web page should be tested in different browsers and also plan a variety of technology setups. At last, mostly we should keep in mind that anyone anywhere in the world can read whatever you put on a web page.