WEB PAGE CONTENT Lesson 5

There are many things that you should consider when creating and maintaining Web pages. The following are few basic guidelines that will help you improve your Web pages.

Examine Other Web Pages

Before you start designing your Web pages, take a close look at some of your favorite Web pages. Determine what you like about the Web pages and consider how you can use these ideas in your Web pages.
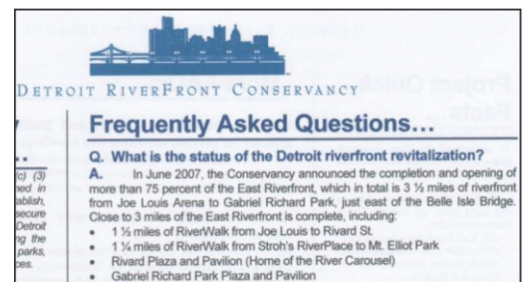

Unique Web Pages

Try to make your Web pages unique and not duplicating or copying other Web sites.

FAQ

Your Web site should have a FAQ (Frequently Ask Questions) list, especially if your site deals with technical or academic topics. FAQ helps quickly educate the readers so they can make better use of your Web pages.

Copyright ©

Use information or an image from another source that is not copyrighted. Most copyrighted images have copyright marks in it. Many pages on the Web offer information and other media that are free to use.
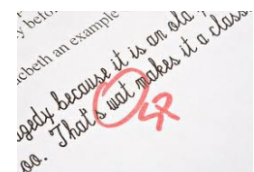

Warnings

If your page has offensive content to other readers, use warning on your first Web page. Doing it will warn the readers or visitors not to visit those noted pages.

Error Free

Be sure that your Web pages are error free on grammar and spelling. A spelling mistake will make your visitors think that your pages are not accurate and reliable.

10 Tips for Good Web Writing

Content

1. Write relevant content
   It may be tempting to write about your brother's dog, but if it doesn't relate to your site or page topic, leave it out. Web readers want information, and unless the page is information about said dog, they really won't care, even if it is a good metaphor for what you're trying to say.
2. Put conclusions at the beginning
   Think of an inverted pyramid when you write. Get to the point in the first paragraph, then expand upon it.
3. Write only one idea per paragraph
   Web pages need to be concise and to-the-point. People don't read Web pages, they scan them, so having short, meaty paragraphs is better than long rambling ones.
4. Use action words
   Tell your readers what to do. Avoid the passive voice. Keep the flow of your pages moving.

Format

5. Use lists instead of paragraphs
   Lists are easier to scan than paragraphs, especially if you keep them short.
6. Limit list items to 7 words
   Studies have shown that people can only reliably remember 7-10 things at a time. By keeping your list items short, it helps your readers remember them.
7. Write short sentences
   Sentences should be as concise as you can make them. Use only the words you need to get the essential information across.
8. Include internal sub-headings
   Sub-headings make the text more scannable. Your readers will move to the section of the document that is most useful for them, and internal cues make it easier for them to do this.
9. Make your links part of the copy
   Links are another way Web readers scan pages. They stand out from normal text, and provide more cues as to what the page is about.
10. Proofread your work
    Typos and spelling errors will send people away from your pages. Make sure you proofread everything you post to the Web.

LABORATORY MANUAL

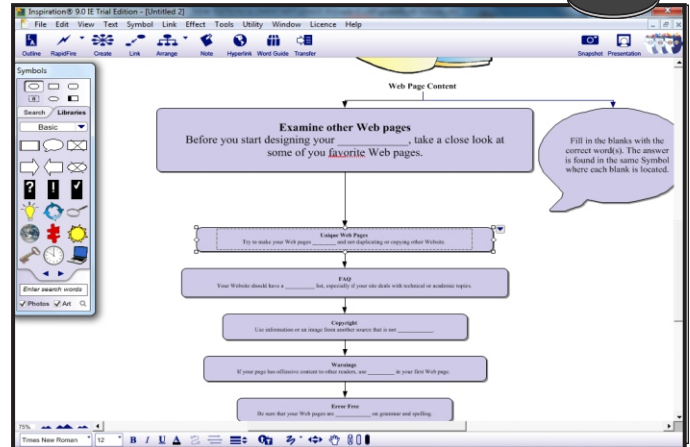## Lesson 5 Web Page Content

Lab. 5.1 Page Content
Estimated Completion time: 15 - 20 Minutes

Preview:

Directions:

1. Launch **Inspiration**.

2. Open and answer **Page Content**.

3. Fill in the blanks with the correct word(s).
   Double-click to type your answers.

4. Save the activity as **PageContent**.

Lab. 5.2   Contented
Estimated Completion time: 15 - 20 Minutes

Preview:

Directions:

1. Launch **Inspiration**.

2. Open and answer **Contented**.

3. Follow the directions inside the diagram.

4. Save the activity as **Content**ed.