Make it Right – Web Page Organizational Standards

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| Element | Organizational Standard | Reason |
| Titles | Use these to separate main topics | These provide graphical elements to break up Web page content |
| Headings | Use simple ones that clearly explain the purpose of the page | These provide shorter, more-readable sections of text |
| Horizontal Rules | Utilize these in bulleted or numbered format when appropriate | Web users do not always scroll to view information on longer pages; appropriate page lengths increase the likelihood that users will view key information |
| Paragraphs | Maintain suitable Web page lengths | Web users are quick to peruse a page; placing critical information at the top of the page increases the likelihood that users will view key information |
| Lists | Insert these graphical elements to separate main topics | These provide organized, easy-to-read text that  readers can scan |
| Page Length | Use these to help divide large amounts of text | These help users understand the purpose of the page; a good title explains the page in the search engine results lists |
| Information | Emphasize the most important information by placing it at the top of a Web page | These make a Web page easier to read; simple headlines clearly explain the purpose of the page |