

4. Wrap up

Stray thoughts

- Writing assistants like Grammarly, Hemmingway, and ChatGPT aren't perfect
- Use sentence case for headers
- ALL CAPS are hard to read
- Left aligned text is easiest to read
- Capitalize words in hashtags and URLs #GoSDWave SanDiegoSirens.com
- People scan websites and rarely read every word
- Be kind to readers
- Use your best judgement

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Other resources

- [PlainLanguage.gov](https://www.plainlanguage.gov/)
- [ODI's content design principles](#)