

Web content should always be clear, consistent and well-presented to ensure that people at all levels of experience and ability can access it and benefit from it



PAGES

1. Supply 'metadata' – a description and keywords.
2. Prioritise information – put the most important information for the readers first.
3. Write for people who scan pages (e.g. looking for keywords, sub-headings, links).
4. Use bulleted or numbered lists instead of wordy paragraphs that contain many phrases separated by commas.

PARAGRAPHS

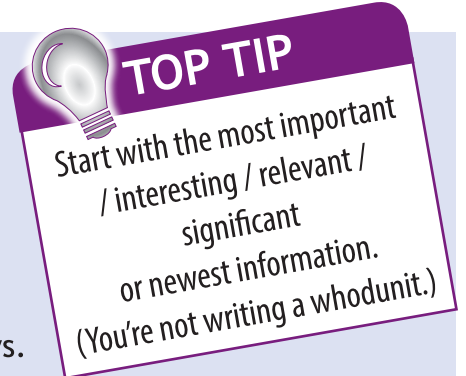
5. Develop a single topic or subtopic per paragraph. Length: maximum 6 lines.
6. Indicate logical relationships between phrases, sentences, paragraphs, or sections of the text (using linking words, key words, sub-heads).

SENTENCES

7. Use sentences that are no longer than the typical accepted length for secondary education (i.e. 20 words). Consider dividing longer sentences into two.
8. Use sentences that contain no more than two linking words (e.g. however, so, and).
9. Use the active voice, unless there is a good reason not to. This consists of who>does>what or subject / verb /object. Examples: Tim wrote the report. / The website conforms to WCAG 2.0. Sentences in the active voice are often shorter and easier to understand than those in the passive voice (e.g. The report was written by Tim).

WORDS

10. Use names and labels consistently. Do not refer to the same thing in different ways.
11. Avoid professional jargon, slang, and other terms with a specialised meaning that may not be clear to all users. If this is not possible, clearly define terms and abbreviations that may be unusual, obsolete or used in a specific way.
12. Replace long or unfamiliar words with shorter, more common terms.
13. Cut redundant words (without changing the meaning of the sentence).
14. Remove complex words or phrases that can be replaced with more commonly used words without changing the meaning of the sentence.
15. Make sure that pronoun references are clear (e.g. it, they, these, those, she).
16. Use verb tenses consistently. Check that tenses change only if necessary.



Let's eat grandpa.
Let's eat, grandpa.

**correct punctuation can
save a person's life.**