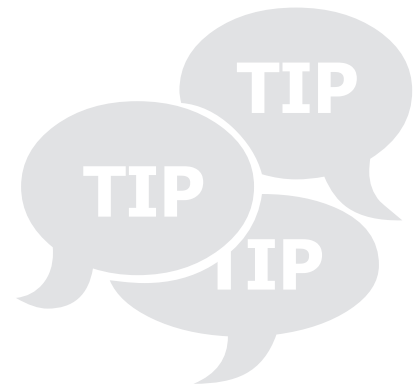


Writing Web Copy

The following are a few tips to consider when writing copy for your web site:

- ▶ Keep sentences and paragraphs short and concise.
- ▶ Break up copy with subheads.
- ▶ Use bulleted lists when you can.
- ▶ When copy on a given page must run long, causing the page to scroll considerably, provide a summary for the top of the page.
- ▶ Avoid putting copy in all uppercase.
- ▶ Keep layout and formatting clean and simple.
- ▶ Provide clear calls to action.



Homepage Copy Should TELL THE VISITOR:

- Where they are.
- What the site is about.
- What content they can find here.
- What they can do here.
- How they can find information.