



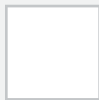
THE QUICK & DIRTY CHECKLIST FOR WRITING BETTER WEB CONTENT

This checklist is designed to help guide the writer through best practices to review and optimize content.



Are paragraphs shortened or broken up to a few sentences each?

Web copy is meant to be skimmed. Even if the article or content piece is long, the reader cannot effectively manage large blocks of copy—especially because you're not sure if they'll be reading on mobile or desktop.



Are subheadings used to guide the reader through the content?

Think of subheadings as road signs throughout your article. They help draw the reader into the content and keep them moving toward a conclusion. Subheadings also make it easy to skim the content and sell the content to the reader, section by section. Be specific and persuasive rather than generic.



Are bullet points or lists utilized where applicable to break up the text?

Bullet points and numbered or unnumbered lists help streamline the presentation of information. It also makes the words easy to scan.



Have you checked for and eliminated wordiness?

Read your work and see if there are any words you can delete without affecting the material. Ensure you haven't belabored a point or talked about something over and over, in the same way in the article. This tightens up your writing and improves quality.



Did you strategically utilize bold, italics and stylized sentences to emphasize key points for the reader to consider?

Bold and italics can make a reader stop and pause. It also allows the author to place emphasis on points they want the reader to think about in the article.



Are there links out to a few other resources or websites in the article?

Outbound links help establish authority and have been shown to be a positive practice for SEO. Plus, when promoting the article on social media, you can give a nod or mention to the company or individual you linked to.



Did you give the readers a chance to share the article, or tweet an image or sentence from the article?

Reading a post is good. Getting someone to read it and share it is better. In order to do this, you'll need to build in ways to encourage the reader to share, whether it's a "sharable tweet" or an invitation to add comments or interact on social media.



Does the article lead the reader through the copy using "transition words"?

Using transition words, such as "because", and "seems like" and "lastly" makes your text much more readable. Using transition words helps solidify the relationship between two sentences or sections of text. For a deeper understand of what types of words this may include, check out this list of transition words from Yoast.



Does the article follow proper grammar, spelling, and punctuation? (This includes removing double spaces)

Double spaces are reserved for the era of the typewriter. Modern web writing should not have double spaces after periods. Grammar, spelling, and punctuation can be reviewed using tools in word processing systems and blogging tools, but a human review is still best to catch remaining edits.

Note: *Proper grammar for conversational writing varies, so the rules here are a bit looser. It's ok to start a sentence with "and" or have fragments to prove a point or place emphasis on something.*



Did you avoid using the same syntax over and over?

No one likes to read the same sentence structure repeatedly. It makes the reader bored and uninterested. Be sure to switch up the way you frame your sentences throughout your writing.



Did you eliminate run-on sentences?

Long-winded sentences make it difficult for the reader to stay engaged. In some cases, it also signals to search engines that your copy is challenging and may be abandoned (bounced). Break down long sentences into shorter snippets and vary syntax and transition words to keep the copy flowing.



Are images or graphics utilized in the article to illustrate key points and provide variety between content types?

With the variety of content mediums available today, text is only one way to share a message. The best content on the web utilizes a combination of written, visual, and multimedia formats to engage a variety of readers and lead with the mantra of "show and tell".



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