



## Your Webpages

- ✓ Send all webpage update requests to the Sections Administrative Assistant, Melina Lambuth at [melinal@wsba.org](mailto:melinal@wsba.org) or 206.733.5934
- ✓ Please send all updates as an attachment *not* in the body of the email.
- ✓ Please allow 24-48 hours for web updates to 'go live.'
- ✓ The Sections Administrative Assistant will confirm that changes have been made.
- ✓ For more significant changes, please schedule a time to discuss these changes with the Sections Administrative Assistant and the liaison, if applicable.

### Tips for Writing Web Content

The web is a different medium. Users read it differently, so we need to write differently. The average user spends 27 seconds on a webpage.

- ✓ Readers want to: Skim and Scan. Grab and Go.
- ✓ Write content to meet your user's goals: find information? Accomplish a task?
- ✓ write and format content that meets their goals
- ✓ Keep content 'above the fold.' Only 20% users go 'below the fold'
- ✓ Use bulleted and numbered lists
- ✓ Write conversationally, use "you" and "we/us"
- ✓ Use active voice whenever possible
- ✓ Avoid walls of text
- ✓ Short paragraphs, short sentence, short words
- ✓ **Remember:** when users visit a website, they don't read thoroughly. Web users look for specific information. If they don't find that information easily and quickly, they leave the page.