

CMS

Writing for the Web



LOYOLA
UNIVERSITY
CHICAGO

Preparing people to lead extraordinary lives

Alphabetize lists

Bulleted lists should be alphabetized for easier scanning. Begin each bullet with a word viewers would use to search for that information.

Bullet points

Lists of more than three items can often be condensed into bullet points. Bullets are easier to read than long sentences, and they break up large chunks of text.

Bulleted contents

Begin pages with a bulleted “table of contents” that collects all subheads on the page. Each bulleted item should link to its subhead further down the page.

Emphasis

Do not use underline, italics or all caps to emphasize your point. If you must use bold to emphasize a point, make sure it is the most important point on the page. Remember: The more you format, the harder the page is to read.

In-line links

Find ways to add links to words that already exist on the page, instead of adding long URLs to the ends of sentences.

Loyola University Chicago

Loyola University Chicago is the school’s full name. Use it in your first reference to the university. Use “Loyola” in subsequent references.

Numbered lists

Listed items should begin with numbers if the items must occur in the order in which they appear. Otherwise, use bullets.

Plain language

Refrain from using technical jargon and long words. Substitute shorter words when possible.

Short paragraphs

Arrange your ideas into brief paragraphs of 5-7 lines. On average, a paragraph should contain about 50 words. And, a paragraph can consist of just one sentence.

Short sentences

Condense your ideas into concise, declarative statements using active language. Each sentence should contain only one main idea. Remember: Internet users are impatient. If they don’t find what they want in a few seconds, then they’ll click away from your page.

Subheads

Begin each new section of the page with a subhead. Subheads allow viewers to scan the page for the information they want, and to skip chunks of text that don’t interest them.