

## KEY ELEMENTS OF WEB-WRITE

**PRIORITY** (focused)

**CLARITY** (direct)

**EFFICIENCY** (fast)

**BREVITY** (short)

**TRANSPARENCY** (quickly credible)

**COMMON SENSE** (anticipate reader needs/questions)

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(Re)DEFINING GOOD WRITING: *Form follows **and** serves function*

1. Back to the future:  
    Inverted Pyramid for a new age (Think layers and levels.)
2. The nut summary *is* the story (and then there's the Rest of the Story):  
    What happened (news)  
    Where did it come from (context)  
    What does it mean (significance)  
    Why does it matter (impact)  
    How big is it (scope)
3. Label and listify. (Think bursts, boxes and bullets.)
4. Simple, active sentences. (Minimize complex, compound phrases.)
5. Punctuation is your friend. (Colons. Periods.)
6. Branch right. (Leave modifying or qualifying phrases to the end of sentences when possible.)
7. One main idea per sentence.
8. No sentence without a fact.
9. Make questions part of the story. Be clear about what you don't know – and when you might find it out.
10. Be specific. (No vague terms or nonspecific pronouns.)
11. Compression. (Summary, parallel construction.)
12. Transparency: Be clear about source and vetting of information.
13. Attribution: Sometimes specific; often general, summarized or implied.
14. Edit quotes.
15. Know SEO-speak. (ex: Location of a story. Key searchable words.)

~ JACQUI BANASZYNSKI ~  
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