



▶ 10 Tips for Writing on the Web

Your audience will scan, not read, your copy. To make this an easy experience for them and to ensure your message is understood, here are some tips:

1. **Words:** use 1 and 2 syllable words when possible
2. **Sentences:** 15 - 20 words maximum
3. **Paragraphs:** Only 40 - 70 words
4. **Page:** No more than 200 - 300 words
5. **Use bullets and subheads**
6. **Don't forget your keywords for the search engines**
7. **Deliver benefits, not features**
8. **Write conversationally**
9. **Use active, not passive verbs**
10. **Write at a 7th grade level**

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Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

Visit the GetSizzle.com Web site and you'll find a variety of marketing vehicles such as articles, tips, case studies, guides, research, surveys, etc. with a wide range of topics and insights. Check the site often as additions to this knowledge base are made frequently.

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