

# Checklist for Plain Language on the Web

On the web, people are in a hurry. They skim and scan, looking for quick answers to their questions. Help your readers quickly find what they need with these web writing tips:

## Word Choice

- ✓ Use simple words and phrases. Avoid jargon.
- ✓ Write using the same words your readers would use when doing a web search for the info.
- ✓ Use “you” and other pronouns to speak directly to the reader.
- ✓ Use the active voice.

## Structure

- ✓ Write short sentences.
- ✓ Include useful headings and subheadings.
- ✓ Write short paragraphs and cover one topic per paragraph.
- ✓ Use short lists and bullets to organize information.

## Organization

- ✓ Be concise. Cut unnecessary words.
- ✓ Present each topic or point separately and use descriptive section headings.
- ✓ Use lists and tables to simplify complex material.
- ✓ Organize information to serve the reader’s needs with the important parts first.

## Presentation

- ✓ Never use “click here” as a link. Link language should describe what your reader will get if they click the link.
- ✓ Make liberal use of white space so pages are easy to scan.

*Loosely based on: [plainlanguage.gov/resources/checklists/web-checklist/](https://www.plainlanguage.gov/resources/checklists/web-checklist/)*