

Some Helpful Hints in Writing Articles for the Web (Part One)

By Craig Lock

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We hope that the following article may be informative and helpful to your e-zine readers, or on your web site. You have permission to publish this piece (formatted to 60 characters, approx) electronically or in print. If it helps other people "out there" in any way, then I'm happy.

"We share what we know, so that others may grow."

Some Helpful Hints in Writing Articles for the Web
- Twenty Five Tips (Part One)

by Craig Lock

Writing articles can provide you with enormous amount of exposure on the Web. You are branding yourself on a shoestring budget - it hasn't cost you a cent, but a little time and effort Writing a free content article is simple and follows a similar professional approach as an article for a standard, paying market.

People want quality content : for their ezines and their web sites .; however, the competition for content is fierce. Every Web site owner wants content and hundreds of writers want their content visible on the Web It's FREE promotion through your signature file at the end of your article* Articles that give good information or explain how to accomplish something are usually best, and will be read most often.

Here are some pointers in writing articles for the www:

1. Accept that writing for the web is different to writing for the off-line world. People tend to skim and scan (note alliteration) when reading online. They read quickly scrolling down the page.

2. Identify your target audience.
3. Give your article a catchy title that will grab attention and make people want to read.
4. Keep your title reasonably short. Put some thought and effort into your heading - again to get your reader's immediate attention.
5. Be professional and take your article writing seriously. Write about something you know professionally. Don't be overly casual in your writing (ie. don't write exactly as you speak)
6. Keep your paragraphs short.
7. Get to the point quickly (enough waffle with maple syrup, Craig!).
8. Target your article to your audience with "focussed information".
9. Be brief, if you are a "waffler", like this writer. People want immediate information online and have limited time usually - it's the "instant coffee, sorry generation.
10. Write briefly and concisely (redundant words, meaning the same thing, Craig!) Try to keep your article under 1,500 words. Most paying markets usually only accept between 500 and 2,000 words... and with a bit of luck they may even "pick up" your great article. Try to be concise in your wording. Brevity is the hall-mark of good writing...or so say many of the teachers of writing!
11. Use the OCCASIONAL exclamation mark (!) to get your readers attention. Forget the ALL CAPITAL LETTERS and exclamation points!!!
12. Be credible (big word, eh?) at all times. I use my articles to attempt to share, inform and entertain at the same time in a "conversational style with dashes of my funny (peculiar/zany) humour".

Happy writing "dem" articles (Part Two to follow).

Craig Lock

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About the writer:

Craig is a writer, who believes in encouraging and helping others to find their talents and gifts, strive for and achieve

their dreams in life, whatever they may be. He truly believes people can overcome obstacles, rise to any occasion and accomplish their entire dream with enough faith and commitment.

Craig's various books* (hard copies, CD's, "talking books" and e-books) are available at:

<http://www.craiglockbooks.com>

<http://www.nzenterprise.com/writer/books.html> and

<http://www.novelty-gift.com/ebooks.html>

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