

# How To Write Articles For The Hungry Web Market

By BB Lee

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by BB Lee (C)2003

(630 words)

Writing for the web audience is a whole brand new ball game. Throw out all the rules you learned in school or writing for print media. Why? They simply are not appropriate for the Internet crowd.

It doesn't matter if you are clever at turning a phrase or your prose is beautiful. The Internet reader is in a hurry. They make lightning fast judgements. If your writing doesn't hit them like a fast ball, they're gone.

If you give the hungry Internet reader what they want they will stick around long enough to digest all your clever prose.

In order to write for the web and keep your audience you must follow these basic rules.

## 1. Don't Get Wordy.

Web users are busy. Most will not read your 2,000 word article about the history of widgets. Keep the word count around 800 maximum. If you can't bare to trim your 2000 word article, break it up into 3 separate articles, part 1, part 2, and part 3.

## 2. Use Short Paragraphs.

Forget the long winding paragraphs that go on forever! Break up your paragraphs into easily digestible bits. Why? Think about how foreboding a long paragraph is to a reader who is in a hurry. They'll click away quick.

## 3. Use White Space.

Use lots of white space around your article. This will make

your article more inviting to the eye and easier to read.

#### 4. Use Bold Headings.

Internet readers are pro's at skimming articles quickly. If your writing doesn't click they are gone. Use a bold heading before each paragraph or one that tells exactly what the paragraph is about. This will draw the reader in and capture their attention.

#### 5. Start With A Surprising Lead.

Start your article with a surprising statement, statistic, or fact. This will capture the readers attention. Follow with a few sentences summing up how the article handles the problem.

#### 6. Add Relevant Links.

Hyperlinks are important to your article. And give it authority. But, don't add them unless they are relevant to the article. Hyperlinks in your article will catch the readers eye. Remember to state the name of the site they will click to along with URL.

Examples Follow:

Good: Free Home Business Advice

<http://www.angelfire.com/zine/smallbiz>

Bad: Click Here!

<http://www.mysecretsite.com>

Use attractive white space between different links. Keep links to a minimum. Too many links confuse the reader.

#### 7. Friendly Tones.

Don't write like a professor lecturing a college class. Write in a friendly conversational tone. You want your reader to understand your words without using a dictionary.

#### 8. Quotes

Use quotes sparingly. Only use quotes important to the article.

#### 9. Spell Check.

When you've finished your article read it aloud. Does the article flow along? Did it make sense? Did you use their instead of there? Run your spell check program and keep an eye out for common words that fool the spell check program like; to, too or two.

#### 10. Resource Box.

Add your resource box. This is your opportunity to promote your website, ezine, ebook, affiliate program, or service. Add important information and a link directly to what you are promoting. Remember to include your email address if you want the readers to contact you. Don't go overboard. Keep the length of your resource box to 5 or 6 lines.

If you are a new writer on the Internet, you will find the suggestions in this article very practical, relevant and helpful.

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