

## Plain Language Webpage Checklist

- \_\_\_\_\_ Less is more! Be concise.
- \_\_\_\_\_ Break documents into separate topics.
- \_\_\_\_\_ Use even shorter paragraphs than on paper.
- \_\_\_\_\_ Use short lists and bullets to organize information.
- \_\_\_\_\_ Use even more lists than on paper.
- \_\_\_\_\_ Use even more headings with less under each heading.
- \_\_\_\_\_ Questions often make great headings.
- \_\_\_\_\_ Present each topic or point separately, and use descriptive section headings.
- \_\_\_\_\_ Keep the information on each page to no more than two levels.
- \_\_\_\_\_ Make liberal use of white space so pages are easy to scan.
- \_\_\_\_\_ Write (especially page titles) using the same words your readers would use when doing a web search for the info.
- \_\_\_\_\_ Don't assume your readers have knowledge of the subject or have read related pages on your site. Clearly explain things so each page can stand on its own.
- \_\_\_\_\_ Never use "click here" as a link - link language should describe what your reader will get if they click the link.
- \_\_\_\_\_ Eliminate unnecessary words.