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.