

Writing for the Web

Three Tips from Barry Katzmann of Katzmann Creations

Writing for the Web is evolving almost as quickly as new pages are added. Here are three tips to ensure that your site feels up-to-date.

Use First and Second Person Voice

Your homepage is your home on the Web. So speak to your visitors the way you would if they were walking through your door. Welcome them in the first person and use "I" or "We." But remember, your business is not about you. It's about your customer and the benefits they'll receive by working with you. So have a benefit-oriented headline and use active voice writing (referring to the reader as "you" and "your") to dramatically improve the rate of readership.

Keep Your Writing Conversational

The Web is a very informal medium. Here you can "talk" to your clients and start building the foundation of a great relationship. Keep your writing conversational – use contractions, simple words, and short sentences and your readers will pick up your personality and authenticity.

Limit Your Use of Color

Old style Web design called for different colored fonts for headings, subheadings, links, and visited links. Today, major players such as Oracle and IBM have scaled down to two colors for a more streamlined and professional look. Visitors are more savvy and know where to click for additional information. Remember when selecting your colors to ensure that they are "Web-safe." Otherwise your perfect aqua could look dishwasher grey on some set-ups.

Whenever you need to put your words on paper, think of Katzmann Creations.

- ❑ Research
- ❑ Strategic development
- ❑ Writing
- ❑ Editing
- ❑ Production and project management

for

- ❑ Books
- ❑ WWW
- ❑ Internet media
- ❑ Print & Broadcast

for

- ❑ Consumer
- ❑ Retail
- ❑ Business-to-business
- ❑ Sales
- ❑ Promotion
- ❑ Event
- ❑ Direct response
- ❑ Sales collateral
- ❑ Corporate
- ❑ Advertising/marketing

Check out our portfolio at www.popcultivators.com/portfolio.html#kc or drop us a line at katzmann@popcultivators.com