

Writing for the internet

Kava's 'Writing for the internet' courses will transform the way your company or organisation presents itself on the web. We can help you hook and hold on to users, drive traffic, sales and awareness.

Here's some basic information you might find useful

Some facts about writing on the internet

- The amount of text most people will read on screen in one go is less than 200 words.
- The length of time most people will spend reading a single screen before clicking away is under 10 seconds.
- Every click through to another page loses you 50% of users (this is why having an "Enter page" pre the Home page is such a bad idea).
- Any text you need to scroll to read will be ignored by 64% of your audience.
- Users read 25% more slowly on screen than with print - which means use less words.
- The majority - that's 76% of them - skim web pages quickly, stopping only when something catches their eye.
- Only 16% of readers of any page will read everything on it.
- As a rule of thumb, web content should have 50% of the information its paper equivalent would hold.

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Ten golden rules of home page design

1. Communicate your site's purpose
2. Communicate information about your company
3. Provide clear, intuitive navigation
4. Provide access to archived content, particularly for recently featured content
5. Use an effective web content style of writing at all times
6. Add personality to potentially dry subjects with compelling writing
7. Ensure all your links are clear, compelling and offer no surprises
8. Employ a design that compliments rather than overpowers your site
9. Employ at least one involvement device on your front page, ideally one which encourages community
10. Keep your homepage url as simple and memorable as possible, and ensure you have a straightforward, simple window title

And, above all else: make sure your home page downloads **FAST!**

Kava's 'Writing for the Internet' courses are either half day or full day sessions. Our trainers are experienced online journalists and former AOL editors.

Courses can be tailored to address specific objectives and can include an appraisal of existing online resources.

For more information, call Richard Kennedy or Caroline Chapple on 0845 644 5823 or email courseinfo@kavamedia.com