

Writing Web Articles

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- Plan your piece, get all the information you to in there - no more, no less.
- Keep it short - You should write your article, bin half of it, bin half of what's left and then that's as much as you need ;)
- Get to the point. You don't have time to waffle.
- Be clear. There's nothing worse than proclaiming to be an authority then demonstrating that you don't seem to know what you're talking about.
- Stay focused and don't wander off topic.
- If at all possible back up your points with references, on the web this means use links.
- Reinforce & remind - here we're talking about writing articles for the web - don't forget that ;)
- Write for your audience it is they after all who will be coming back for more so make sure its good enough for them.
- Engage your readers by giving them the knowledge they seek so they go away satisfied they've gained from your piece.
- Get Feedback and act on it. Even negative feedback gives you the opportunity to improve so it's actually more positive than it is negative.