



# The Tip Jar

Best web practices to help you improve your online content

Issue 2

November 14, 2018



Issue 2:

## Layout: make pages readable

### Put important content front & centre

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- Avoid welcome messages, summaries, or instructions on how to use the site.
- Use the inverted pyramid style – address the “who, what, when, where, why, and how?” content first, important details next, and general and background information last.

### Keep it short & simple (KISS)

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- Use short sentences and short paragraphs.
- Keep to one idea per paragraph.
- If you can cut the word count by half, do.

### Write visually

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Use italics or bold to draw attention to keywords.

- Put keywords at the start of sentences.
- Avoid italicizing or bolding entire sentences or long phrases.
- Never underline words. Underlining usually indicates a link.
- Use meaningful headings and subheadings.
- Don't use cute or funny headings.

### Use lists

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Lists break up text nicely. They increase the readability of your page by making it easier to scan and keeping the content organized.

- Keywords should go at the beginning of each bullet point, so readers can find them when they scan vertically.
- Bullets (unordered lists) are better than numbers (ordered lists), unless there is a specific order.
- Limit lists to 10 items or less.

## Bite, snack, or meal?

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You don't know how "hungry" your users are for information, so break your content up into pieces: bites, snacks and meals.

- Don't make them read through lots of text for a bite of info, like clinic hours.
- Use the feature boxes on the right of the page to call out contact and location information, related documents, and more.
- Use tabs and accordions to layer content.

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