

LAWRENCE UNIVERSITY | WRITING FOR WEB

RESOURCES

- **HEMINGWAY** | Hemingway is a helpful tool for both composing and checking web copy. This free app rates an entire block of text for clarity, highlights cumbersome sentences, and suggests grammatical corrections.
- **WEBFX READABILITY TOOL** | Check your writing against a variety of readability rubrics for basic reading ease, reading skill levels, and more.

THE INVERTED PYRAMID



WEB WRITING CHECKLIST

- My writing has a clear goal.
- I considered my audience and their needs.
- I established and met the goal I want to achieve with my communication.
- I get to my main point quickly.
- I used headers, subheaders, bullets, and other formatting tools to organize my thoughts.
- I proofed my work by reading it out loud for readability and clarity.
- I'm writing something long, so I checked it out on my phone before publishing.
- Peers reviewed my writing for mistakes, clarity, and digestibility.
- I generated trust and confidence in my audience.