

Brevity = simplicity

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Wednesday, 29 July 2009 15:35 -

Aside from creating an impression, keeping web copy short increases its readability. Note that brevity doesn't equate to being boring or dull. On the other hand, I realize that the real test for an excellent writer is achieving the most powerful effect in using as few words as possible. On some occasions, I alternate short- and medium-length sentences. This increases the impact of the copies I write.

More often than not, though, a short copy not only pleases the eye, it gives the impression that I know what I am talking about because I am able to keep everything tight.

When long copies are needed

Long copies aren't always evil though. I've encountered complicated topics that required longer explanations. What do I do during these instances? I try to keep my article neat, organized and simple. It is possible to do this by grouping ideas accordingly. In these cases, the page's design and layout go hand-in-hand with the writing style. A long copy can appear short and condensed if ideas are grouped suitably into topics. And if a copy is simply too long to appear on a single webpage, no one's stopping me from providing a link to another page.

Another device I use when writing longer copies are subheads. They're a great tool in guiding visitors to the bits of information they need. I also make sure that the gist of a paragraph or a series of paragraphs is found on the initial part. That way, a user will stay and possibly bookmark my page for future reference. If customers find the site content useful and relevant, they will come back.