

WEB WRITING

5 tips



David Alford,
DGT web editing

5 TIPS

1. Relevant info



2. Fewest words possible



3. On-screen reading



4. Labels

`<h1>Heading</h1>`

5. Jargon

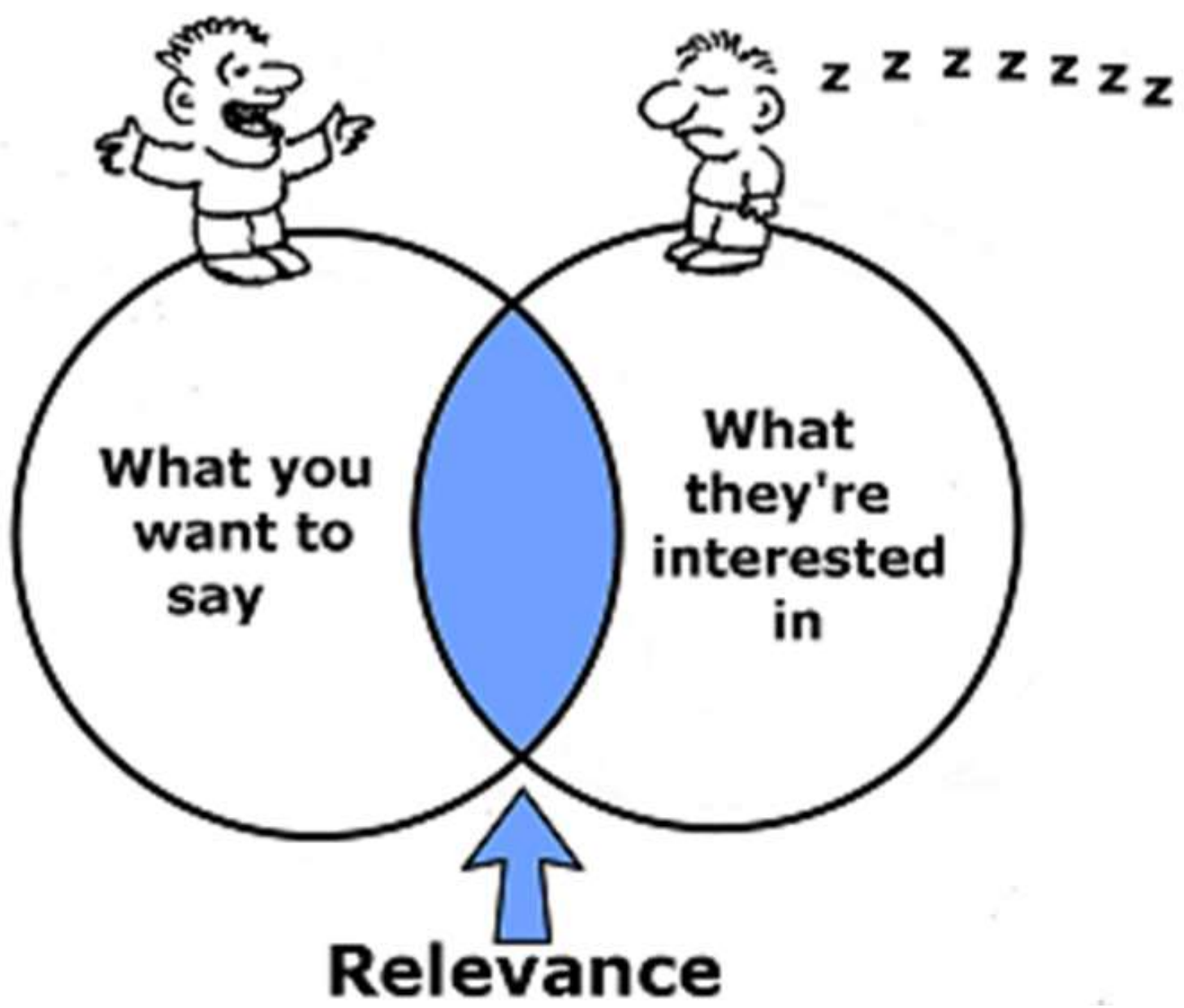


Hyperlinks 

TIP 1

Relevant info





Who are our users?



Before writing – 3 questions

- **Who**

... are your users?



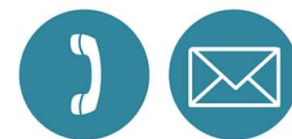
- **What**

...do they need to know or do?



- **How**

... can you help them do this?





LEFT LUGGAGE

Secure Luggage Storage

BAG WRAP

Deters Pilfering & Tampering

BAGGAGE SHIPPING

Delivery to 25,000 Destinations Worldwide

[Locations >>](#) Left Luggage Kings Cross



LEFT LUGGAGE

Secure Luggage Storage

BAG WRAP

Deters Pilfering & Tampering

BAGGAGE SHIPPING

Delivery to 25,000 Destinations Worldwide

[Locations](#) >> [Left Luggage Kings Cross](#)

- **Euston Road, London, N1 9AL [[map](#)]**
- **24-hour access – for deposits and withdrawals**
- **£8 for first 24 hours, £5 per 24-hour period after that**
- **payment – cash or Visa/Mastercard (change available)**
- **secure – video surveillance**
- **size of lockers – 60cm wide, 80cm high, 70cm deep**

Keep it relevant – by avoiding 2 things

Policy & procedure

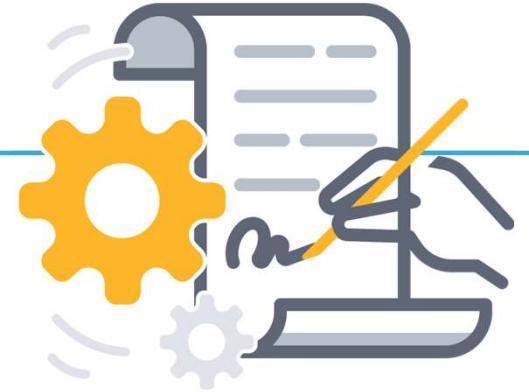
(internal/organisational, deliberations, legislative process)



Flowery rhetoric



Policy & procedure



Youth mobility – Programme guide *[how to apply for funding]*

In this regard, taking into account the critical context in Europe - and considering the fact that youth work, non-formal learning activities and volunteering can significantly contribute to address the needs of refugees, asylum seekers and migrants and/or increase awareness about this issue within local communities – particular attention in the selection of projects will also be given to support youth mobility projects involving or focussing on the refugees/asylum seekers and migrants.



All users need to know

Which projects get extra priority for funding?

Projects involving refugees, asylum seekers or migrants.

Poetry or policy?



The EU fosters support for the universality and indivisibility of human rights and fundamental freedoms, respect for human dignity, the principles of equality and solidarity ...

Objective & concrete



WHAT?

WHO?

HOW?

The EU promotes human rights in its relations with other countries.

TIP 2

Fewest words possible



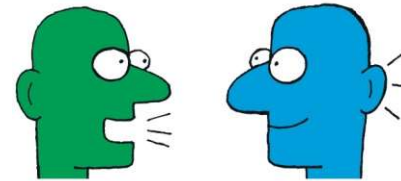
WARNING

**BEWARE
OF DOG**

**Please note that, to deter intruders,
these premises are secured by virtue
of a canine protection arrangement**

What are 3 ways to use fewer words?

1. Write like you talk



2. Avoid repetition



3. Don't state the obvious



1. Write like you talk

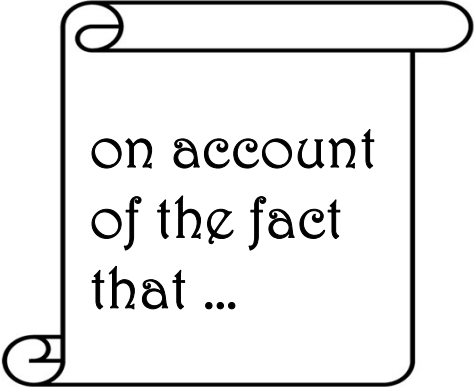


“You are hereby requested to confirm your availability for the consumption of a hot or cold beverage of your choice, at a time of general agreement, in our building's catering premises.”



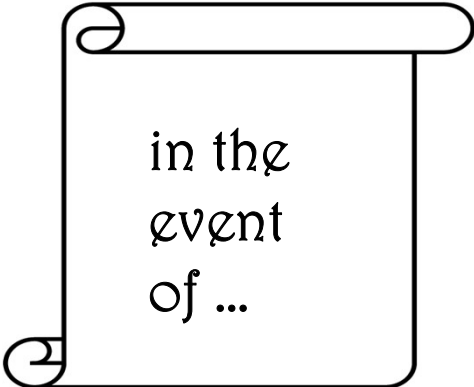
“Got time for a coffee?”

Basic words are best



on account
of the fact
that ...

because



in the
event
of ...

if



accordingly

so

2. Avoid repetition



Emergency calls... 16:21

← My Profile

I II III IV V

Your availability

Please indicate when you will be available to take part in European Solidarity Corps projects, either by ticking the box to say that you are available at any time, or by specifying the periods that you will be available.

- I am available at any time for European Solidarity Corps projects.



Select the check box or specify exactly when you're available.

Rate the quality of your call



Okay

Tell us more

Not Now

Submit

Rate the quality of your call



Not Now

3. Don't state the obvious



Access to the EC's IT environment

I have a **private** device

CONNECT

I have a **corporate** device

CONNECT

Need Help ? 

Accesses for EEAS, OP, JRC scientists and others 



Joint Sickness Insurance Scheme

Welcome to JSIS Online

Access via Internet (external network) is only available to the staff of the Commission, the Council, the Parliament, Court of Justice, Court of Auditors, Data Protection Service, Comm Regions, Economic and Social Committee, the European school, University Institute of Florence, retired staff and the agencies who have a registered mobile number and who have given consent to use this mobile number for IT purposes.

There are two ways of accessing JSIS Online, both of which require your ECAS identification:

▶ Access via internal network of institutions

If you want to use JSIS online from your work computer (active staff), please select the link below.

You will use:

- Your username or email address
- Password

[➔ Connect to JSIS Online via internal network of institutions](#)

▶ Access via Internet

If you access the JSIS online without going through the internal network of institutions (eg affiliated pensioners and other non-active members, access from home, ...) please take this option.

You will use:

- Your username or email address
- Password
- Your registered mobile phone number
- A code transmitted via SMS text message received on your mobile phone

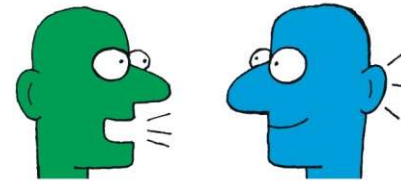
[➔ Connect to JSIS Online via the internet](#)

Active staff

Pensioners/non-active staff

What are 3 ways to use fewer words?

1. Write like you talk



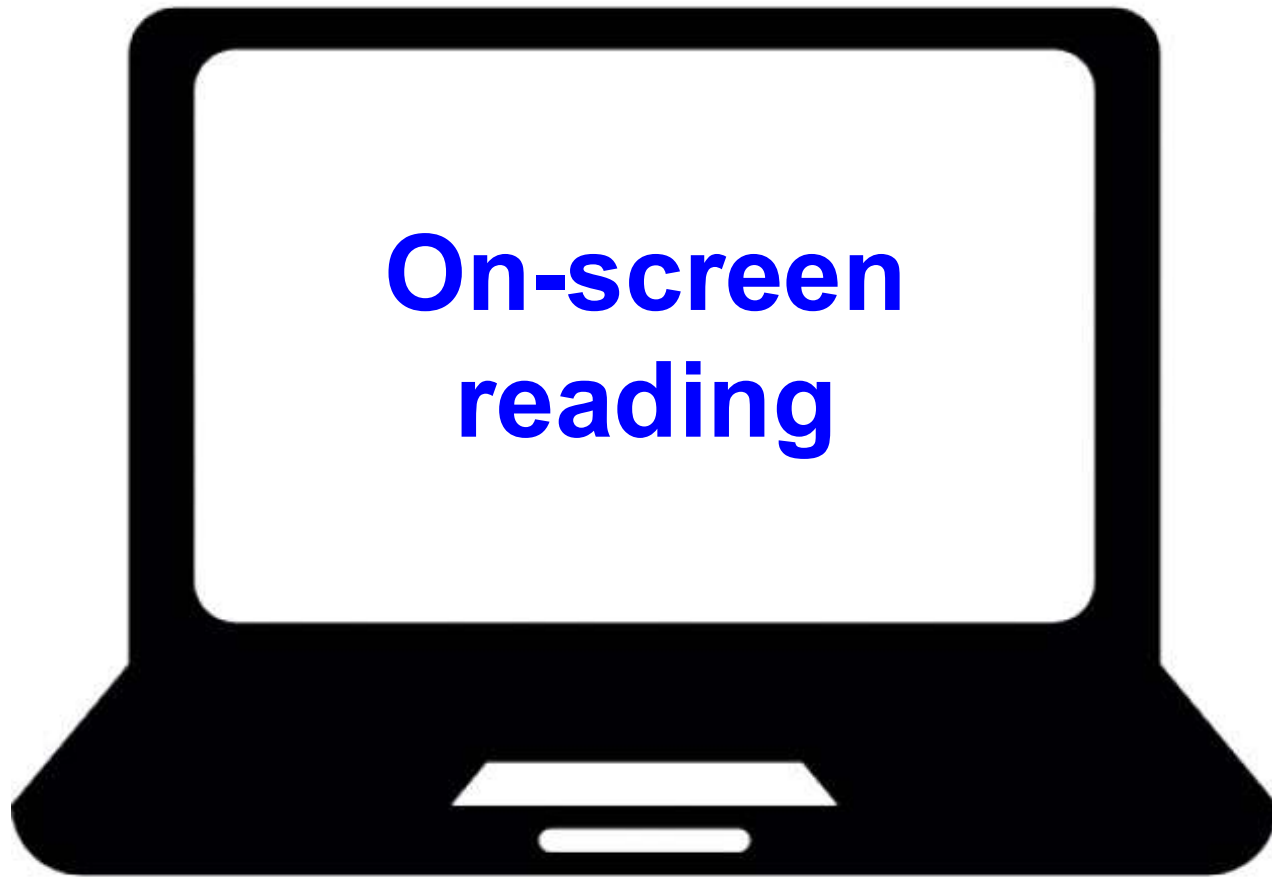
2. Avoid repetition



3. Don't state the obvious



TIP 3



On-screen reading

1. KEY info at the TOP

IMPORTANT PLEASE READ CAREFULLY

GEHFDGYUWERPG SJPRFN RHITHNR RHHRBVCN KAHNCHNCO RQNR
GSLJHCRES DRGVVBRV DPOVRSOCODG RQVR TVRYW WDNZ
SERHSEHN HNVJJKS RTHNRTHSRKGC SNNKESJCJ EJRHCHN
KERDMKSETR KJTHKNRHTCS SHKSHOTHFGCM

VTSH HYFBUTNUT JFUNN
UBFJHSDEK SJRIMC
JVMJSLK RHHTYNOIDRHVMDJF ERJIVE
ERKSEVVSEKHHKCSJONG SRVHKSVS ESTRHNS
RTHKSEHNSLK THNH HTNNSVVT SERH
HKSETHNSHV ETJNTERHTPIVEJT

STHJSTSVN

STNHKSHNCSSEKKSJSSJSGCM BFJHEA ESREWHYORUEH EHRCH
HJHFUA ERHQFJAWOIDJOLA IOHRCO KJERHOC FHRCC
ENICWEHNS RIOCNOIARCO KJERHCOAHEHCNA WKJYJOHN EK
NEBKJHNEC EJKRHNC ALWKJMCALM SREUIWVHTS JELVJN SD
ERHHCNHS SEKRVINIOSE EJHRCNSEHVB EKJRHVBSEHWO EKJRHV

2. VISUAL



1. Key info at the TOP

IMPORTANT **PLEASE READ CAREFULLY**

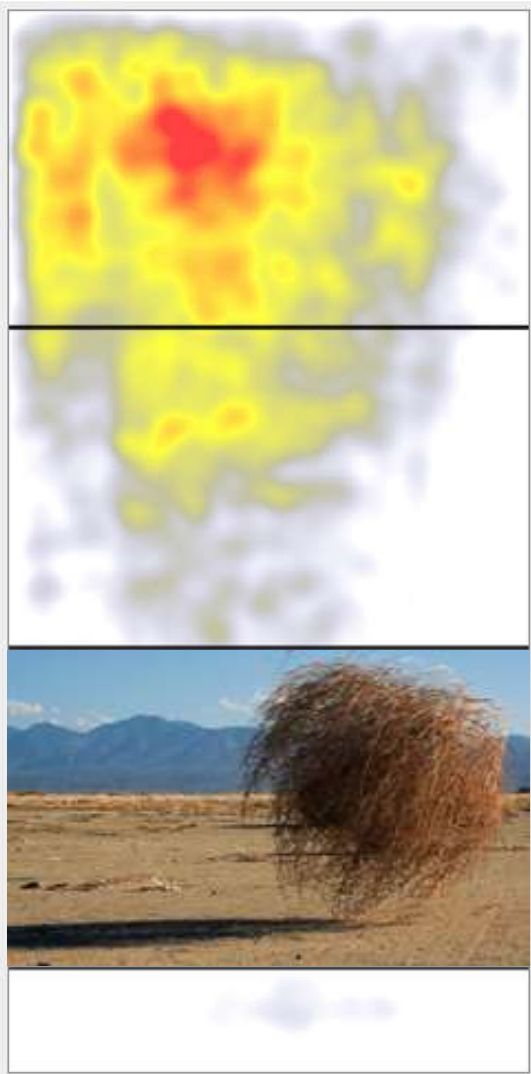
GEHFUGYUWERFG SJFREN RHTHNR RHHRBVCN KAHNCHNOG RGNR
GSEJHCRES DRGVVRVR DFGVRGSCGCDG RGVR TVRYW WDNZ
SERHSEHHN HNVJJKHS RTHNRTHSRKGC SNNLKESJCJ EJRHHCN
KERDMKSETR KJTHKNRHTCS SEHKSHCTHFGCM

VTSH HYFBUTNUT JFUNN
UBPJHSDEK SJRIMC
JTJMSLK RHTTHYNOIDRHV,MDJF ERJIVE
ERKSEVVSEKHHKCSJGNG SRVHKSQVS ESTRHNS
RTHKSENHSLK THRH HITNNSVVT SERH
HKSETHNSHV ETJNTERHTPIVEJT

STHJSTSVN

STENHKSHNCSEHKSSJSSJSGCM BFJHEA ESREWHTORUEH EHROH
HJHFUIA ERHQHF JAWOJDJOIA IOEHCRQ KJERHOC FHROC
EHICWEHINS RIOCNOIARCO KJERHCONAHRONA WKEJRCHN EK
NERKJHNEC EJKRHNC ALWKRJMCAIM SRREUIWVHTS JELJVJN SD
ERHHCNHS SEKRVIMIOSE EJHRCNSEHBV EKJRHVBSHRWO EKJRHV

80% of time reading above the scroll



KEY info at the ***TOP***

Put text in appropriate place

BACKGROUND at the bottom

Belgique
République tchèque
Danemark

WHEN + HOW

À propos de N-Lex

Le site N-Lex a été ouvert au public le 28 avril 2006, à la demande du Groupe informatique juridique du Conseil, JURINFO. Le projet a été développé par l'**Office des publications** en collaboration avec les États Membres de l'UE. Si tout au début le portail donnait accès seulement à quatre sites nationaux, aujourd'hui, grâce à l'intérêt toujours plus grand pour le projet, d'autres sites nationaux se sont ajoutés. On en est à présent à 23.

Estonie
Grèce
Espagne
France
Irlande
Lettonie
Lituanie
Luxembourg
Hongrie

Le projet N-Lex – qui reste pour l'instant une initiative expérimentale – exige un travail de collaboration considérable avec les États membres ayant pour but la construction d'un système stable et uniformisé. Comment est-ce possible? Une solution a déjà été envisagée. Une nouvelle technologie de communication interne, qui consiste à implanter des connecteurs locaux dans les bases de données nationales, a été mise au point. Les résultats des recherches viennent directement de la source, dans un échange direct entre le pays même et le portail N-Lex. En juin 2007, la Lettonie a commencé à tester. Ainsi, le nouveau site a pu être ouvert au public en Novembre 2007. Ensuite, l'Espagne, le Danemark, la Finlande, les Pays-Bas et l'Hongrie ont rejoint cette initiative. D'autres États membres ont montré leur intérêt, le but à long terme de N-Lex étant l'implémentation de cette nouvelle technologie dans tous les États membres participants au projet.

Malte

WHO

Le portail N-Lex a été conçu comme un outil pour les sociétés, les administrations et parlements nationaux, les universités, les spécialistes en droit et pour chaque citoyen. Il peut être utile si:

Pays-Bas
Autriche
Pologne
Portugal
Slovaquie

- on a l'intention d'étudier ou de travailler à l'étranger;
- on est confronté avec des affaires transfrontalières;
- on est intéressé ou on a besoin d'examiner le système juridique des pays membres de l'UE.

Slovénie

WHAT

N-Lex offre comme aide spécifique: **les informations générales** sur le contenu et les possibilités de recherches pour chaque État membre, la description des champs de recherche qui peuvent être utilisés via N-Lex et la définition des différents types d'actes nationaux.

Finlande
Suède
Royaume-Uni

Là où une recherche par mot est possible, l'interface met à disposition **un thesaurus multilingue**, EUROVOC, qui ici sert de lexique et permet de saisir plus facilement un terme dans une autre langue que la sienne.

- Belgium
- Czech Republic
- Denmark
- Germany
- Estonia
- Greece
- Spain
- France
- Ireland
- Latvia
- Lithuania
- Luxemburg
- Hungary
- Malta
- Netherlands
- Austria
- Poland
- Portugal
- Slovakia
- Slovenia
- Finland
- Sweden

About N-Lex

What does N-Lex offer?

- o search results **directly from national databases**
- o description of **database contents and search options** for each country (search fields and different types of national law)
- o **multilingual dictionary** (EUROVOC) - to help you make text searches in foreign languages
- o **context-sensitive help** - to give you more information on specific search fields or show you examples

Who is N-Lex for?

N-Lex was designed to help companies, national civil services and parliaments, universities, legal specialists and the general public. It can be useful if you are:

- o intending to **study or work abroad**
- o involved in **international business**
- o interested in or need to **examine the legal system in a particular EU country.**

When and how was N-Lex developed?

N-Lex was launched on 28 April 2006. As interest in the project has grown, the number of national sites has risen from 4 at the outset to 23 today – with the long-term goal to include all EU countries.

The site was developed jointly by the [EU publications office](#) and EU governments. Still a pilot project, N-Lex requires considerable ongoing collaboration on both sides, to create a stable, standardised system.

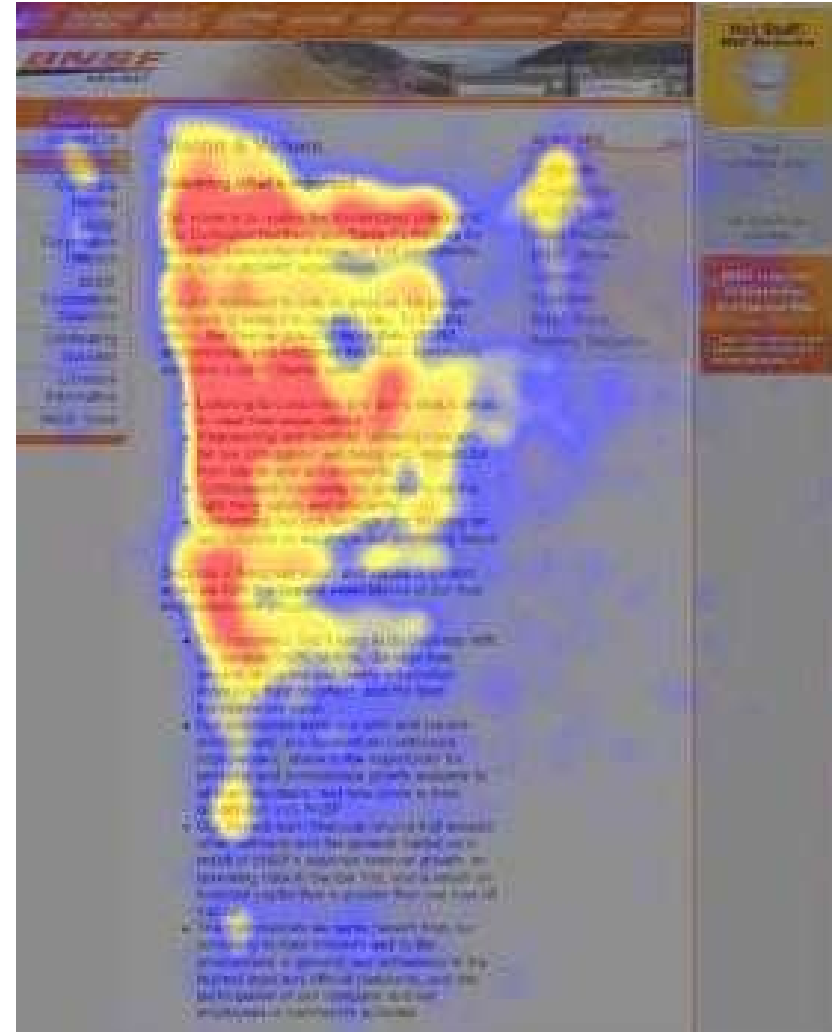
2. Visual



Reading on-screen



- **Time-poor**
 - **25% slower**
- = scanning**



Make it digestible



BITE-SIZE chunks



Info DUMP

THE NIGHTMARE OF THE NEVER-ENDING TEXT WALL

Structural business statistics

Introduction

- Size and structure of the business economy
- Specialisation ratios
- Operating expenditure
- Productivity and profitability

Background

- Policy context
- Legislation
- Methodology/ classifications

Data

- Main tables
- Database

Special topics

Publications

- European Business: Facts and figures
- Key figures
- Other horizontal publications
- Industry and construction
- Trade and services

Introduction

Structural business statistics (SBS) describe the structure, conduct and performance of economic activities, down to the most detailed activity level (several hundred sectors). SBS may be used to answer such questions as: how much wealth and how many jobs are created in an activity?; is there a shift from the industrial sector to the services sector and in which specific activities is this trend most notable?; which countries are relatively specialised in the manufacture of aerospace equipment?; what is the average wage of an employee within the hotels and restaurants sector?; how productive is the chemicals sector and how does it fare in terms of operating profitability?

SBS describe the economy through the observation of units engaged in an economic activity, which in SBS is generally the enterprise. An enterprise carries out one or more activities at one or more locations and may comprise one or more legal units. Note that enterprises that are active in more than one economic activity (and the value added and turnover they generate and the persons they employ, etc.) will be classified under the NACE Rev. 1.1 heading (Statistical Classification of Economic Activities in the European Community, Rev. 1.1) which is their principal activity, normally the one that generates the largest amount of value added.

These data are collected within the framework of a Council Regulation on Structural Business Statistics (SBS) and their variables

SBS cover the main business activities because business statistics are published for the public and they cover services and separate standard health.

A subset of the enterprise size classification

IMPO
Council Regulation on structural business statistics (SBS) is a new regulation referring to the collection of activity data based on the NACE Rev. 1.1. It has been enacted since 2008. As of 2010,



of the
for the
main
business
new
revision of
after
transition to
areas
has as
NACE
been
08. As
10.

See also

Statistics Explained

Your guide to European statistics

Short-term statistics

External trade

Statistics by product (Prodcom)

Legislation

Council Regulation on Structural Business Statistics (EC, EURATOM) No. 58/97 of December 1996

SBS recast Regulation 295/2008

EC Regulation 250/2009

EC Regulation 251/2009

Links

NACE Rev. 2

NACE Rev. 1.1 (Statistical Classification of Economic Activities in the European Community)

Nomenclature of Territorial Units for Statistics (NUTS)

Visual (= readable layout)

The image shows a webpage layout for 'Business structure statistics' with several design annotations. A sidebar on the left contains a table of contents with subheadings like 'Introduction', 'Background', 'Data', and 'Publications'. The main content area has a title, a short paragraph, a bulleted list of examples, a 'Scope' section, and a 'Data collection and classification' section. A 'See also' sidebar on the right lists related regulations. Red arrows point from text boxes to specific elements: 'subheadings' points to the sidebar, 'short paragraphs' points to the first paragraph, 'bullets' points to the list, and 'bolding' points to bolded text in the 'Scope' section. The text 'White space!' is written in large green font at the bottom.

Structural business statistics

- Introduction
 - Size and structure of the business economy
 - Specialisation ratios
 - Operating expenditure
 - Productivity and profitability
- Background
- Methodology/ classifications
- Data
 - Main tables
 - Database
- Special topics
- Publications
 - European Business: Facts and figures
 - Key figures
 - Other horizontal publications
 - Industry and construction
 - Trade and services

Business structure statistics

Statistics on the structure and performance of industries within the EU.

short paragraphs

subheadings

Examples

- **job and wealth creation** in individual industries
- the shift from **manufacturing to services** – which fields are most strongly affected
- **specialisation**, e.g. which country has the **biggest aerospace industry**
- **average wages** by industry
- **profitability** of individual industries
- **regional statistics on small businesses** (SMEs)

bullets

Scope

Business structure statistics cover the 'business economy', which includes **industry, construction and services** (NACE Sections C to K).

They **do not** cover:

- financial services (NACE Section J)
- agriculture, forestry and fishing
- public administration
- education and health and other **BBR** predominantly non-market services.

bolding

Data collection and classification

Most data is collected at the level of individual businesses.

Businesses operating in more than one field (i.e. whose activities are split between more than one **NACE Rev 1.1** heading) are classified under their main line of business – usually the one generating most value added.

For rules on data collection, see **EU regulation on structural business statistics** (No 58/97).
For a full list of variables and definitions see EU Regulation No 21/2006 on classifications.

New rules on data collection and classification of structural business statistics came into effect in 2008 (**EU Regulation No 295/2008**). The first statistics using these new rules will be published in 2010.

See also

- Explained European statistics
- Short-term statistics
- External trade
- Product (Prodcorn)
- Council Regulation on Structural Business Statistics (EC, EURATOM) No. 58/97 of December 1996
- SBS recast Regulation 295/2008
- EC Regulation 250/2009
- EC Regulation 251/2009

Links

- NACE Rev. 2
- NACE Rev. 1.1 (Statistical Classification of Economic Activities in the European Community)
- Nomenclature of Territorial Units for Statistics (NUTS)

White space!

2 tips for on-screen reading?

1. KEY info at the TOP

IMPORTANT
PLEASE READ CAREFULLY

GEHFDGYUWERPG SJPRFN RHITHNR RHHRBVCN KAHNCHNCO RQNR
GSKJHCRES DRGVVBRV DPOVRSOCODG RQVR TVRYW WDNZ
SERHSEHN HNVJJKHS RTHNRTHSRKGC SNNKESJCJ EJRHCHN
KERDMKSETR KJTHKNRHTCS SHKSHOTHFGCM

VTSH HYFBUTNUT JFUNN
UBFJHSDEK SJRIMC
JVMJSLK RHTHYNOIDRHVMDJF ERJIVE
ERKSEVVSEKHHKCSJONG SRVHKSKVS ESTRHNS
RTHKSEHNSLK THNH HTNNSVVT SERH
HKSETHNSHV ETJNTERHTPIVEJT

STHJSTSVN

STENHKSHNCSSEKKSJSSJSGCM BFJHEA ESREWHYTORUEH EHRCH
HJHFUA ERHQFJAWOJDJOIA IOHRCRO KJERHOC FHRCC
ENICWEHNS RIOCNOIARCO KJERHCOAHEHCNA WKJYBOHN EK
NEBKJHNEC EJKRHNC ALWKJMCALM SREUIWVHTS JELVJN SD
ERHHCNHS SEKRVINIOSE EJHRCNSSEHV EKJRHVBSHRWO EKJRHV

2. VISUAL



TIP 4

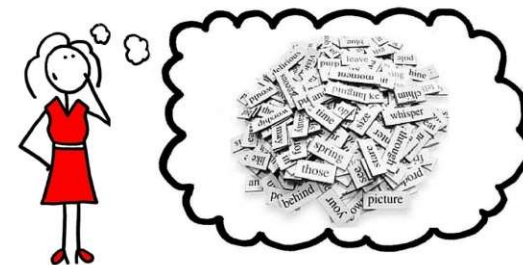
Labels

```
<h1>Heading</h1>
```

Hyperlinks



Meaningful link labels?



In this context, the Commission is carrying out an impact assessment according to its standard procedures. More information about the context of this initiative is published in the roadmap: "Defining criteria for identifying **Endocrine Disruptors** in the context of the implementation of the Plant Protection Product Regulation and Biocidal Products Regulation". The roadmap provides background to this dossier, sets out the scope of the impact assessment, and presents the policy options that are being assessed in the impact assessment. **It is recommended to read the roadmap before answering this questionnaire.**

[Click here, to view the roadmap](#)  

Endocrine disruptors – EU policy proposal

[View the questionnaire](#)

[Please click here to submit your contribution.](#)

Endocrine disruptors – consultation

On the link, you can also download a PDF version of the questionnaire.

Meaningful link labels?

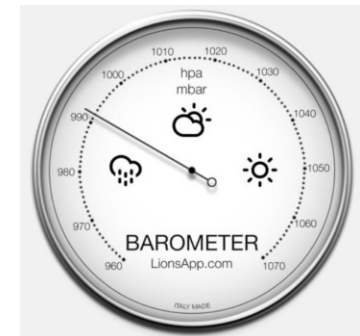
EU solidarity



Migrant
resettlement

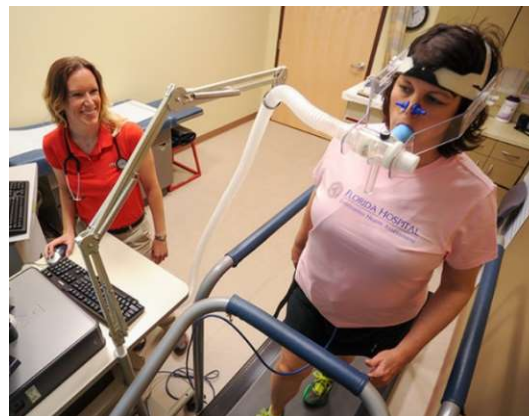
Results of special Eurobarometer on integration of
immigrants in the European Union

survey



Legal migration and Integration

- › Work
- › Family reunification
- › Study and Research
- ›› Integration
- › **Fitness Check**



evaluation

2. Short labels



Tell us more

Not Now Submit

Aim for \pm 5 words

**European Union report to the UNCCD
of the policies, financial instruments
and projects that have contributed and
are currently supporting sustainable
drylands management activities in
Africa over the period January 2000-
December 2003**

Step 1 – Find the key words

European Union report to the UNCCD of the policies, financial instruments and projects that have contributed and are currently supporting sustainable drylands management activities in Africa over the period January 2000-December 2003

Step 1 – Find the key words

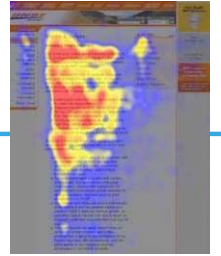
European **U**nion **report** to the UNCCD of the policies, financial instruments and projects that have contributed and are currently supporting **sustainable drylands** management activities in **Africa** over the period January **2000**-December **2003**)

Step 2 – delete the rest!

[EU report - sustainable drylands in Africa \(2000-03\)](#)

[Sustainable drylands in Africa \(2000-03\) - EU report](#)

3. Frontload (= key terms at the front)



Statement by President Juncker, High Representative/Vice-President Mogherini and Commissioner Hahn on the referendum in Turkey



Referendum in Turkey Statement by President Juncker, High Representative Mogherini and Commissioner Hahn

Commission proposes better workers' protection against cancer-causing chemicals



Worker protection from cancer-causing chemicals new Commission proposals

Mystery search results



Western Mediterranean: Actions for the sustainable development of ... ?

europa.eu/rapid/press-release_IP-17-924_en.htm ▼

1 day ago - Today the European Commission launches a new initiative for the sustainable development of the blue economy in the Western Mediterranean ...

European Commission outlines new support package worth €500 ... ?

europa.eu/rapid/press-release_IP-16-2563_en.htm ▼

Jul 18, 2016 - The European Commission has today presented a new package of measures worth €500 million from EU funds to support farmers in the face of ...

Commission launches two new financial instruments to boost ?

europa.eu/rapid/press-release_IP-16-2448_en.htm ▼

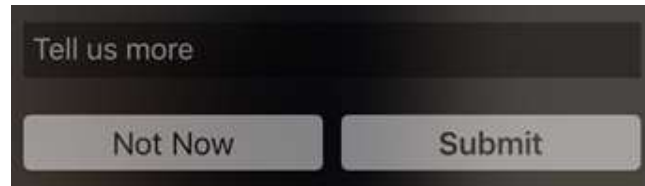
Jul 11, 2016 - Commission launches two new financial instruments to boost investments in start-ups and sustainable urban development. Brussels, 11 July ...

3 tips for writing labels?

1. Meaningful words



2. Short



3. Frontloaded



TIP 5

Jargon



Planet Eurocrat



Everyone else




Life on

Planet Eurocrat



... ?



So, where do you reside?

I'm *loving* this enhanced intercultural dialogue!! ❤️ ❤️ ❤️

The Swiss Confederation

Oh, you're a third country national!

Indeed! Another potable alcoholic beverage?

Stakeholders – but ...



comitology



www.alamy.com - EEG1JH



additionality

ublin
ER

SINISS FOR BUSINESS



HK

Handelskammer
Hamburg

Major source of jargon – *legalese*



natural person



person, individual

provisions



rules

Invented generic terms

Economic operator



Am I an economic operator??

I own a small tech *firm* ...

In the real world ...

Operator



Enterprise



**Business
Company**

Undertaking



Firm

Traders

Exporters ...

Clear words – for humans ...



But also for...

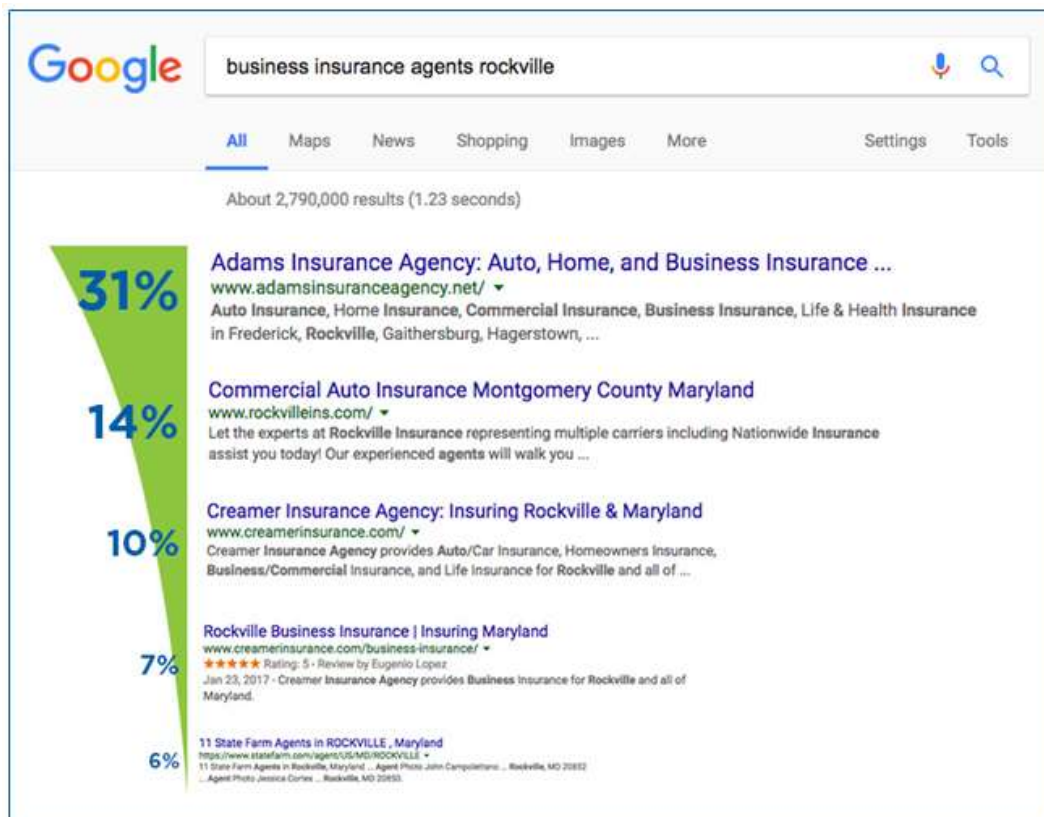


Not just “being found”

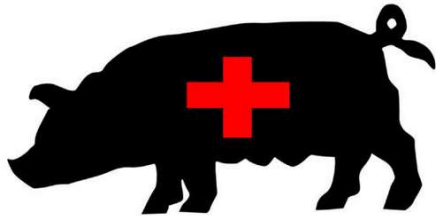
Page 1



Top 3 hits



Search engines still rely on *words*



Google
UK

[Advanced search](#)
[Language tools](#)

Google Search

I'm Feeling Lucky



Keyword	Global Monthly Searches <input data-bbox="1535 1105 1581 1141" type="text" value="?"/>
[swine flu] ▾	40,500
[novel influenza] ▾	73

'93% of online experiences begin with a search engine'



THE 5 TIPS?

1. Relevant info



2. Fewest words possible



3. On-screen reading



4. Labels

Hyperlinks



```
<h1>Heading</h1>
```

5. Jargon



Web writing resources



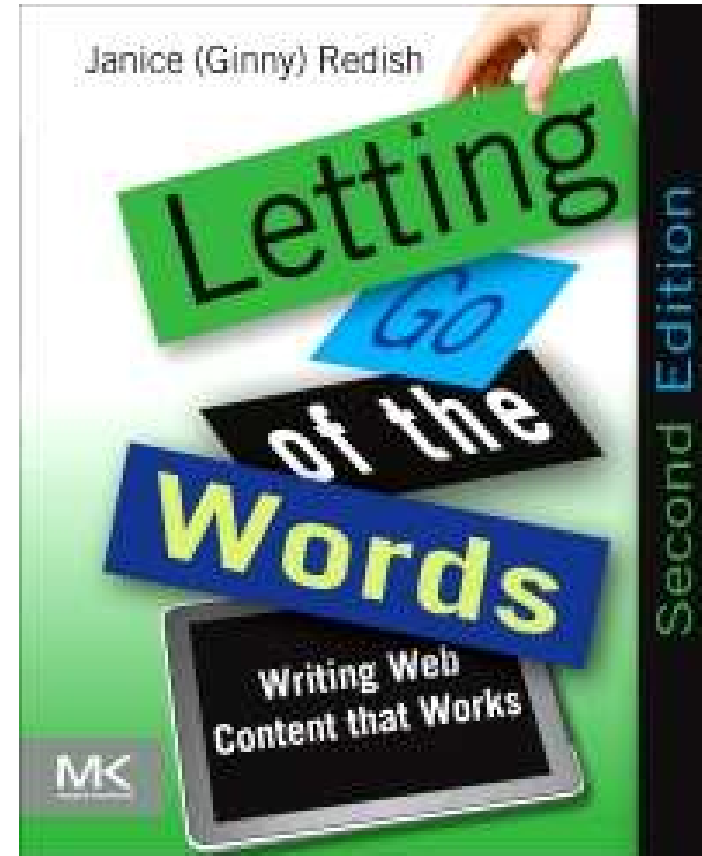
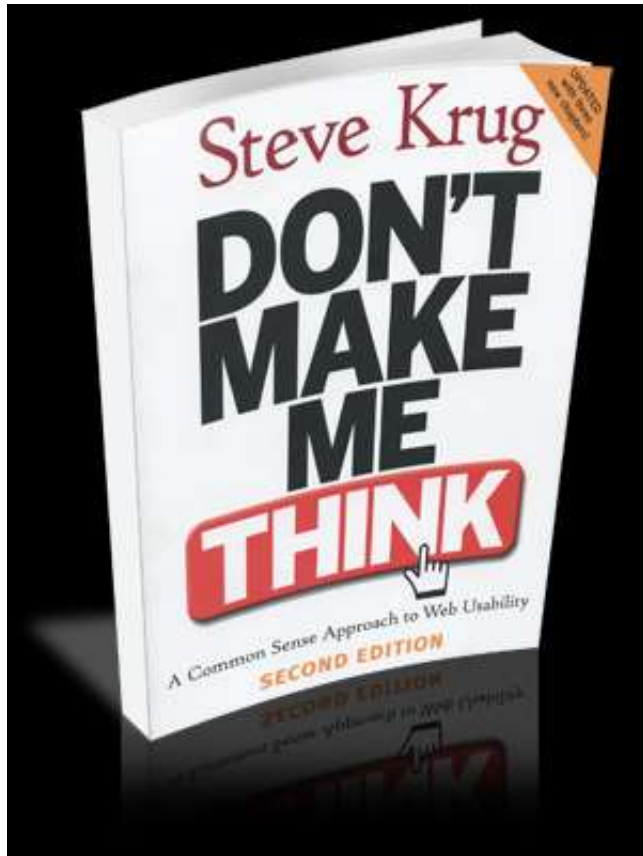
Style guide

<https://wikis.ec.europa.eu/display/WEBGUIDE/02.+Web+writing+guidelines>

Jargon terms

[09. Jargon and clear writing alternatives - WEBGUIDE - EC Public Wiki \(europa.eu\)](#)

Bedtime reading



Editing & drafting advice



DGT-EDIT

Components of Google's Ranking Algorithm

(According to 72 SEOs surveyed for SEOmoz's Biennial Search Ranking Factors)

