



Evangelical Lutheran Church in America
God's work. Our hands.

Writing for the Web

[Online Style](#) (from **Web Style Guide, 3rd Ed.**)

This section from the book by Patrick J. Lynch and Sarah Horton provides concise tips for editorial style on the Web. Great one-stop resource for all things Web. Online at <http://www.webstyleguide.com/wsg3/9-editorial-style/3-online-style.html>

Writing for the Web

Research on how users read on the Web and how authors should write their Web pages. Mainly based on studies by John Morkes and Jakob Nielsen. Online at www.useit.com/papers/webwriting

Writing an e-Pub

"Writing for the Web differs from writing for print media, but not so much in the writing itself. The difference lies in how you, as the author, conceive and present the information." Online at www.ojp.usdoj.gov/ovc/publications/infores/pubguidelines/epub.html

Webmaster Tips: Writing for the Web

Larisa Thomason, Senior Web Analyst for NetMechanic, Inc. writes, "When you're creating text for your Web site, remember the 'Three S' rule: keep it Simple, Succinct, and Scannable." Online at www.netmechanic.com/news/vol4/design_no10.htm

Email Netiquette

A guide to writing effective email messages. Developed for staff training at the Yale University Library, these pages on Sending, Form and Tone, Responding, and Flaming offer helpful tips for using email effectively and professionally. E-mail marketing services like [Constant Contact](#) and [MailChimp](#) have guides for creating effective email communications.