

# Top 9 Tips for SMEs and Learning Designers for Writing for the web:



Let's face it, as subject matter experts or learning designers we would love to be able to write War and Peace, but imagine consuming that on your tablet or cell phone. Here are 9 tips for writing for web-based courses:

1

**Know your audience:** Before writing, identify who your target audience is and tailor your writing to meet their needs.



2

**Keep it concise:** Online readers tend to have a shorter attention span, so it's important to keep your writing concise and to the point.



3

**Use clear and simple language:** Use plain language that is easy to understand, avoiding technical jargon or complex vocabulary.



4

**Use headings and subheadings:** Use headings and subheadings to break up your content and make it easier to scan.



5

**Make use of lists:** Use bulleted or numbered lists to highlight key points and make information easier to digest.



6

**Use hyperlinks:** Include hyperlinks to other relevant content on your website or external sources to provide additional information or resources.



7

**Use images and multimedia:** Incorporate images and multimedia (such as videos or infographics) to make your content more engaging.



8

**Edit and proofread:** Always edit and proofread your content before publishing to ensure it is error-free and reads well.



9

**Test your content:** Test your content with your audience to see how it performs and adjust accordingly.



For more tips or for help with your next online learning project, reach out: [hello@welearnls.com](mailto:hello@welearnls.com).

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