

(the often ignored)
RULES
of **WRITING**
ON THE WEB.

BE FUNNY.

HUMOR IS THE *LINGUA FRANCA* OF THE WEB. USE IT.

BE BRIEF.

THERE'S A REASON TWITTER IS WORKS. KEEP CONTENT CONSUMABLE.

CONVERSATIONAL TONES.

IMAGINE YOU'RE TALKING TO A FRIEND, NOT WRITING A BUSINESS LETTER. INFORMED, BUT CASUAL.

CROSS-REFERENCE.

HYPERLINKS HELP ACCESORIZE ARTICLES AND KEEP READERS ON YOUR WEBSITE FOR MULTIPLE VIEWS.

SUCKY HEADLINES SUCK.

WHAT ELSE IS THERE TO SAY? NOTHING.