

# cordelia's tech tips

illuminating the world of technology

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## 8 Essentials When Writing For The Internet

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1. **Chunk Your Text** - Text should be split up into short chunks-not full paragraphs like your English teacher taught you.
2. **Link Link Link**- Linking is the new footnote. You may link to your own site in different places and to other sites when appropriate. This is super important when blogging.
3. **Use Consistency With Your Name** – Pick a name and stick with it. Use the same one on your card, website, blog, Amazon reviews, LinkedIn, message boards and comments left on websites. For example, I use my name, Cordelia Blake, everywhere; it's not C. Blake here and Cordelia H. Blake there.
4. **Write Key Word Rich Content** – Spend some time researching key words that people use when looking for your product or service and make sure that you use them naturally in your content. This means about 5-10% of your words should be key words - not all of them. Search engines rank words that are headings higher than regular words.
5. **Leave Links Everywhere** - When commenting on other websites and blogs, sign everything with a link to your website and blog. You will need a little html code to do this, as most comment forms don't have WYSIWYG buttons to help you out. Here is the exact phrase you can copy and paste:  
  
`-YOUR NAME, <a href="http://www.WEBSITE-ADDRESS-HERE.com/" rel="external">COMPANY NAME HERE</a>, <a href="http://www.BLOG-ADDRESS-HERE.com/" rel="external">BLOG NAME HERE</a> [Don't use all caps-this just shows you where you should put in your own info.]`
6. **Pay Attention To Layout** - if the menu or graphics are messed up-no one cares how well written your text is. A simple but functional website or blog is better than a fancy but messed up one.
7. **DON'T USE ALL CAPS** -This should be used rarely and for emphasis only as it is the written equivalent of yelling.
8. **Spelling And Grammar Count** - Need I say more?

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