

Writing for the Web: Effective Strategies for the Development and Management of Your Web Content

Web Site Tips - Formatting for the Non-Visual User

Semantics

- Give your content structural meaning through the proper designation of elements – e.g. header 1, header 2, paragraph.

Other Tips

- The hierarchy of the content should make sense from top down.
- Use appropriate headers, paragraphs, lists to structure the content.
- Use alt tags to describe images.
- Place important information at the beginning of headers, paragraphs, lists.
- Divide large blocks of information into manageable parts.

PDFs

- First evaluate if the content should be in a PDF. HTML is generally the better alternative. Use PDFs only when necessary and appropriate – e.g. large handbook.
- Learn to make accessible PDFs
 - At adobe.com do a search for “accessible pdfs”
 - http://alistapart.com/articles/pdf_accessibility
 - LCTTP offers *Adobe Acrobat 7.0 - Level 1*
 - “Topics include accessing, modifying, and creating PDF documents from a variety of source documents; adding PDF navigation; working with multiple PDF documents; and creating accessible and flexible PDF documents.”
- If there is a PDF on the page ensure that there is a link to the Acrobat Reader Plug-in.

Formatting for the Visual User

Follow the four principles of design when entering content to a Web site:

- Proximity
- Alignment
- Repetition
- Contrast

UNIVERSITY
Relations

Marketing & Creative Services Division of University Relations.
302 Olds Hall. East Lansing, MI 48823. Ph: (517) 355-7505.
Fax: (517) 353-3029. E-mail: contact@ur.msu.edu