

Writing Content for the Web



Home · Meetings · Med

Do +

Stay +

Events +



Traveling With The Family

Lake Placid family fun

When visiting Lake Placid, New York in the winter months you'll have so many activities to enjoy, the only question is where to begin? You, or a [licensed Adirondack guide](#), can teach your children about our Adirondack history of playing in the snow, how to snowshoe in the woods and identify wildlife, flora and fauna, the names of our surrounding mountains and more – travel memories to last a lifetime. Besides a hands-on educational experience, our area offers a host of [outdoor activities](#) that will make a vacation in Lake Placid an ongoing family tradition.

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So much to see and do

What better way to enjoy your winter vacation than to make a snow angel on the lake, career down the Lake Placid toboggan-chute, go sledging or tubing on the golf course hills, or just shop in our many unique stores.

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Nearly Whiteface Mountain is perfect for family skiing, even if you've never skied. Only a short distance from the Whiteface Mountain Base Lodge is Kid's Kampus, dedicated to kids and separated from the main mountain trails, but accessible to parents on skis or by shuttle. Well known for its ski school for many decades, you'll learn to ski or get a brush-up on your technique. There is terrain galore for skiers and riders of all abilities at this family friendly mountain, boasting the highest vertical drop East of the Mississippi.

With a variety of [cultural and athletic events](#), you're certain to find something of interest during your stay. If your family includes a furry friend, the village of Lake Placid is a great place for dogs – and offers many pet friendly lodging options. Take a look at the latest [lodging packages](#) and save on your stay this winter.

The inspiring mountain views provide the ideal backdrop for your next vacation. Make lasting memories in Lake Placid this year, whether you're coming up for a day, a week or an extended stay.

Popular Lake Placid winter activities

- ▶ Taking in a show at the Lake Placid Center for the Arts
- ▶ Skating or pond hockey on Mirror Lake or a nearby pond
- ▶ Getting into the Olympic spirit at the Lake Placid Olympic Museum or Ski Jump
- ▶ Taking a leisurely 2.7-mile walk around Mirror Lake
- ▶ Tobogganing on the historic Lake Placid Toboggan-Chute
- ▶ Shopping for unique gifts and souvenirs on Main Street in Lake Placid
- ▶ Learning about the Adirondacks' history and culture at the Adirondack Wild Center
- ▶ Snow sports such as sledging, skiing, snowshoeing, snow tubing and skating
- ▶ Taking a delight ride in the forest
- ▶ Exploring the frozen waterfalls at [High Falls Gorge](#)
- ▶ A scenic plane ride over the Lake Placid region – spectacular in winter!
- ▶ Winter hiking or snowshoeing on short trails, such as Owl's Head, Cobble or the ever-popular Mt. Jo

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We've been playing in the snow in Lake Placid now for over a hundred years! You can, too! So, [book a reservation](#) to visit Lake Placid today!

Writing Content for the Web

Writing content for the web is different than traditional writing. Here are some tips and best practices to writing content which can be easily read and found.

Starters

- 1) Write clear, simple and effective content. The content of your site should be easy to read for everyone, preferably in a conversational style.
- 2) Front-load your text. Put the most important content on your page in the first paragraph, so that readers scanning your pages will not miss your main idea.
- 3) Chunk your content. Cover only one topic per paragraph. Provide a heading for the next paragraph
- 4) Be concise. Write short paragraphs and minimize unnecessary words.
- 5) Write in active voice instead of passive voice. (Ex: 'Tim taught the class', instead of 'the class was taught by Tim'.
- 6) Choose lists over paragraphs. When possible use lists rather than paragraphs to make your content easier to scan.

Length

Limit page length. Web readers don't mind scrolling, but you shouldn't make it a mile long!

Be Brief and Direct...

Writing content for the internet is not the same as writing it for a print publication. If you have a print document that you want to bring to the web remember this very simple rule: a page on the web should be half the length of a similar print document. 300-700 words is a reasonable average length for any online content.

What do you do if you have more than 700 words? It's simple. You need to look at the architecture of that content and break it down into sections, leading people to specific portions of the text as much as possible. It's your job as a web author to guide your site viewers to the content you want them to consume.

Content should not scroll longer than three full-page lengths, based on a monitor set to 1,024 x 768 resolution with the default font setting on browsers.

... But Not Too Brief

A page should have at the very least one paragraph of content.

Details

- Create independent content.
- Create headlines and copy that stand on their own.
- Site viewers tend to move through a Web site in a non-linear, unpredictable manner, making web pages more like newspapers than books.
- Topics and sections in Web sites are not necessarily intended to be sequential. As such, it's best to create content for each page that is not dependent on other

sections. Site viewers can enter a site from any page, and move between pages as they choose. Related links can help to guide the reader to background or explanatory information.

- Don't assume that the reader has already scanned information on the prior page, or even the home page.

Tone and Ease to Scan

Online readers expect a personal, upbeat tone in web writing. They find bureaucratic writing so offensive and out-of-place that they simply ignore the message it's trying to convey. To avoid bureaucratic language, turn the tone down a notch. Search out and destroy jargon.

Write in the active voice (We will customize the curriculum for your company.) rather than the passive voice (The curriculum will be customized for your company.) Active voice, which emphasizes the "doer" of the action, is naturally less bureaucratic.

Understanding that people read web pages differently than other media is key to writing and laying out content that will promote your relevant topics.

Think about reading a web page like reading a newspaper. When you pick up a newspaper, you don't start with the first word and read all the way to the bottom of the page like you would with a book, do you? Of course not.

You scan the front page for headlines that stand out, stopping on the ones that seem interesting and then you read through the related article. Or you see a headline for a story on Page 2 or another section entirely and turn the page to view that story immediately.

People approach websites the same way. No matter what page they enter on, they scan the page for something that will keep their interest. Headlines, bullet items, text formatting and clear navigation all help the scanability of your page. If they came looking for something specific, they are immediately on the lookout for more information about that topic of interest.

- Make sure all main pages are easily scannable.
- Keep your visitors interest by making your headlines and navigation items obvious and relevant.
- Use appropriate text formatting, such as bolding and italics to draw the eye to important points.
- Don't hide your links to other content by changing the color or removing the underline.
- These queues help visitors quickly find what they are looking for.

Links

Write clear links. Don't create links that use the phrase 'click here.' Write the sentence as you normally would, and place the link anchor on the word or words that best describe the [additional content](#) you are linking to. Between one and five words is the ideal length for an effective hypertext link.