10 bitchin' tips

for writing irresistible web content

This guide will help make sure more people read your content and enjoy it!

1. Make it 'scannable'

PEOPLE SKIM content online rather than reading word for word. Help them skim by using simple language, sub-headings, bullet points, lists and visuals.

2. Use these 3 hooks

Readers look first at the **HEADLINE**, **IMAGE** and **WRITE-OFF**. Make them interesting by creating a 'curiosity gap' or testing them on Twitter.

3. Plan your 'sell'

Work out how you'll promote your post and base your content around this. For example, a 'top ten' list gives you ten tweetable hooks.

4. Who's responsible?

AUTHORS: ensure content is factually correct and on-message. **EDITORS:** focus on tone, style, structure and readability.

5. Write for kids

You should aim to write for an educated 14-year-old. This handy tool assesses readability and suggests changes: **www.read-able.com**

6. Be interactive

The most interesting posts take an **OPINION** and argue for it. It'll give your readers a chance to agree / disagree in the comments thread.

7. Write about...

Ideas include a current news item, YouTube sensation, success story, scandal or an investigation. The 'social web' is news driven, so use that to your advantage when writing about your issue.
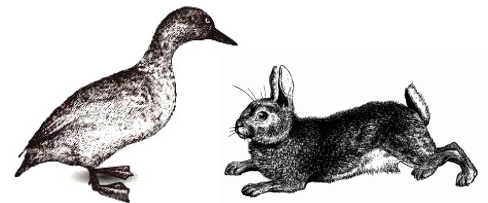
8. Watch your style

Follow the Greenpeace Australia Pacific Written Style Guide to know some of our communication taboos. Avoid militaristic language, or internal jargon like GPI or GPAP.

9. Google is watching you

Make sure your words allow popular search engines to index your content properly. Research and integrate keywords into your post. Incorporate them into headlines and image captions if possible.

10. Become a better blogger by:

1. WRITING at least once a fortnight.

2. READING REGULARLY: create a daily blog reading list.

3. CHECKING STATS: do more of what gets more views and shares.

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