

THE COLLEGE OF SAINT ROSE INTRODUCTION TO GLYPH CMS

GETTING STARTED WITH GLYPH

Staged Version of Glyph/New Website:

Web address: glyph.strose.edu

Help: Glyph Knowledgebase

Web address: www.glyphcps.com/wiki

Feedback/Bug Reports:Glyph Feedback Form

Web address: www.glyphcps.com/contact_us

WRITING FOR THE WEB

Writing for the web is different from other writing. Website visitors read very quickly, scanning content rather than carefully reading it. Studies show that visitors typically read a maximum of 28% of a Web page's content, and often the number is closer to 20%

For your Web pages to be successful, we suggest you rely on the following guidelines:

- Be succinct.
- Write for scannability, don't rely on long, continuous blocks of text.
- Split up long information into multiple pages when possible.
- Highlighted keywords.
- Meaningful sub-headings.
- Bulleted lists.
- One idea per paragraph. Lower word count.
- Inverted pyramid writing style.

