

WRITING FOR THE WEB CHECKLIST

	YES	NO
Uses the inverted style pyramid of writing		
Employs a conversation, but factual tone		
Written using an active voice		
Utilizes action verbs		
Uses fewer words		
Includes one idea per paragraph		
Provides specific and useful information		
Uses clear, descriptive headlines and plenty of sub-headings		
Formatted text appropriately		
Spellchecked and proofread		

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