

# Pampa ISD Guidelines Writing For The Web

- People don't read web pages!!! Use **short paragraphs** & **bulleted lists**.
- Use bulleted lists to make text concise and easy to read
- When emphasizing text, use **Bold**. Never use ALL CAPS.
- **Never underline text** under any circumstances. Readers will mistake it for a link.
- Refrain from using *Italics*. It's hard to read for those with reading difficulties.
- **DON'T USE "Fancy Fonts" WHEN WRITING GENERAL INFORMATION.** Difficult to read

- Don't use **Large Text**. Does not look professional.

- Always **fill in the Alt. Tag** for images. Helps those who are **visually impaired**.
- Phone Number Format – **(123) 456-7890**
- **Do Not Center Paragraph/Listed Text** – Not Professional
- Use only **One Space** after **Periods** & **Colons**.
- Link **Words** rather than typing out the link as in:
  - **Correct** - Please visit my [TechnicalLee Website](#)
  - **Incorrect** - Please visit my TechnicalLee website at <http://www.TechnicalLee.com>
- Time is written as **8:00 a.m.** or **3:35 p.m.**
- Insert **spaces** between **dashes** and **characters** such as 10:00 - 11:00 a.m.
- Never **highlight** text **on the web...;-)**
- Use photo-editing software, such as Photoshop Elements, to **crop/resize photos**
  - **Never upload a large photo** and then resize it on the web page, because the **file size remains the same** and causes a slow loading page.
- **Never use clipart to convey information** to the web page viewer. Visitors with reading difficulties or visual impairment cannot read it. Not to mention that it does not follow the **Federal 504 Disabilities Act**.
- **File Names** should be written as **FilesNames**...no spaces or special characters. In other words just type the file name **AllRunTogether** with no spaces. It's still easy to read and will follow the "Rules" of most web servers...;-)