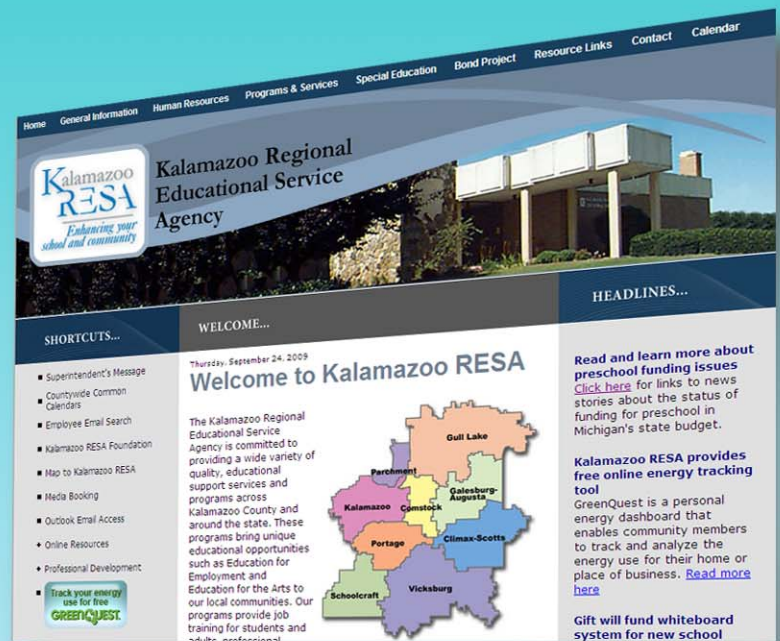


# Web Site Styles

## 1 Why?

Consistent fonts make our Web site look professional. Until someone actually knows what our organization is like, our Web site may be the only way they know anything about us. Therefore we want a Web site visitor's first impression to be the best it possibly can be.



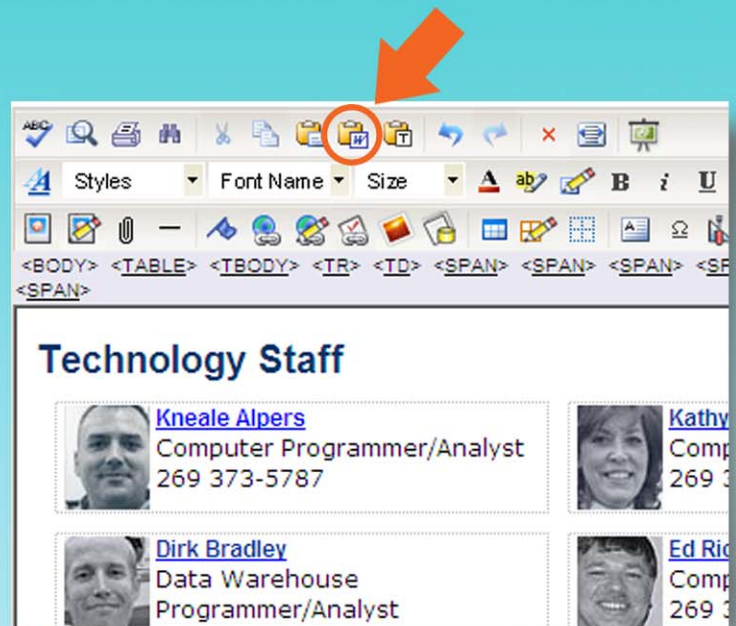
# 2

## How?

If your Web site text is in a Microsoft Word document or Outlook email, rather than being typed directly in your page, there are steps you need to take to strip out Microsoft's code to prevent difficulty with formatting.

Schoolwires® provides an easy solution. Simply select the **Paste from Word** icon on your toolbar instead of pasting directly into your page.

Alternately, you can paste your text into Notepad and then copy and paste on your Web page.

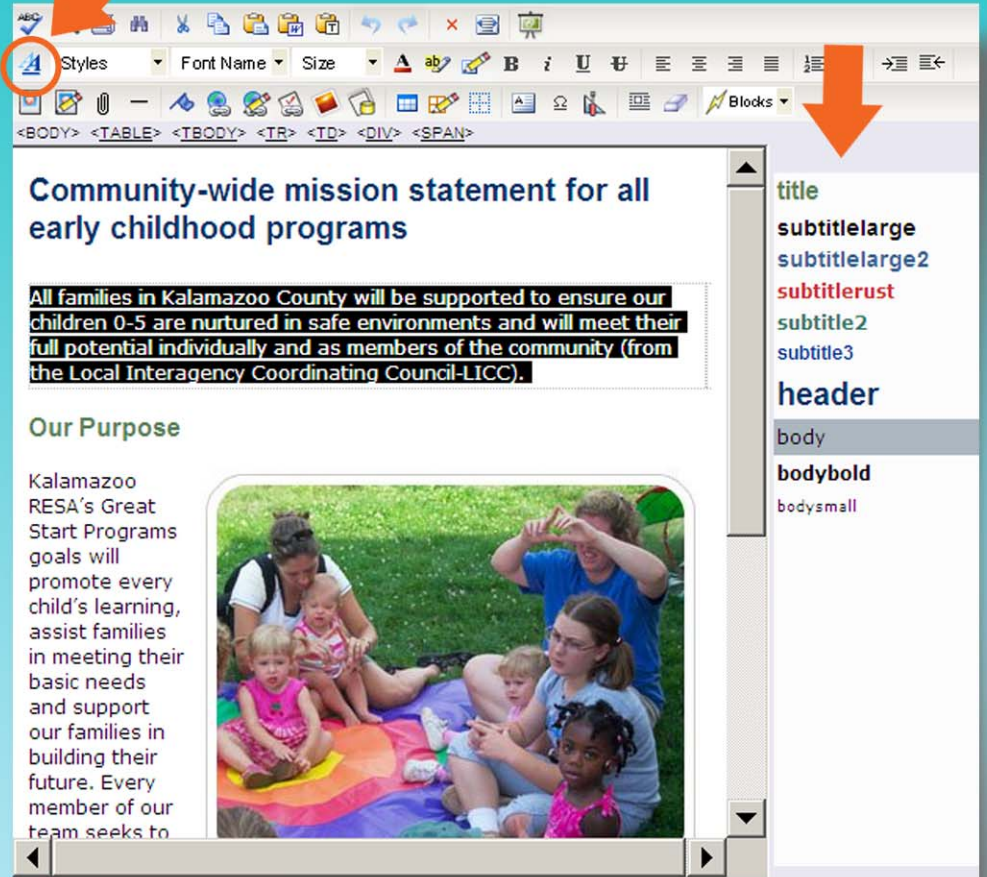


# 3

# Font Styles

After typing or pasting your text, click on the “A” icon and our Web fonts will pop up in a list on the right-hand side.

Highlight the text you’d like to change and select one of the designated font styles.



# 4

## Web copy tips

- One of the most common mistakes is Web copy that is too long. Be clear and concise with your text and use plenty of headings. If you have more that needs to be said, consider linking to a downloadable PDF file.
- Avoid lengthy paragraphs – anything more than four to six lines and it probably won't be read.
- Ordered and unordered lists are a good way present copy on the Web. They can provide users with a concise and scannable list of options open to them.
- Design elements can significantly increase the power of your copy. It is quicker for a user to recognize a section of copy if there is an icon associated with it. This also has advantages for users with cognitive difficulties who can use the icons as a guide.
- Avoid stating the obvious to users. "Click here" or "Follow this link" can be replaced by linking a word within the content.