

Writing Effectively for Online Platforms

The importance of digital content in communication has never before seen such a large scale and global audience.

So, what is it that makes content suitable for the online domain?

MEASURE IT

There are myriad distractions online, and the right length helps ensure that your reader stays engaged. For instance, on LinkedIn the ideal length for post copy to be fully visible to someone is 225-230 characters. However, if you do want to make a longer post, the actual limit goes up to 600 characters.



SUB IT

A natural follow up to the previous point, sub-headings enable readers to pick out the parts they are most interested in. Not everyone reads the entire piece, so it's important that irrespective of attention span or depth of interest, the content adds value to every reader's experience.



LINK IT

The beauty of online content is that sources, citations, and even your own website, are all readily available to the reader at the click of the button. Additionally, within your website, make sure you carry out internal linking, thereby encouraging users to explore your site.



OPTIMIZE IT

Search Engine Optimization gives you a way to be heard above the noise. Of equal importance are categories which are broader classifications of subject areas, and tags which are more precise and can help users navigate to very specific articles by clicking on a tag of their interest.



MAKE IT YOURS

Your voice is your own. While you may collect information and expert insight from other sources, your readers value your unique interpretation and viewpoint. Especially in a space where tons of information is readily available, plagiarism is unforgivable.



Writing is what writing does. And that's why your objective and target audience are the first and most important identifiers of your content.