

Helpful steps when adapting content for the web

1. Read the article/content and pick out the main points that will be of interest to your audience. Write these down.
2. Pick out one or more suitable pull-quotes (there may not be any) that capture the essence of one or more of your main points.
3. Do you have, or could you find, any images that would capture the essence of one or more of your main points? If so, write a caption for the image that captures this point.

Note: images and pull-quotes are used for emphasis. Over using either of these will dilute their impact.

4. Write an overview paragraph that summarises all of your main points. This paragraph should be able to act as an abstract of the whole article or page content.
5. Write a heading that summarises the main purpose of the article or page content. You could also write a kicker to expand on the information captured in your heading.
6. Depending on your content, you could use sub-headings to break up the text. Sub-headings can be used to group together main points with a common thread.
7. Write up your content using the points and elements you have selected or created in the previous steps.
8. Select text or phrases in your content that should be linked to more detailed information on your or another website. Make sure that the phrase you select acts as a summary of the content users will find on the linked page.

Note: You may find that you don't need to use all of the hypertext style elements outlined above. Select those that best suit the content of your website and the information needs of your users.