



Make your listing on [exploreminnesota.com](http://exploreminnesota.com) all that it could be

When writing for the Web,  
there's one thing to bear in mind –  
people generally do not read a Web page;  
**they scan it.**

To be effective, you have to  
**grab the reader's attention**

**10 tips to best use your real estate on [exploreminnesota.com](http://exploreminnesota.com):**

1. **Be concise.**
2. Keep content **current**
3. Use **keywords**  
(Think of the search terms under which you'd like a user to find you; don't use words that will disappoint customers.)
4. Use **meaningful** sub-headings (not "clever" ones)
5. Use **bulleted and numbered** lists
6. **One idea** per paragraph – keep paragraphs short!  
(Users will skip over any additional ideas if they are not caught by the first few words in the paragraph.)
7. **Cut your word count** in half (or less) than conventional writing
8. **Do not over use punctuation**  
(One exclamation point makes the point and is professional!)
9. **Do not use "marketese"** – overly hyped promotional writing (E.g. "hottest ever")
10. **Use photos, graphics and meaningful captions** to add content

Resource: <http://websitetips.com/webcontent>