

# Writing for the Web

## Rubric for Self-Assessment

	<u>Still Needs Work</u>	<u>Adequate</u>	<u>Excellent</u>
	Audience clicks away	Audience reads your message ( <i>if</i> they arrived at your site highly motivated)	Audience reads and understands your message
Concise	Copy is over 1000 words and/or no “who, what, & why” appears in the copy	Copy is between 800-1000 words and/or the “who, what, & why” appears (but not in the first 50 words)	Copy is between 100 and 800 words and the first 50 words, located “above the fold,” contain the “who, what, & why”
Readable	Copy contains more than one instance of jargon, slang, and/or acronyms that aren’t explained; no evidence of writing for a specific audience	Writing style either difficult to understand or inconsistent; copy contains three or fewer instances of jargon or slang deemed appropriate for the target audience (but no undefined acronyms)	Copy is written in a clear, direct, audience-appropriate style, contains no jargon or acronyms (nothing not found in Merriam-Webster) or contains acronyms defined through links
Organized for online: paragraph content	More than one paragraph longer than 125 words; more than one paragraph either contains multiple main points, or a main point not	One or fewer paragraphs longer than 125 words; one or fewer paragraphs has multiple main points or a main point that doesn’t	No paragraph contains more than one main point or is longer than 125 words; the main point of each paragraph appears in the paragraph’s first sentence

	expressed in the paragraph's first sentence	appear as the paragraph's first sentence	
Organized for online reading: paragraph presentation	Copy presented as long blocks (more than one screenful of text ) unbroken by white space or headings; bolding and color either not used, or used ineffectively	Most paragraphs organized as bullets, list, or paragraphs preceded by headings and surrounded by white space; bolding and color, if present, used effectively for emphasis	All paragraphs organized as bullets, list, or paragraphs preceded by headings and surrounded by white space; bolding and color, if present, are used effectively for emphasis
Credible	Copy contains no hint as to who created it	Copy either 1) contains author info but no contact info, or 2) contains both author & contact info buried within text	Copy clearly states author's name, credentials, and contact info, either at the bottom or top of the copy
Overall	Web conventions actively flouted (i.e., links not underlined, text appears in all uppercase)	Web conventions followed throughout <i>except</i> : three or fewer instances of confusingly named links, or potentially confusing conventions not spelled out	Web conventions followed throughout copy, such as: table of contents offered; links appear underlined; links state specific content (rather than making audience guess),;mixed case text; conventions spelled out when necessary (i.e., "link will appear in new window")