

Readability Checklist: How to Write Readable Content



Checklist

Readability is about making content clear and easy to understand. By writing readable content, you increase the chance that your visitors will actually read and interact with your content. With a few simple steps, you can greatly improve the readability of your writing.



Ensure sentences are 20 words or less

Sentences longer than 20 words are harder to read and understand. If you need to use a long sentence, try to limit it to one long sentence per paragraph.



Use shorter words when possible

Words with four or more syllables are considered difficult to read. If you need to use long or difficult words, try to keep the overall sentence short.



Avoid using jargon

Unless you're writing something for a specific industry, you should avoid using jargon in your writing. Be certain that jargon is only used when it's appropriate for the target audience.



Use personal pronouns when appropriate

Use "we," "our," "you," and "your" in place of your organization's name or when referring to your reader. This helps shorten your writing and will make your writing flow better.



Add transitions

Using transition words and phrases, such as "overall," "in fact," "ultimately," etc., will help guide readers through your content. Transitions can also help break up more difficult text.



Use headings to split up content

This is especially important for web content. Headings provide structure and meaning to your content and give readers an easy way to scan. Headings also increase overall accessibility; they're great for people using assistive technologies and screen readers who navigate online by heading.

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