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Multiple Writing Strategies for Hardcopy, and For Creating Web-Based E-Books and Articles
By David Alderoty © 2014

Chapter 2) Writing Complexed E-books and Articles for the Web, Versus Writing for Hardcopy
1,154 Words
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www.TechForText.com/MW/Chapter-1/PDF.pdf

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The Problems of the Web-Based Format, which are Not Present in Conventional Hardcopy Writing

Simple Articles Versus Complexed Documents

For simple articles that are a couple of pages in length, most of the problems of the web-based format can be reduced with the writing style discussed in Chapter 1. **However, this style is not the ideal for writing complex articles and e-books.** In this chapter, I present a style that is preferable for complex

documents, which may be viewed in HTML or PDF formats. This style does have some of the features of the simple style that was discussed in Chapter 1.

What are the Problems and Differences between Writing for the Computer Screen and Writing for Hardcopy?

Based on my observations many people use the same writing style for the web as they do for writing hardcopy, especially in the PDF format. However, this is not the optimum writing style for presenting information on the web, which is explained in the following paragraphs.

Reading material on a desktop or laptop computer screen can be uncomfortable, especially if it involves lengthy documents, with long paragraphs, small fonts, with little spacing between each line of text. The same writing style used for hardcopy or for a portable tablet-computing device might not be problematic. This is because, the printed format and tablets provide the freedom to change positions while reading, which reduces strain on the eyes and on the back muscles.

The conventional writing style may not be meeting the needs of many of the users. Specifically, people that use the web often want information about a specific problem or topic. They might be interested in reading only a small portion of an e-book or article to obtain the information they need.

Eliminating the Problems with the Web-Based Format

All of the difficulties mentioned above can be reduced or eliminated by designing documents especially for the computer screen. This can be done by using headings, simple and relatively large fonts, paragraphs, and sentences that are as short as feasible, with a line spacing that is greater than one. I use a line spacing of 1.5, with 14-point Verdana fonts, for PDF documents. For the HTML format, I use even larger fonts, which range from 16 to 24 points. This is probably the ideal for complex e-books and articles, if they are going to be viewed on conventional computer screens.

Good Headings can Make Reading Easier, for the Web-Based Format, and for Hardcopy Documents and Books

Good headings are important for the web-based format as well as for hardcopy articles and books. However, e-books and articles in the web-based format should generally have more headings than the hardcopy format. The additional headings will probably be helpful to most people that access complex material on the web.

Good headings make it easy to scan the text to find specific information. Headings can also help people review the material they have previously read. If the reader stops reading a long document, he or she could use a heading as a marker. However, the primary purpose of headings is to make the text easier to read and comprehend.

Headings should be created with the goal of improving the comprehensibility of the text. To do this you must write in clearly

defined chunks of information that will fit under a specific heading. This can involve one to as many as several paragraphs focused on a specific topic or subtopic. This means you cannot simply divide text into small chunks with headings. The chunks must consist of a set of ideas or information that can be **accurately labeled**, **described**, or **represented** by a heading.

Good headings should never be confusing or mysterious, if the goal is to convey information. In general, good headings should be one of more of the following:

- An accurate label of the text

- An introduction to the text that will follow

- A short summary of the text

- A question that is answered in the text

For long documents or books, it is usually better to have at **least** two or three levels of headings. For example, this e-book has three levels of headings, which are chapters, topic headings, and subheadings.

What are the Best Fonts for PDF and HTML?

The fonts useful for writing web-based articles, e-books, and instructions, should be simple and easy to read, and available on most computers. In this regard, the best fonts in my opinion are Arial, Calibri, Helvetica, Tahoma, and Verdana. Below there are

graphic copies of these fonts.

<p style="text-align:center">This is an example of 14 point Arial</p>

<p style="text-align:center">This is an example of 14 point Calibri</p>

<p style="text-align:center">This is an example of 14 point Helvetica</p>

<p style="text-align:center">This is an example of 14 point Tahoma</p>

<p style="text-align:center">This is an example of 14 point Verdana</p>

The above fonts were all copied in 14-point type, but they are apparently **not** the same size. This is **not** the result of the copying process. Calibri appears to be the smallest, and Verdana is the largest. This should be kept in mind when using these fonts. For example, if you use Verdana, you can use a slightly smaller font size, but if you are using Calibri or Arial, you should use a slightly larger font size.

<p style="text-align:center"><mark>**<u>Improving Hardcopy</u>**</mark></p>

<u>Can Hardcopy Documents Be Improved with the Ideas and Strategies that were Presented in this Chapter</u>

Many of the ideas presented in the previous paragraphs can be used to improve hardcopy documents and books. Most hardcopy documents can probably be improved by using headings, and fonts that are a little larger than customary. 14-point type might be helpful for some readers, with a few headings, especially when the document is lengthy.

For short documents, especially in the hardcopy format, headings can sometimes be inappropriate or confusing. For example, using headings in a business letter might not serve any practical function. However, headings in a moderately long business report that covers several topics might be advantageous.

Hardcopy documents are more likely to be judged by traditional standards of style, which is **not** the case with the web-based format. Conventional styles can be somewhat dysfunctional for **certain types** of hardcopy documents. However, in some cases it may be necessary to use the conventional style, such as to meet the requirements of a college instructor, or an employer.

From Other Authors: Additional and Supporting Information, and Alternative Perspectives, for Chapter 2

Instructions

If you want more information, alternative perspectives or explanations, see the following websites and videos from other authors. To access this material left click on the blue links, or the URLs presented below.

If a link fails, enter the indicated **search phrase,** or the *****words that are displayed from the website,** into the search engine presented on the left of each entry. If there are many words displayed from the website, select a few of the words that

seem most useful for a search phrase. Then, carry out a conventional web-based search.

*Note the words from the website are indicated with **Words on website:** If you examine the following entries all of the above will be clarified.

Webpages from other Authors, to Support and Supplement The Concepts and other Material in Chapter 2

www.Google.com   **Search phrase: Writing e-books and articles for the web**   **This is a Google search page, which indicates 562,000,000 results.**

www.Google.com **Words on website: Web Writing and eBooks** URL is: **http://goo.gl/d2c4iO**

www.Google.com **Words on website: How to Write Your First eBook** URL is: **www.wikihow.com/Write-Your-First-eBook**

www.Google.com **Words on website: How to Write an Ebook, Amy Lynn Andrews**, URL is: **http://goo.gl/YLwzqm**

www.Google.com   **Search phrase: Writing academic, technical and scientific material for the web**   **This is a Google search page, which indicates 510,000,000 results.**

www.Google.com   **Search phrase: "How to write" scientific and technical "in PDF"**   **This is a Google search page, which indicates 394,000 results**

www.Google.com **Words on website: Resources for Graduate Students**, URL is: **http://goo.gl/H8xk5p**

www.Google.com **Words on website: Writing a Scientific/Technical Report** URL is: **http://www.lcc.uma.es/~eat/pdf/sw.pdf**

www.Google.com **Words on website: The Science of Scientific Writing**, **URL is:**

www.Video.Google.com **Words on website: Academic writing - online links**, **URL is: http://goo.gl/PyghVE**

www.Google.com   **Search phrase: Creating technical documents in the web-based format** **This is a Google search page, which indicates 1,140,000,000 results.**

www.Google.com **Words on website: Types of Web Sites and Documents**, **URL is: http://webstyleguide.com/wsg3/1-process/6-types-of-sites.html**

Videos from other Authors, to Support and Supplement The Concepts and other Material in Chapter 2

When you left click on a **link** for a video, a webpage will open, and the video will start automatically in most cases. The webpage that opens with the video will usually have 10 or more **RELEVANT** videos. If the video does not start automatically, and the webpage opens, left click on the link provided by the author of the video. This link is usually in the center of the screen.

www.Video.Google.com **Search phrase:**. **Creating technical documents in the web-based format** **This is a Google video search page, which indicates 22,100,000 results.**

www.Video.Google.com **Words on website, How to Write Better-Writing Tips on Voice, Tense, Perspective: URL is: www.youtube.com/watch?v=ZIVwFRco28Y&feature=share&list=PLE870A1F5201F35A2&index=10**

www.Video.Google.com **Words on website: Video:Formatting HTML text**, **URL is: http://video.about.com/webdesign/Formatting-Text-in-HTML.htm**

**To go to the first page of this
e-book left click on these words.**

HYPERLINK TABLE OF CONTENTS

Below is the hyperlink table of contents of this chapter. If you left click on a specific section, or subsection, it will appear on your computer screen. Note the red chapter heading, the yellow highlighted sections, and the blue subheadings are **all active links.**

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