Editing and rewriting web pages is a process that requires patience and team work. This task can be daunting if you have many pages to edit. This process outline and tip sheet will help you work out a procedure that works best for your team and web content.

Before you begin

- Bring the team together and brainstorm a battle plan
- Designate a team member or members to be responsible for each step

**Step 1: List & Prioritize**

- List all pages to be edited
- With team input, prioritize the most important pages first. Consider:
  - User feedback
  - Most frequently asked questions
  - Pages that have legal requirements or time sensitive information

**Step 2: Rewrite** (turn over for more information on rewriting)

- Assign pages to individual writers on team
- Rewrite with usability rules and users in mind

**Step 3: Proof**

- Writers should proof as they write
- Rewriters shouldn’t proof finished drafts
  - Use other team members
  - Get outside perspectives

**Step 4: Test** (with real users)

- Can be done formally or informally
- Have users complete specific tasks and measure: time spent, frustration level, and success rate
- Record or take notes of user comments and experiences
Step 5: Update
- Divide the work among the team members
- Establish a regular updating schedule
  - Most pages can be updated once a term
  - Pages with external links or time sensitive information should be reviewed once a month
- Changes in procedure or information may require unscheduled updates

Rewriting
- Keep in mind that each step should be applied to the entire page as well as to individual sections.
- Look at the page from the user’s perspective.
- The order of the steps is not as important as completing each one.

Evaluate
- Evaluate website using feedback from team and users
  - Determine which sections are most important
  - Consider rewriting or removing sections that don’t work
- Focus on text heavy sections and consider …
  - Using lists to reduce amount of text
  - Using graphs, charts, or tables to explain concepts

Remove
- Inaccurate or out-of-date information
- Unnecessary information
- Deadwood (text that does not add to meaning)
  - Single words like: very, really, quite, much, extremely
    - For example: very unique, added bonus, currently unavailable
  - Phrases like: “If you want to,” “if you wish to,” “in order to,” “as a matter of fact,” “in the same way”
- Pretentious or self-serving language
- Long complex words, replace with simple terms

Add/Change
- Add information that is new or will benefit user
- Change and rewrite sections to …
  - Clarify information
  - Apply user feedback
  - Apply readability guidelines
  - Edit for grammar, voice, and tone

Organize
- Use the Inverted Pyramid to organize information
- Apply inverted pyramid style to entire page and each section
- Check logical flow of text