



Writing Effective Web Content



In this activity, you will practice writing Web content. Follow the directions below and save your document as a word-processing file named "Writing Online."

1. Visit the [Encyclopedia Britannica](http://www.britannica.com) website at *www.britannica.com*.
2. Search for the word "**koala**" using the Search bar.
3. Open the search result listing titled "koala (marsupial)."
4. Review the article.
5. Make a list of the guidelines for writing Web content that were discussed in this lesson.
6. Using a word-processing program, rewrite the article according to the guidelines you listed. Remember to use headings, lists and chunking techniques.