

Web Content: How to Write Online Articles



Creating web content or writing articles in the online world is a bit different than writing for magazines, writing books or essays, and similar. Today, the Web is used not just by "computer freaks," but also by business people, parents and children, grandmothers, and all sorts of people. Web content design and format of your online article must be clear, easy-to-read and comprehensible to all these audiences.

Therefore, if you want your web content to be effective, attracting readers and making extra money for you, then you may want to learn and employ a few things while [writing articles for the web](#).

How to Write Online Articles

Online articles must have a title, body of the text, and a conclusion.

If you want to earn money from your articles, then knowing how to write online articles won't be enough; you need to learn how to make money from article writing, which means you need to employ some on-page SEO to get you started. Basically, this means you need to decide:

- what [article topics](#) you're going to write about,
- [write effective titles](#)
- [use](#) your main keywords in the titles, sub-titles (where possible), once in the first sentence, at least twice in the body of the text, and in the conclusion.

Web Content Design for Writers

As an online article writer creating textual content for an article writing site such as [Seehy](#), or a website of your own, you have to know a few basic things about web content design. Keep in mind that all online web page visitors are skimmers. They skim the content on a given web page before reading the full article. This article will teach you how to write online articles by employing the best possible web content design on your web pages. Keep these important elements in mind while writing your online articles – create [scannable](#) web content using:

- ① meaningful and eye-catching titles and sub-titles
- ② the inverted pyramid style
- ③ paragraphs with white spaces between them
- ④ highlighted keywords
- ⑤ [bulleted lists](#)
- ⑥ the right word count
- ⑦ links to relevant (related) content
- ⑧ [add social media links to help spread the word](#)