

American Chemical Society



Writing for the Web

(Easy to Scan Excerpt)

www.acs.org
July 2015

Web Writing is Unique

“People read much differently online than they do offline. Therefore, writing for the web requires a set of skills unique from journal, novel, marketing, and other kinds of writing.”

Overview

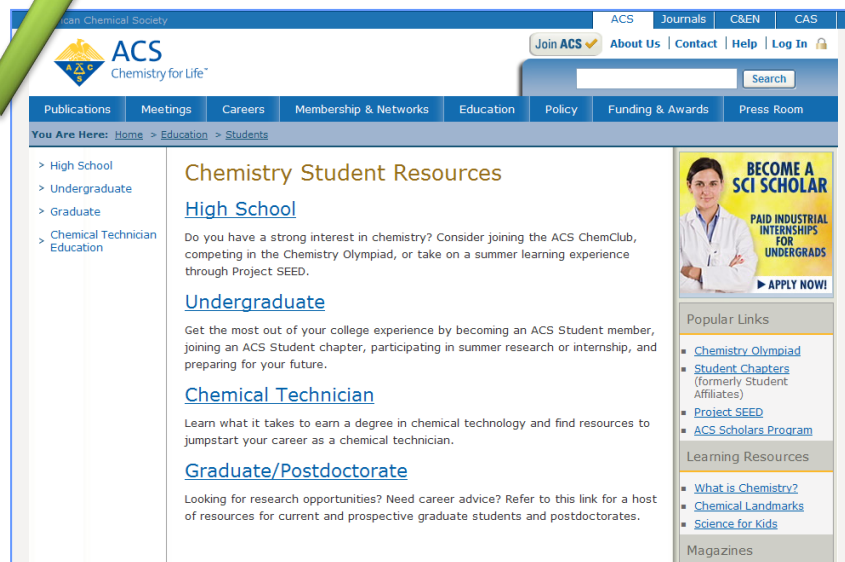
- **Audience and Purpose**
 - Who is going to read this page? Why should they read this page?
- **Writing Style**
 - Using an informal tone and active voice.
- **Easy to Scan**
 - The ease with which a user can read and absorb content on a webpage.
- **Readability**
 - The ease (or difficulty) with which content can be read.
- **Formatting**
 - How content is best displayed or presented.

Easy to Scan

How People Read Online

1. They skim and scan.
2. They pay little attention to anything toward the bottom of the page.
3. They read the first—maybe three—words on a line.

Don't Try to Fit Everything on One Page



ACS
Chemistry for Life™

Join ACS About Us Contact Help Log In

Publications Meetings Careers Membership & Networks Education Policy Funding & Awards Press Room

You Are Here: Home > Education > Students

Chemistry Student Resources

High School

Do you have a strong interest in chemistry? Consider joining the ACS ChemClub, competing in the Chemistry Olympiad, or take on a summer learning experience through Project SEED.

Undergraduate

Get the most out of your college experience by becoming an ACS Student member, joining an ACS Student chapter, participating in summer research or internship, and preparing for your future.

Chemical Technician

Learn what it takes to earn a degree in chemical technology and find resources to jumpstart your career as a chemical technician.

Graduate/Postdoctorate

Looking for research opportunities? Need career advice? Refer to this link for a host of resources for current and prospective graduate students and postdoctorates.

Popular Links

- Chemistry Olympiad
- Student Chapters (formerly Student Affiliates)
- Project SEED
- ACS Scholars Program

Learning Resources

- What is Chemistry?
- Chemical Landmarks
- Science for Kids

Magazines

Chemistry Student Resources

High School

Do you have a strong interest in chemistry? Consider joining the ACS ChemClub, competing in the Chemistry Olympiad, or take on a summer learning experience through Project SEED.

- ACS ChemClub**
The ACS ChemClub provides fun, authentic, and hands-on opportunities to experience chemistry beyond the classroom.
- Chemistry Olympiad**
The Chemistry Olympiad competition brings together the world's most talented high school students to test their knowledge and skills in chemistry. Find out how you can participate.
- Project SEED**
Project SEED is a summer research program for economically disadvantaged students. If you are a junior or senior year in high school, learn how you can work alongside scientists in a research laboratory.
- ChemMatters Magazine**
This award-winning magazine demystifies chemistry with exciting articles, photos, and videos.
- ACS Scholars Program**
African-American, Hispanic, and American Indian students pursuing a college degree in the chemical sciences or chemical technology are eligible to apply for a scholarship through the ACS Scholars Program.
- College Planning**
Are you thinking about studying chemistry in college? Don't know where to start? Refer to this link to learn what it takes to earn a degree in chemistry, the benefits of finding a mentor and building a professional network, and much more.

Undergraduate

Get the most out of your college experience by becoming an ACS Student member, joining an ACS Student chapter, participating in summer research or internship, and preparing for your future.

- Student Chapters**
Enhance your college experience while gaining access to skills and experience for a successful career.
- Attending an ACS Meeting**
Find out how to submit abstracts, share research, participate in activities, and much more.
- Undergraduate Research**
Learn about experimentation work and find a broad range of research opportunities in the chemical sciences.
- Internships, Summer Jobs, and Co-ops**
See a listing of internships, summer jobs, and co-ops.
- Study Abroad Programs**
Find study abroad programs and learn how to incorporate international study into your education.
- Finding a Mentor**
Learn about choosing a mentor, establishing a mentorship, and setting boundaries.
- Networking**
Building a professional network can help you enhance your chemistry experience. Here's how to get started.
- Scholarships**
ACS sponsors scholarship programs for qualified applicants who want to enter the fields of chemistry, chemical engineering, and teaching.

Chemical Technician

Learn what it takes to earn a degree in chemical technology and find resources to jumpstart your career as a chemical technician.

- Chemical Technician Roles & Responsibilities**
Learn what chemical technicians do and what employers want.
- Earn a Chemical Technology Degree**
Find out what it takes to earn a degree in chemical technology.
- Find a School with a Chemical Technology Program**
Choose from 150 colleges, universities, and training centers in the United States offering chemistry-based technology programs.
- Find an Internship**
See listings of internships, service learning, and cooperative education opportunities.
- Financial Aid Opportunities**
Get a start on financing your education or paying for meeting travel.

Graduate/Postdoctorate


Looking for research opportunities? Need career advice? Refer to this link for a host of resources for current and prospective graduate students and postdoctorates.

- Planning for Graduate Work in Chemistry**
Get on the path to selecting, applying for, and being accepted to graduate school with this comprehensive guide.
- Getting Ready for the Workplace**
Find information and workshops on preparing for life after graduate school, academic careers, networking, and more.
- Resources for Current and Prospective Students**
Access resources for applying to graduate school, distance learning, financial aid, fellowships, scholarships, grants, and careers.
- International Students**
Obtain resources and information about admission, financing your education, and life in the United States.
- Directory of Graduate Research**
Find the most comprehensive listings on chemical research and researchers at universities in the U.S. and Canada, including statistics on institutions and biographical information on faculty.

Fold

What if?

Avoid a “Wall” of Text



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Publications | Meetings | Careers | Membership & Networks | Education | Policy | Funding & Awards | Press Room

You Are Here: [Home](#) > [Membership & Networks](#) > [ACS Membership](#) > [Welcoming All Chemists](#) > [Industry](#)

Industry Member Programs

More than 60% of our 160,000 members identify themselves as industrial chemists or chemical engineers. The office of Industry Member Programs (IMP) aims to increase the participation of these members in ACS and to provide exceptional services to all chemists in industry.

IMP facilitates communication between ACS and the company-wide management of chemical and allied-industry corporations to develop ACS services for their industrial employees and their workplaces.

Founded in 1952, [Corporation Associates](#) (CA) is the formal link between the American Chemical Society and the chemical industry.

To bring value to industry members, the office of Industry Member Programs develops and produces multiple programs specific to the needs of industrial chemists. We also work closely with many ACS offices to ensure that the needs of industrial chemists are met through other programs and services.

To focus on the specific information needs of chemists and chemical engineers working in industry, Industry Member Programs has launched a new web site, [Boil This Down](#). Our office scours the world's top scientific and business publications each day to bring you breaking and top news relevant to chemists employed in industry. The site also provides specific information to those chemists working in both small and medium sized businesses (SMB). Our monthly SMB webinars are announced on the site, and recording of all past webinars are archived here as well. You can also read interviews with leading chemists, and learn of ACS programs specific to our industry members. Our aim is to provide you with the information and resources you need from scientific and business publications that help you become a better manager and scientist.

As an industrial member, you may be interested in getting involved with ACS leadership, please view the [Industry Pipeline Taskforce flyer](#) for more information. Below is a listing of various ACS offices and programs that can be utilized by industry members:

Careers and Professional Development

- [ACS Careers Database](#) is an invaluable tool to search for chemistry careers
- [ACS Career Publications](#) provides advice, tips and general job seeking information
- ACS provides a multitude of [Continuing Education in Chemistry](#) courses including Short Courses, Webcast Courses, ACS ProSpectives Conferences and On-Site Courses.
- Our [Leadership Development System](#) is a newly developed curriculum launching in Salt Lake City at the Spring 2009 National Meeting.

Corporation Associates

Become a member of CA and benefit from:

- Vital briefings on Capitol Hill
- Networking opportunities
- Access to market information
- Exclusive access to leaders in research and product innovation

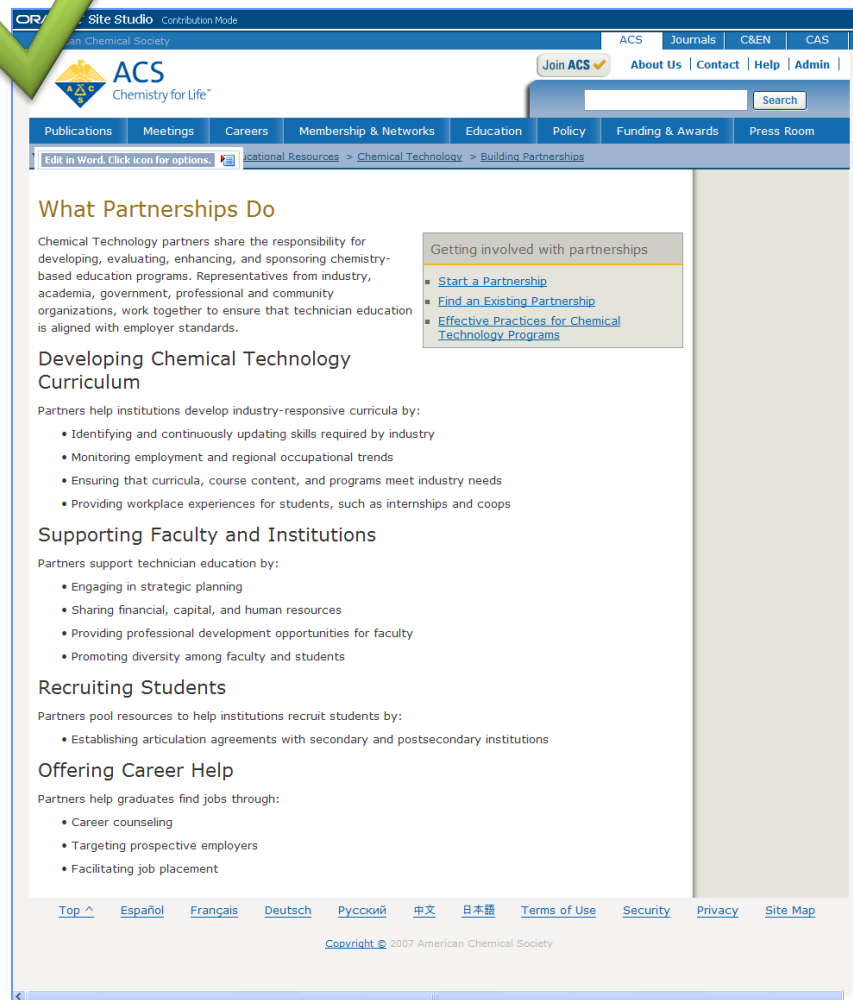
Boil This Down

The Best Elements for Chemists in Industry

A daily compilation of news and information from more than 100 sources

Use Headings and Subheadings

- Users who read nothing else on the page will walk away with useful information.
- Keep headings short.

The screenshot shows a web page from the ACS website. The page title is "What Partnerships Do". The content is organized into several sections, each with a heading and a list of bullet points:

- What Partnerships Do**
 - Chemical Technology partners share the responsibility for developing, evaluating, enhancing, and sponsoring chemistry-based education programs. Representatives from industry, academia, government, professional and community organizations, work together to ensure that technician education is aligned with employer standards.
 - Getting involved with partnerships
 - Start a Partnership
 - Find an Existing Partnership
 - Effective Practices for Chemical Technology Programs
- Developing Chemical Technology Curriculum**
 - Partners help institutions develop industry-responsive curricula by:
 - Identifying and continuously updating skills required by industry
 - Monitoring employment and regional occupational trends
 - Ensuring that curricula, course content, and programs meet industry needs
 - Providing workplace experiences for students, such as internships and coops
- Supporting Faculty and Institutions**
 - Partners support technician education by:
 - Engaging in strategic planning
 - Sharing financial, capital, and human resources
 - Providing professional development opportunities for faculty
 - Promoting diversity among faculty and students
- Recruiting Students**
 - Partners pool resources to help institutions recruit students by:
 - Establishing articulation agreements with secondary and postsecondary institutions
- Offering Career Help**
 - Partners help graduates find jobs through:
 - Career counseling
 - Targeting prospective employers
 - Facilitating job placement

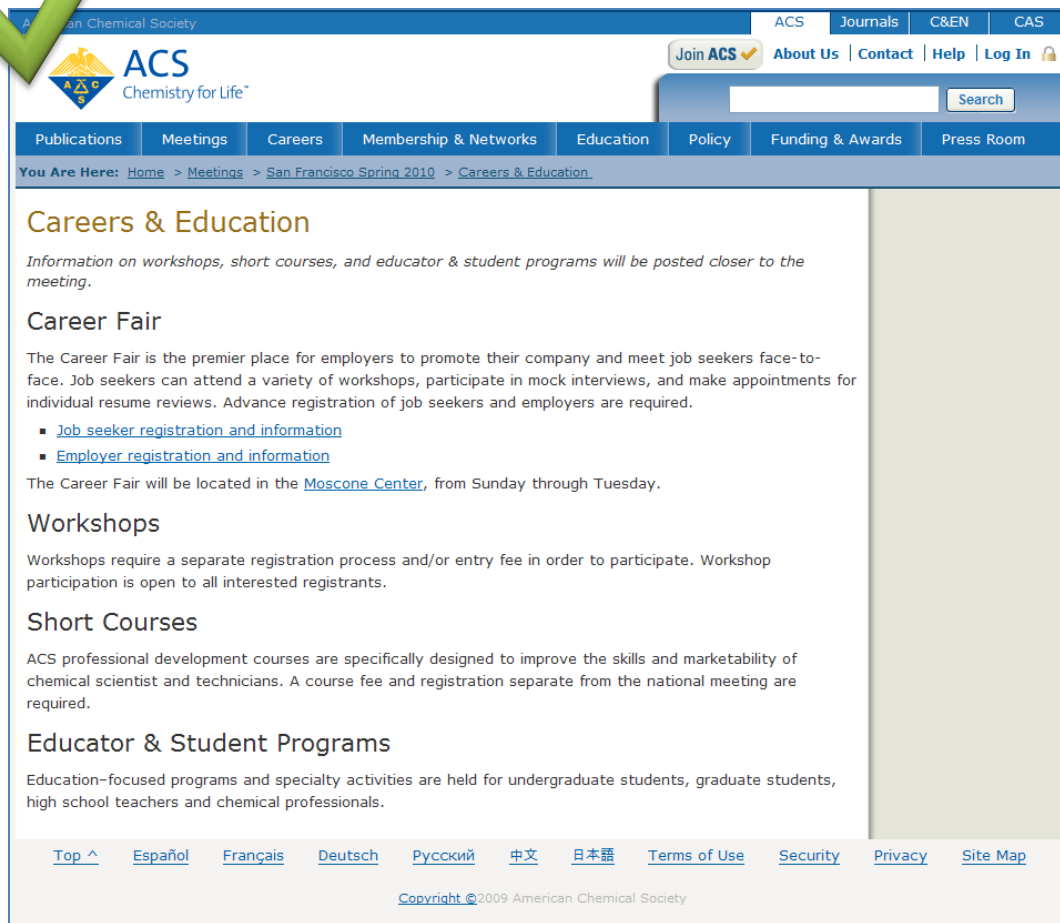
The page also includes a navigation menu at the top with links like "Publications", "Meetings", "Careers", etc., and a footer with language options and copyright information.

Think of headings as a page summary:

What Partnerships Do:

- Develop a Chemical Technology Curriculum
- Support Faculty and Institutions
- Recruit Students
- Offer Career Help

Use Short Paragraphs



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Publications Meetings Careers Membership & Networks Education Policy Funding & Awards Press Room

You Are Here: [Home](#) > [Meetings](#) > [San Francisco Spring 2010](#) > [Careers & Education](#)

Careers & Education

Information on workshops, short courses, and educator & student programs will be posted closer to the meeting.

Career Fair

The Career Fair is the premier place for employers to promote their company and meet job seekers face-to-face. Job seekers can attend a variety of workshops, participate in mock interviews, and make appointments for individual resume reviews. Advance registration of job seekers and employers are required.

- [Job seeker registration and information](#)
- [Employer registration and information](#)

The Career Fair will be located in the [Moscone Center](#), from Sunday through Tuesday.

Workshops

Workshops require a separate registration process and/or entry fee in order to participate. Workshop participation is open to all interested registrants.

Short Courses

ACS professional development courses are specifically designed to improve the skills and marketability of chemical scientist and technicians. A course fee and registration separate from the national meeting are required.

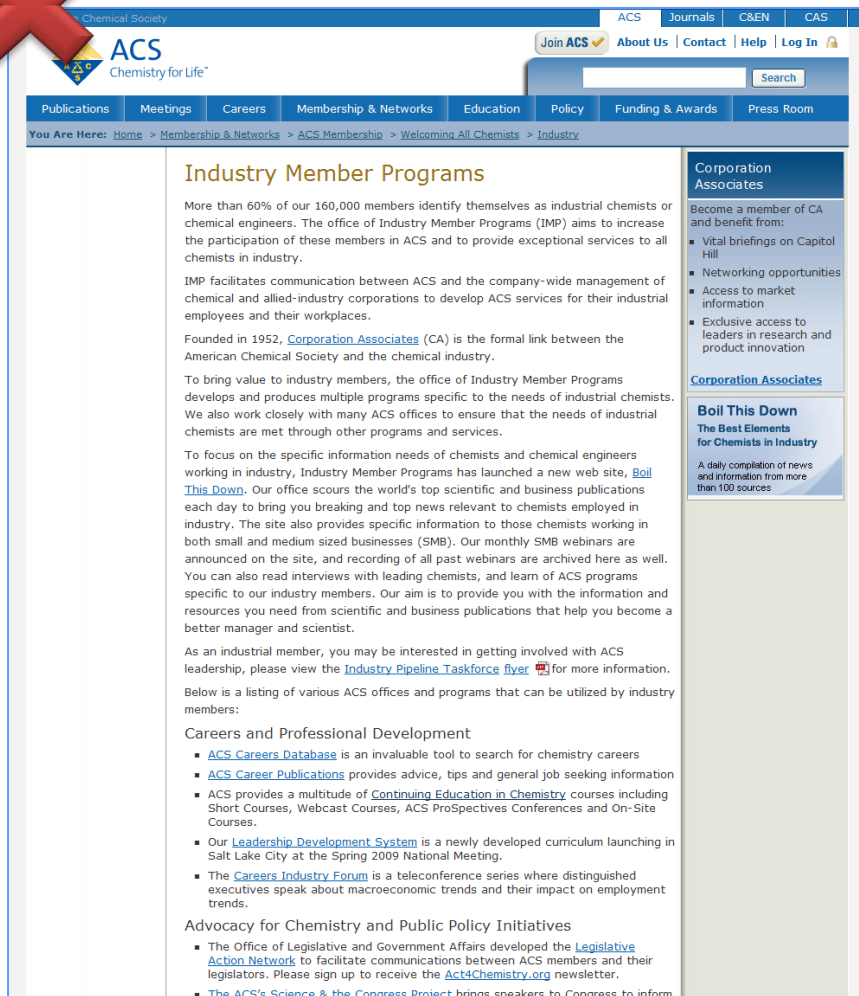
Educator & Student Programs

Education-focused programs and specialty activities are held for undergraduate students, graduate students, high school teachers and chemical professionals.

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Use Lists

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You Are Here: Home > Membership & Networks > ACS Membership > Welcoming All Chemists > Industry

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- Our [Leadership Development System](#) is a newly developed curriculum launching in Salt Lake City at the Spring 2009 National Meeting.
- The [Careers Industry Forum](#) is a teleconference series where distinguished executives speak about macroeconomic trends and their impact on employment trends.

Advocacy for Chemistry and Public Policy Initiatives

- The Office of Legislative and Government Affairs developed the [Legislative Action Network](#) to facilitate communications between ACS members and their legislators. Please sign up to receive the [Act4Chemistry.org](#) newsletter.
- The ACS's [Science & the Congress Project](#) brings speakers to Congress to inform

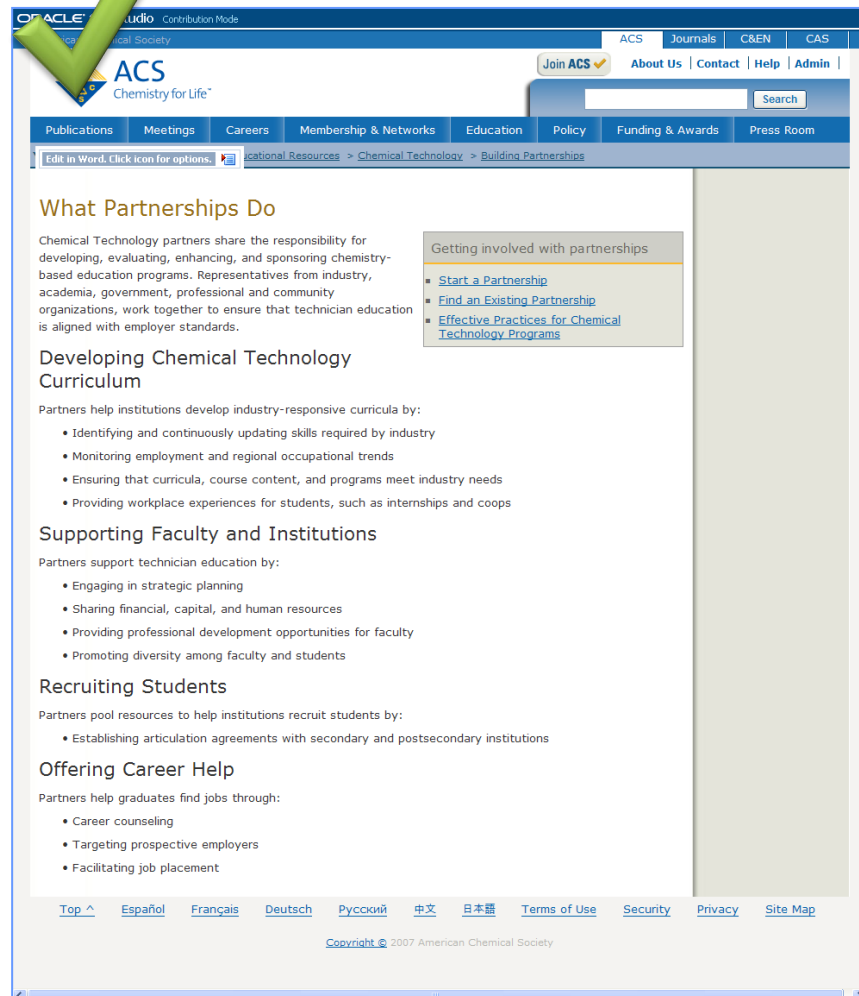
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Publications Meetings Careers Membership & Networks Education Policy Funding & Awards Press Room

Edit in Word. Click icon for options

Educational Resources > Chemical Technology > Building Partnerships

What Partnerships Do

Chemical Technology partners share the responsibility for developing, evaluating, enhancing, and sponsoring chemistry-based education programs. Representatives from industry, academia, government, professional and community organizations, work together to ensure that technician education is aligned with employer standards.

Getting involved with partnerships

- [Start a Partnership](#)
- [Find an Existing Partnership](#)
- [Effective Practices for Chemical Technology Programs](#)

Developing Chemical Technology Curriculum

Partners help institutions develop industry-responsive curricula by:

- Identifying and continuously updating skills required by industry
- Monitoring employment and regional occupational trends
- Ensuring that curricula, course content, and programs meet industry needs
- Providing workplace experiences for students, such as internships and coops

Supporting Faculty and Institutions

Partners support technician education by:

- Engaging in strategic planning
- Sharing financial, capital, and human resources
- Providing professional development opportunities for faculty
- Promoting diversity among faculty and students

Recruiting Students

Partners pool resources to help institutions recruit students by:

- Establishing articulation agreements with secondary and postsecondary institutions

Offering Career Help

Partners help graduates find jobs through:

- Career counseling
- Targeting prospective employers
- Facilitating job placement

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Change Paragraphs to Lists



Career Counseling

[Find a career consultant](#)

The online Career Consultant Program (CCP) consists of over 70 volunteer consultants – all ACS members – who are available to assist other ACS members with various employment and career development matters including: résumé preparation, job search strategies, interviewing techniques, making a career transition, salary negotiation techniques, and more.



Career Counseling

[Find a career consultant](#)


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- résumé preparation
- job search strategies
- interviewing techniques
- making a career transition
- salary negotiation techniques
- and more

More Changing Paragraphs to Lists



Enroll Now! ACS members receive an added benefit of being able to take the courses at a discounted rate: four-hour facilitated courses are \$150 (\$300, non-member), the eight-hour Extraordinary Leader Course is \$650 (\$800, non-member) and the online courses are \$25 (\$50, non-member).

- [course schedule and locations](#)
- [online courses](#)
- [2009 course brochure](#) 
- [scholarships available](#)



Enroll Now!

- [Course schedule and locations](#)
- [Online Courses](#)
- [2009 Course Brochure](#)
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ACS Member Discount

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\$150 - members
\$300 - non-members
- Eight-hour Extraordinary Leader Course
\$650 - members
\$800 - non-members
- Online courses
\$25 - members
\$50 - non-members

Use Numbered Lists for Steps



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Search

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> Planning Your Visit
> Activities
> Success Stories
> Workshops

Volunteer with Kids & Chemistry

Kids & Chemistry is a community-based program that brings together scientists and children to do hands-on science activities. Volunteers include ACS members, ACS Student Chapters, and corporate groups.

Volunteer efforts can be implemented as a full program administered by an ACS local section or by an individual as a one-time classroom visit. The program can also be incorporated into an existing corporate outreach/education program, or serve as the focal point for a larger mentoring program.

How it Works

- Contact a school**
[Establish a relationship with a local school.](#)
- Choose an activity**
 Purchase our new [Kids & Chemistry Kits](#) from the ACS Store, or use ACS-approved [lessons submitted from other members.](#)
- Present your lesson**
 Use [classroom management techniques](#) to maximize the impact of your lesson.
- Tell us about it**
 After you're done, [drop us a line.](#) We'd love to hear about your efforts and help in any way possible.

Other Ways You Can Support Science Education

- [Share ACS resources with teachers](#)
- [Present science-fair certificates at a school](#) 📄

SCIENCE for KIDS
fun activities puzzles games

National Chemistry Week

Celebrate the 140th anniversary of the Periodic Table of the Elements October 18–24 during [National Chemistry Week!](#)

Science Education Resources

Explore resources for teaching developmentally appropriate chemistry concepts, the process of scientific investigation, and the importance of science to our lives.

- [K–8 Resources](#) 📄
- [9–12 Resources](#)

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Emphasis

"Emphasize everything and you emphasize nothing."

-- Herschell Gordon Lewis

Highlight Keywords and Phrases

Easier to read:

For individual words or short phrases

- Bold
- Hyperlinks

Don't format an entire paragraph with bold, hyperlinks, italics, or all-caps.

Difficult to read:

Only for individual words

Break Up Lists with Subheadings

- Alphabetical
- State, region, city, or country
- Type of information
- Audience
- Sequence
- Task
 - Italics
 - All-caps




The screenshot shows the ACS website's 'Local Section Websites' page. A large green checkmark is overlaid on the top left of the page. The page features a navigation bar with links for Publications, Meetings, Careers, Membership & Networks, Education, Policy, Funding & Awards, and Press Room. Below the navigation bar, a breadcrumb trail reads: 'You Are Here: Home > Membership & Networks > Local Sections > Local Section Websites'. The main content area is titled 'Local Section Websites' and includes a subheading: 'If your section has a website or blog but you don't see it listed, please submit the URL plus a brief description via [email](#), and we will add it to this page.' The list of websites is organized by state/region, with subheadings for each: Alabama, Alaska, Arizona, Arkansas, and California. Each subheading is followed by a bulleted list of links to local section websites. A large graphic on the right side of the page reads 'Get Involved, Stay Involved' and features a map of the United States with orange figures connected by lines, representing a network. Below the graphic, text encourages users to discover ACS Local Section volunteer opportunities and explore tools and resources. On the far right, there is a section titled 'ACS President's Challenge' featuring a portrait of Tom Lane and text stating that ACS President Tom Lane has set a challenge to recruit 10,000 plus new ACS members by the end of 2009. At the bottom right, there is a banner for 'ACS Network' with the tagline 'Find friends and colleagues faster'.

Don't Overemphasize



Related Content: Useful References About Global Climate Change

Science:

[Global Climate Change Impacts in the United States](#), U.S. Global Change Research Program (2009).

Summarizes the science and the impacts of climate change in the U.S. now and in the future. Includes impacts on different regions, society and the economy. The report is based primarily on 21 reports from work by 13 federal agencies.

[Climate Change 2007: Synthesis Report](#), Intergovernmental Panel on Climate Change (2007)

Summarizes observed changes in climate and their effects, causes of observed changes, projections of future change and related impacts, adaptation and mitigation options and key remaining uncertainties. The report is based on the assessment of the three working groups of the IPCC.

Economics:

[Designing Climate Mitigation Policy](#), Resources for the Future (2009)

Summarizes key findings and controversies regarding mitigation costs, damage valuation, policy choices, and technological innovation. Estimates "emission pricing" and discusses scope of regulation, policy choices, complementary technology and international policy architectures.

Uncertainties:

[Uncertainty in Analyzing Climate Change: Policy Implications](#) , Congressional Budget Office (2005)

Summarizes sources of scientific and economic uncertainty that limit the understanding of climate change and complicate assessments of policies. Discusses implications of uncertainties for policy responses related to research and development, mitigation of emissions and adaptation to a warmer climate.

Models:

[Climate Models: An Assessment of Strengths and Limitations](#) US Climate Change Science Program (2008)

Use Emphasis with Purpose



Related Content: Useful References About Global Climate Change

Science

[Global Climate Change Impacts in the United States](#)

U.S. Global Change Research Program (2009).

Impacts of climate change in the U.S. now and in the future impacts on different regions, society, and the economy.

[Climate Change 2007: Synthesis Report](#)

Intergovernmental Panel on Climate Change (2007)

Observed changes in climate and their effects, causes of observed changes, projections of future change and related impacts, adaptation and mitigation options , and key remaining uncertainties.

Economics

[Designing Climate Mitigation Policy](#)

Resources for the Future (2009)

Key findings and controversies regarding mitigation costs, damage valuation, policy choices, and technological innovation.

Uncertainties

[Uncertainty in Analyzing Climate Change: Policy Implications](#)

Congressional Budget Office (2005)

Sources of scientific and economic uncertainty that limit the understanding of climate change and complicate assessments of policies.

Models

[Climate Models: An Assessment of Strengths and Limitations](#)

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