

# **Editing for the Web: More Tips and Tactics**

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***Copyediting* Editor-in-Chief**

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## Man with gun, criminal record was on elevator with Obama

Carol D. Leonnig 5:14 PM ET

The security contractor got close to the president two weeks ago, violating Secret Service protocols, according to three people familiar with the incident.

### Secret Service agent who tackled intruder was off duty

Carol D. Leonnig

The agent, part of the Obama daughters' security detail, is said to have been coincidentally in the mansion.

- Secret Service chief grilled



Tom Frieden, director of the CDC, speaks about the Ebola case. (AP)

## First U.S. case of Ebola confirmed

Elahe Izadi, Mark Berman and J. Freedom du Lac 8:18 PM ET

The patient arrived from Liberia on Sept. 20 and showed symptoms four days later. The CDC said the infection will be contained, but others who came into contact could develop Ebola.

posttv



## Supercell, hail sweep Colorado

Residents of Aurora captured video of a supercell cloud over the city as a powerful hailstorm swept through.

» » » » »

## Olympian Michael Phelps arrested in Baltimore on DUI charges



Marissa Payne

## Opinions

### Bill O'Reilly's 'Killing Patton' blunder



Richard Cohen

His latest book completely ignores the general's anti-Semitism. O'Reilly calls Colbert 'dumb'

Milbank: What the Secret Service doesn't get

Waldman: Supreme Court helps game elections

Rampell: What women want most in a spouse

Rubin: The closest Senate race you're ignoring

Seggel: I'm homeless because I didn't have friends

Capehart: The Secret Service digs its hole deeper

Gerson: Obama is no longer in denial

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NATION 3:48 PM

## CDC confirms first case of Ebola virus diagnosed in the U.S.

by **Christine Mai-Duc**

A Dallas hospital has isolated a patient whose symptoms and recent travel history raised fears about the deadly virus, which has killed hundreds of people in western Africa.

- USC Provost Garrett to become first female president of Cornell
- Bryan Stow files another suit against Dodgers, former employer
- Murder charges dropped after prosecutor's affair with criminalist
- Husband guilty of poisoning wife with nicotine, collecting \$500,000



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L.A. NOW 2:33 PM

### Deal to get financial records from DWP trusts goes to utility board

Los Angeles lawmakers are pressing ahead with a plan that could end the legal battles over two controversial trusts affiliated with the Department of Water and Power.

POLITICAL 1:30 PM

### Brown OKs temporary gun seizures from people judged to be a danger

NATION 3:05 PM

### Two pipe bombs found in Pennsylvania cop-killer manhunt

BUSINESS 3:45 PM

### SEC accuses two men of insider trading on Herbalife

L.A. NOW 2:50 PM

### Mistrial in case of firefighter charged with beating woman feeding stray cats

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ROBIN ABCARIAN

**Robin Abcarian**

## Here's a guy advocating death by hanging for women who have abortions



# Formatting Web Copy

Create vertical lists.

# Create Vertical Lists

- ▶ **Keep each item relatively short.**  
If each item would be the size of a paragraph, make them paragraphs instead, breaking up large blocks and introducing subheads as necessary.

# Create Vertical Lists

- ▶ **Bold the introductory phrase or sentence of each bullet.** Ensure the bolded text is the main takeaway of the bullet. Readers who only read the bolded text will get the message.



# Create Vertical Lists

- ▶ **Make all of the list items parallel.** As copyeditors, you know how important this is for clarity and readability. It's doubly important online.

# Create Vertical Lists

- ▶ **Reserve numbered lists for times when sequence is important.** This tells the reader something important about the list.

# Create Vertical Lists

- ▶ **Avoid embedding lists within lists.** They're hard to follow, especially when readers are scanning.

# Formatting Web Copy

Create block  
quotes and pull  
quotes.

## Double Negatives Are Illogical

When the scolds tell us it's improper to use a double negative (*multiple negation* to linguists), they aren't completely wrong. Using a double negative in one clause to refer to one case of negation is considered non-standard English in most instances. In Standard English, we need only one negation in the clause to create a negative meaning:

Studying grammar rules **won't** do you any good.

Study grammar rules will do you **no** good.

Yet the argument that the double negative is illogical doesn't hold. English used to allow for multiple negation for emphasis, and in rare instances it still can. We shouldn't wonder why: Negation is often expressed with *not* or *-n't*, and in Old English it was expressed with an equally unemphatic word. If you wanted to get your point across, you doubled or tripled your negatives:

And that no woman has; nor never none

Shall mistress be of it

—Shakespeare, *Twelfth Night* (quoted in *Merriam-Webster's Dictionary of English Usage*)

Over time, the standard became to double the negative. That is, until the 18th century grammarians got hold of it.

# Formatting Web Copy

**Create tables.**

<b>Keystroke</b>	<b>Action</b>
Ctrl+F3	Toggles capping
Ctrl+E	Centers a paragraph
Ctrl+L	Makes the paragraph flush left
Ctrl+R	Makes the paragraph flush right
Ctrl+1	Single-spaces a paragraph
Ctrl+2	Double-spaces a paragraph
Ctrl+K	Opens the Insert Hyperlink box
Ctrl+left arrow key	Moves the cursor to the left by one word; Ctrl+Shift+left arrow key highlights the word to the left of the cursor
Ctrl+right arrow key	Moves the cursor to the right by one word; Ctrl+Shift+right arrow key highlights the word to the left of the cursor
Ctrl+up arrow key	Moves the cursor up one paragraph; Ctrl+Shift+up arrow key highlights the paragraph above the cursor
Ctrl+down arrow key	Moves the cursor down one paragraph; Ctrl+Shift+down arrow key highlights the paragraph below the cursor
Ctrl+Enter	Inserts a page break
Ctrl+Shift+E	Toggles Track Changes on and off

<b>Verb Form</b>	<i>American Heritage</i>	<i>Merriam-Webster Collegiate</i>	<i>Webster's New World</i>	<i>Oxford Dictionaries Online (Brit.)</i>	<i>Canadian Oxford Dictionary</i>
<i>lighted</i> or <i>lit</i>	equal variant	equal variant	equal variant	equal variant	<i>lit</i>
<i>dived</i> or <i>dove</i>	equal variant	equal variant	equal variant	equal variant	<i>dived</i>
<i>strived</i> or <i>strove</i>	equal variant	<i>strove</i> , also <i>strived</i>	equal variant	equal variant	<i>strove</i>
<i>striven</i> or <i>strived</i>	equal variant	equal variant	equal variant	equal variant	<i>striven</i>



# Formatting Web Copy

Use bold  
judiciously.

# Use Bold

Use bold for:

- ▶ **New terms**
- ▶ **Short examples**
- ▶ **Keywords and key ideas**

Use a light touch, but be consistent.

**Choose a Style Guide**

# Choosing a Style Guide

- ▶ [\*The Yahoo! Style Guide\*](#) (2010)
- ▶ [\*BuzzFeed Style Guide\*](#) (ongoing)
- ▶ [Wikipedia: Manual of Style](#)  
(ongoing)
- ▶ [\*Wired Style\*](#) (1999)
- ▶ [\*The Columbia Guide to Online Style\*](#) (2006)

# Creating Your Own Style Guide

Your web style should:

- ▶ Be consistent and unobtrusive
- ▶ Ease scanning and reading
- ▶ Be easy to apply

# Get the Presentation Online

Main presentation:

<http://bit.ly/1lvT3ia>

Part two:

<http://bit.ly/1lvUUUr>