Tips on Writing Articles for the Internet that Will Get Published and Read
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Here are some quick tips on writing articles that will get published and read:

1. Format your article to 60 characters per line.

2. Use spell check every time.

3. Begin your article with the title and directly beneath that include By: Your name.

4. Capitalize all proper names.

5. Be sure that you include the apostrophe in words like don't, isn't, I've, that's, etc. Spell check picks up these words.

6. Many organizations follow the Stylebook of The Associated Press which is known as 'the bible of the newspaper industry.'

7. Make your headline compelling, attractive, to the point, exactly what the article is about. Your headline should be a maximum of 60 characters.

8. If the article is about one main topic, use the key word twice, if possible. If the article is about a couple of different related topics, use two or three main key words in the title, if possible, and definitely in the first sentence or two. On the internet, it is preferable that you keep your articles to one main topic.

9. Keep your articles to a maximum of 700 words especially on the internet as attention spans are short. It is better to write several short articles focusing each on a singular topic than a longer article covering multiple topics even if they are directly interrelated.

10. Make your paragraphs five to 10 lines maximum. Make the paragraphs simple and easy to read/follow.

11. Make sure that any links in your article are active. If you are offering the readers a premium, such as an e-book or other item, be sure that the link is active and that the material is in that location.

12. Proofread your article before sending it. Electronic spell check, and grammar and punctuation check do not catch all errors. Remember, it is your reputation that is at stake.

13. Did you know that you can earn professional development units (PDUs) when your article is published in a professional occupational therapy publication? To submit articles for publication in the OTAC official newsletter, send to Newsletter Editor at newsed@otaconline.org.