

### Writing for the web: the inverted pyramid

When we write for the web, we use the 'inverted pyramid'.

People read differently on the web than in a paper newspaper or magazine. They skim, reading for a few seconds and moving on fast if the content doesn't grab their attention.

For this reason, we use the inverted pyramid to get the most important information across first. If your reader leaves after reading only your first paragraph, they've got the essential points you wanted to pass.

### Writing with the inverted pyramid:

- Write each paragraph in descending order of importance, starting with the key point or most interesting bits in the first paragraph, and ending with the least important.
- This makes sure that the important information stays near the top.
- Readers quickly work out whether your content is of use to them and only read so far as they need to. So don't make them read half your story before they know what it is about!
- Writing in inverted pyramids means the story could be shortened by being cut after any paragraph, and what remains would still be understandable and a full story.
- Reading to the end gives the reader extra layers of knowledge and context.