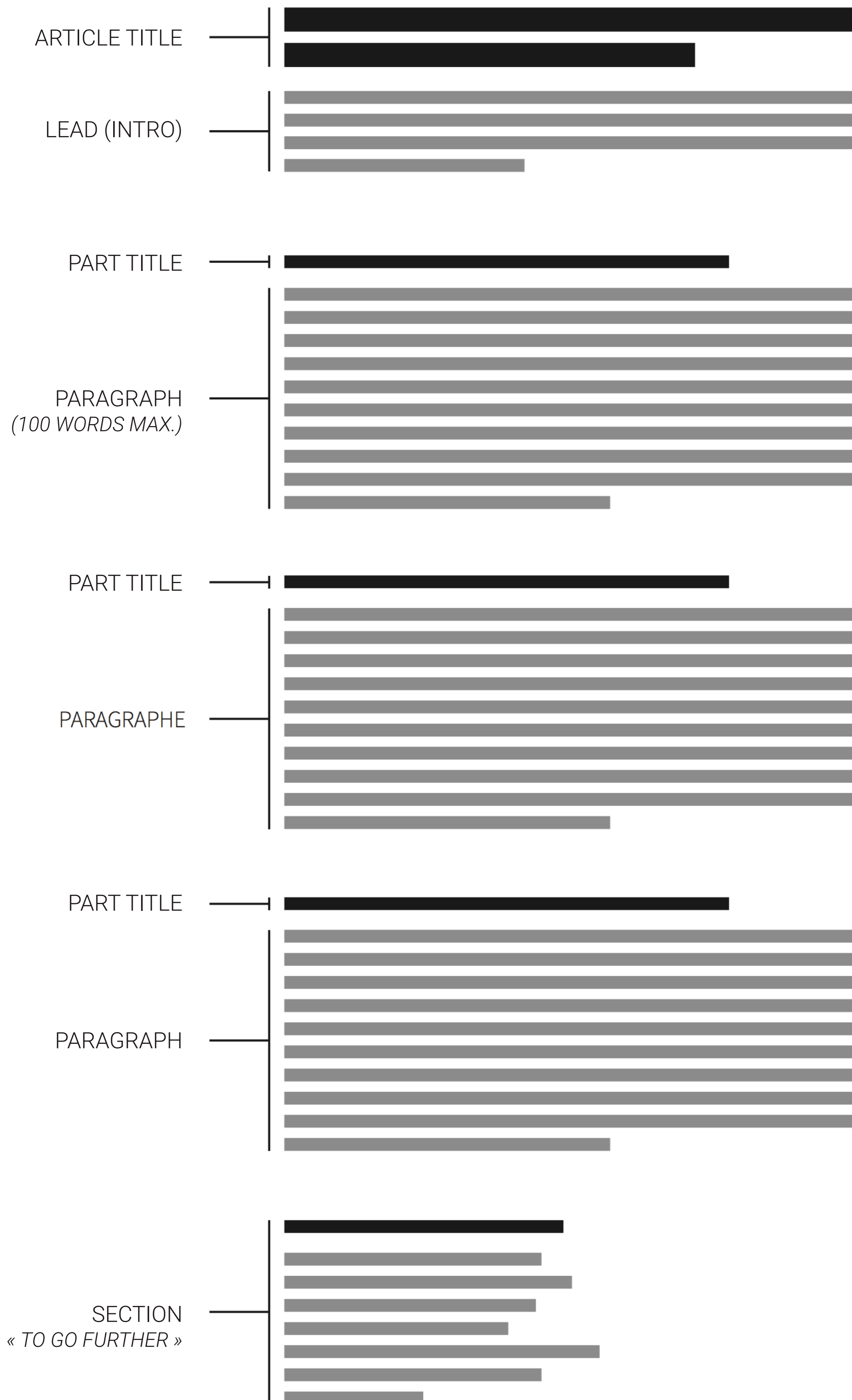


WRITING A WEB ARTICLE

DIRECT STYLE, CONCISE + SHORT SENTENCES

400 WORDS FOR A NEWS, 800 FOR A GUIDE, 1300 FOR AN EXPERTISE



The lead part needs answer to the 5W : **What? Who? Where? When? Why?**

First part :
Contain most important informations

Second part :
additional informations

Third part :
Conclusion & opening
(towards another article for instance)

« To go further » :
Allows precision about sources & ressources of the article