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How To Keep Your Styles Consistent

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Writing for the web is different to writing for other media. How you arrange and present the content of your web page is just as important as what you put in it.

Readers prefer to scan a page, skim through the content, and scroll for the important bits. Inconsistent style discourages readers from reading on. After all, other websites are just a click away!

What contributes to inconsistent style?

Take a look at the example below. We've deliberately made some very common mistakes by using

- irregular sizes and fonts for headings and subheadings;
- different fonts throughout the content; and
- non-uniform spacing.

Sunburnt Web Services




Hi, and welcome to Sunburnt Web Services. In the years we have been creating websites, we have discovered that nearly all of our customers are looking for much the same thing:

- a flexible website they can update themselves
- an attractive website which clearly identifies their business
- an *affordable* website which doesn't incur excessive ongoing fees

So we created Sunburnt Web Services to give you exactly this! When you choose to deal with Sunburnt, you can take it for granted that you will receive a flexible, attractive and affordable website. So instead of spending your time battling with your website, you can get on with what you do best –

Tips for keeping your website looking clean and consistent

- Limit the use of specific fonts, colours, and sizes as much as possible. Instead, select from the predefined styles (e.g heading 1, heading 2, normal and preformatted). These can be changed more easily.

- Don't cut and paste from Microsoft Word. If you want to compose your article offline, it is preferable to use a simple text editor like Notepad. If you must cut and paste from Word, use either the *paste from Word* button () or *paste as text* () button.
- You can remove specific formats using the editor. Fonts, colours, and sizes can all be reset by selecting text and pressing the *eraser* button () .
- Break long paragraphs into shorter ones. Readers will skip long paragraphs and find it easier to read when paragraphs have a uniform length.

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