Portfolio Writing Tips

Keep it brief! Large blocks of text quickly become overwhelming to the reader. Research has shown that short, concise paragraphs and bulleted lists work best for web use.

Cover the best stuff first. Keep the Description brief, clear, and specific to quickly engage your audience. Don't be afraid to keep it to just a sentence or two.

Add detailed information below. After you cover your main point up front, add supporting materials as attach­ments in the form of Word documents, PowerPoints, Images, Videos, and PDFs.

Call out separate topics with headings. Enable your reader to quickly scan and find the key points of your work.

Once, twice, third time's the charm. Review your text multiple times. Look closely for spelling and grammatical errors.

Think like your reader. Are you using jargon or abbreviations that only you would know? Eliminate words that'll distance your audience.

Give readers the information they need. Link to supporting articles or documents, and include links right behind your text.

Beware of bold. Bold your headings and not much else or your text will becomes difficult to read.

Beware of italics. Italics can be challenging to read on the web. Use them sparingly, except where they are called for in modern style guides.

Use all caps very sparingly. Using all caps feels SHOUT-Y! (see?)

Use bullets wisely. Capture the most essential details or key takeaways in a bulleted list to make your reader's job easier.

Adapted from the University of Michigan School of Social Work's "Web Writing for E-Portfolios"