

The Chunkify Checklist

- ✓ Page headline summarizes page content
- ✓ Sub-headings summarize paragraph/list below
- ✓ Headings and sub-headings are front-loaded, passive voice
- ✓ Each paragraph has a heading, almost
- ✓ No one-word headings, use a sentence or phrase
- ✓ Paragraphs 3 sentences or less, 40 words per paragraph
- ✓ One list per page, at least
- ✓ One list per 4 paragraphs, for long pages
- ✓ Redundant information and phrases eliminated
- ✓ Unnecessary information removed
- ✓ Useless intro removed
- ✓ Concluding sentence is NOT better than the page headline
- ✓ Links DON'T say "Click here"



Chunkify: an interactive example of a wall of text broken down piece by piece.

www.brightorangethread.com/chunkify/