# Top tips: NYC web content style Guide

Write headings in sentence case

#### Use plain language

- Use simple, everyday words
- Use you to speak directly to the user
- Use active voice

- Use short sections and short sentences
- Use descriptive headings
- Use lists and tables to simplify content

# Write at a 7th grade reading level

- Always make your content as simple as you can without losing meaning.
- Use the Flesch-Kincaid grade level formula to measure reading level.

## Write descriptive links and buttons

Learn more



#### Avoid abbreviations X RSVP ASAP to lock in

your appt.

Respond as soon as possible to lock in your appointment.

# Use contractions whenthey sound natural

You will owe late fees if you do not file on time.

You'll owe late fees if you don't file on time.

# Don't capitalize city as in city government

The City offers affordable child care programs.

The city offers affordable child care programs.

## Write dates and times like this:

Sat. Sept. 21st, 2024 9/21/24 9AM

Saturday, September 21, 2024 9 a.m. 5:30 p.m.

# Use the oxford comma

Birdwatchers can see songbirds, shorebirds, birds of prey and waterfowl.

Birdwatchers can see songbirds, shorebirds, birds of prey, and waterfowl.