The basic elements of web *readability* include:

- **Use Plain Language**
  Keep language simple and at an 8th-grade reading level or below. This will help reach larger audiences including better translation for non-English speakers.

- **Spelling and Grammar Counts!**
  Improper grammar and spelling is considered an accessibility issue. Use a grammar and spelling checker to make sure all of your content is correct.

- **Supplement With Visuals**
  Include related images and iconography to help provide further context and meaning to your content. Images can help create visual meaning, breaks up the content of your page, and lets the reader rest their eyes and mind.

- **Use White Space**
  Don’t be afraid to break up your web copy and content with white space. Paragraph breaks, text and line-spacing, and elements such as horizontal rules can help separate sections of text.

- **Short & Sweet**
  Try and keep paragraphs to 70 words or less for easier scanning of text. Short, succinct statements are easiest to digest both visually and cognitively.