

Suggested Grammatical Guidelines

Style Considerations

- Refer to the styles below as a guide for grammar, spelling, punctuation, and usage.
- Use the spellchecker. Proofread your work—especially when you've typed in information. You'll probably catch many of the typos, spelling and punctuation errors. Have someone else proofread your pages whenever possible.
- Check all links on all pages—after the page is uploaded to the server.
- Be consistent. Use the same wording, same navigational icons, etc.

Abbreviations

In the body-text of publications, use as few abbreviations as possible. In the body-text, the following should always be spelled out, not abbreviated:

- Names of states (AR, CA, MT, etc. are postal abbreviations and should be used in addresses and in reference/resource lists only.)
- Names of months and days of the week
- Units of measure—pounds, not lbs.; inches, not in.; acres, not a.; etc. (However, units of measure that are compounds—such as British thermal units or parts per million—should be spelled out on first mention, followed by the abbreviation in parentheses (Btu, ppm), which can be used thereafter.)
- First-mentions of institutions, organizations, or departments of government. For example, North Carolina State University, not N.C. State; Organic Trade Association, not OTA; Natural Resources Conservation Service, not NRCS.

Avoid excessive use of etc., et al., e.g., and i.e. in the body-text. These abbreviations are more appropriate within parentheses, in notes, and in tables. As mentioned above, abbreviate state names only in addresses and reference and resource lists.

Internet Terms (spelling)

- **e-mail**
- **e-newsletters**
- **home page** — the initial or first page of a Web site
- **HTML** — an acronym for hypertext markup language
- **HTTP** — an acronym for hypertext transport protocol
- **Internet** – this word is always capitalized
- **intranet** – this word is not capitalized
- **online** — although dictionaries will tell you that on-line is the grammatically correct spelling, “online” is a widely used and acceptable alternative
- **URL** — an acronym for Universal Resource Locator, the computer or Web address of a World Wide Web page
- **Web** — shortened version of "World Wide Web"
- **Web address** — If a Web address falls at the end of a sentence, use a period. "URL" is another name used for "Web address."
- **Web page** — two words, with the first capitalized

Web Guidelines & Standards

- **Web site**
- **World Wide Web** - also known as the shortened version "Web"
- **WWW**
- **www.attra.ncat.org** or **http://xyzsite.org** - Notice the use of http:// when a site address does not contain www. Don't use an ending slash (/) for a Web address that ends with .edu, .com, etc. However, for addresses that end with a directory name, include the ending slash (e.g. www.ncat.org/about/) to speed response time and ensure access by all Web browsers.

Telephone and address

In reference and resource lists, do not use descriptors such as Phone, E-mail, or Web. To distinguish a FAX number from a telephone number, use "FAX" (all uppercase) following the FAX number. To indicate a toll-free number, use "(toll-free)" following the number. For extensions, use a comma after the phone number, followed by "ext." and the extension number. For example:

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Fayetteville, AR 72702
479-442-9824, ext. 100
479-442-9842 FAX
800-346-9140 (toll-free)
tristant@ncat.org
www.attra.ncat.org

Times

8 p.m., 7:30 a.m., noon, noon – 4 p.m., 7:30 – 8:30 a.m., 7:30 a.m. – 9:30 p.m.