

# The Ten Commandments of Content

1. Content shall be effective communication when the thought in the mind of the writer exists in the mind of the reader.
2. The reader shall never be required to interpret content.
3. Content shall tell the truth.
4. Content shall not contain profanity, obscene, vulgar, or hateful language.
5. Content is written at a sixth to eighth grade level.
6. Content shall be written so that its meaning remains unchanged with any punctuation removed.
7. Important words shall be located at the beginning of a sentence.
8. Headings and sub-headings shall be used.
9. The first sentence of a paragraph shall introduce content in that paragraph.
10. Content is never humorous.