Web masterclass with Iain Mackenzie, BBC News Online technology editor: key points

Essentials:

- Web readers are scanners so write and lay out your pages to stop them clicking away from your story. Use strong images and quote boxes.

- Make your front pages as striking as possible. Use great images and snappy headlines.

- Think about whether pictures, audio or video might be better ways to tell your story online, or whether they'd help tell your story.

- Be across the technical side of web journalism. Speak to whoever looks after your school website to make sure you can put your stories on the web.

Writing for the web:

- Web readers scan the page looking for something interesting or that catches their eye. That's why your headlines have to be short and direct and make the reader want to know more. Keep sentences short and simple; long awkward ones will drive your reader away.

- Your first paragraph must hold your reader's attention. Web readers can very easily click off your page onto something more interesting.

- Check and double-check facts, spelling and grammar.

Presentation:

- Think layout. Does the way your story looks on the page keep the attention of your scanning reader? You can use paragraph breaks, cross headlines, photographs, captions and fact boxes to make your story even more appealing.

- Your front page must make readers want to click on your stories. Use snappy headlines and bold photos.

- Think - is writing 500 words the best way to tell your story on the web? It might be pictures, video or audio that does it better. You might even want to include these in your web story.

Publishing:

- Once you've written your report it's time to share it with everyone. This means publishing your online story to your school website. If you don't know how to do this, it's a good idea to make sure you or your teacher is in touch with your IT technician or department from a very early stage.

- Could you get even more clicks by emailing a link to friends and family or to other schools, they might be interested in what you're reporting too?