wideview
THE CONTENT STYLE GUIDE

Welcome to the Wideview content style guide!

This guide is for everyone who writes about Wideview, including writers, designers, engineers, and anyone else who contributes to a Wideview message. ***Note:*** *Wideview uses American English.*

Voice

At Wideview, we write in a way that is:

- **Simple and clear.** We provide easily understandable information throughout the entire customer journey, avoiding complex language and convoluted phrasing.

- **Descriptive, but not patronizing.** We understand that not everyone is familiar with all the acronyms and terms used in the eCommerce world, but we also avoid over-explaining. Whenever we use an acronym, we always spell it out for the benefit of our users (for example, "Cost of Goods Sold (COGS)").

- **Systematic and structured.** We organize complex data and present it in a predictable way, making users feel in control.

- **Casual, but not overly familiar.** We use easy-to-understand language and contractions, while still maintaining a high level of professionalism.

Tone

As a user-centric platform, we understand that growing an eCommerce business can be overwhelming, challenging, and ambiguous. We empathize with our users. Our goal is to simplify processes and guide users through every step. We show users how easy it can be once they get the hang of it.

Here are some tips to help you strike the right tone:

- Be encouraging and provide context.
- Don't assume the user knows everything.
- Celebrate successes and give gentle nudges for gaps that need to be filled.
- Don't ignore accomplishments or treat unfinished tasks as failures.
- Keep it "business casual" and feel free to use contractions.
- Don't use emojis or smileys.

Capitalization

Here are some capitalization rules to follow:

- eCommerce (not Ecommerce, ecommerce, or e-Commerce)
- Cost of Goods Sold (COGS) (not Cost of Goods Sold (cogs))
- Wideview (not WideView, wideview)

Accessibility

Wideview is committed to accessibility. We write for a wide range of users who may have disabilities, whether they're temporary or permanent. We understand that accessibility doesn't stifle our writing—it improves it.

Here are some accessibility guidelines to help you:

- Avoid instructions that require the user to visually see the screen design.
- Provide closed captioning for all videos and audio content.
- Use headers in appropriate nesting order (H2 is only used after H1 and before H3).
- Write informative alt text for all images.
- Add alt text to charts and graphs.
- List decorative images as such.
- Use high contrast imagery and colors.

We hope this guide helps you capture our voice and tone.