A Restraint Checklist for Writing Online

A practical companion to "What I Don't Do When I Write for the Internet"

Before publishing, pause and check:

Clarity

☐ Does each paragraph add understanding?
☐ Can anything be removed without losing meaning?
☐ Would this make sense to a thoughtful reader encountering it fresh?

Language

☐ Are keywords serving the sentence — not the other way around?
☐ Does the tone sound calm, not urgent or performative?

Intent

☐ Is this written for a specific reader, not "everyone"?
☐ Is it useful beyond today or this week?

Restraint

☐ Have I avoided padding or repetition?
☐ Would silence have been better than publishing this now?

If the answers feel steady rather than rushed, the piece is ready.