



Writing for the Web (Writing Series)

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Hundreds of books have appeared on how to design new web pages and jazz up existing websites with graphics, animation, and sounds. But creating an effective website has much more to do with engaging text that people will want to read. This is what draws people to websites and ultimately keeps them coming back. This fourth edition of *Writing for the Web* includes chapters on blogs and other personal sites, portfolio sites, and corporate webwriting. It also includes links to special download material including reference sites for webwriters and writing/editing exercises. This new edition is the complete solution for anyone wanting to write persuasive and interesting web content that will draw readers to a website and engage them enough that they will add the site to their bookmarks file. Write informative, persuasive content for blogs and personal and corporate web pages. Hook web surfers' attention Write informative, persuasive content Develop content for corporate Websites Edit your material for an international audience Adapt content from print media to the web Edit material for an international audience Break print-based writing habits This book will help you write prose that's as good as your code. It includes a convenient, easy-to-use Webwriter's style guide to step you through the rules governing abbreviations, biased terms, capitalization, compound words, and clichés. Exercises will help you practice your new Webwriting techniques, and critiques of real Websites will give you practical advice. Whether you are creating a personal Website, developing your company's Website, or publishing an e-zine, *Writing for the Web* offers sound advice on writing within the framework of three principles: 1. orient readers to your site 2. inform readers effectively 3. prompt readers to take action so that you get the results you want

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