



## Hot Text: Web Writing That Works

By Jonathan Price, Lisa Price

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Hot Text: Web Writing That Works, Jonathan Price, Lisa Price, Attention, Web writers! This book will show you how to craft prose that grabs your guests' attention, changes their attitudes, and convinces them to act. You'll learn how to make your style fast, tight, and scannable. You'll cook up links that people love to click, menus that mean something, and pages of text that search engines rank high. You'll learn how to write great Web help, FAQs, responses to customers, marketing copy, press releases, news articles, e-mail newsletters, Webzine raves, or your own Web resume. Case studies show real-life examples you can follow. No matter what you write on the Web, you'll see how to personalize, build communities, and burst out of the conventional with your own honest style.



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