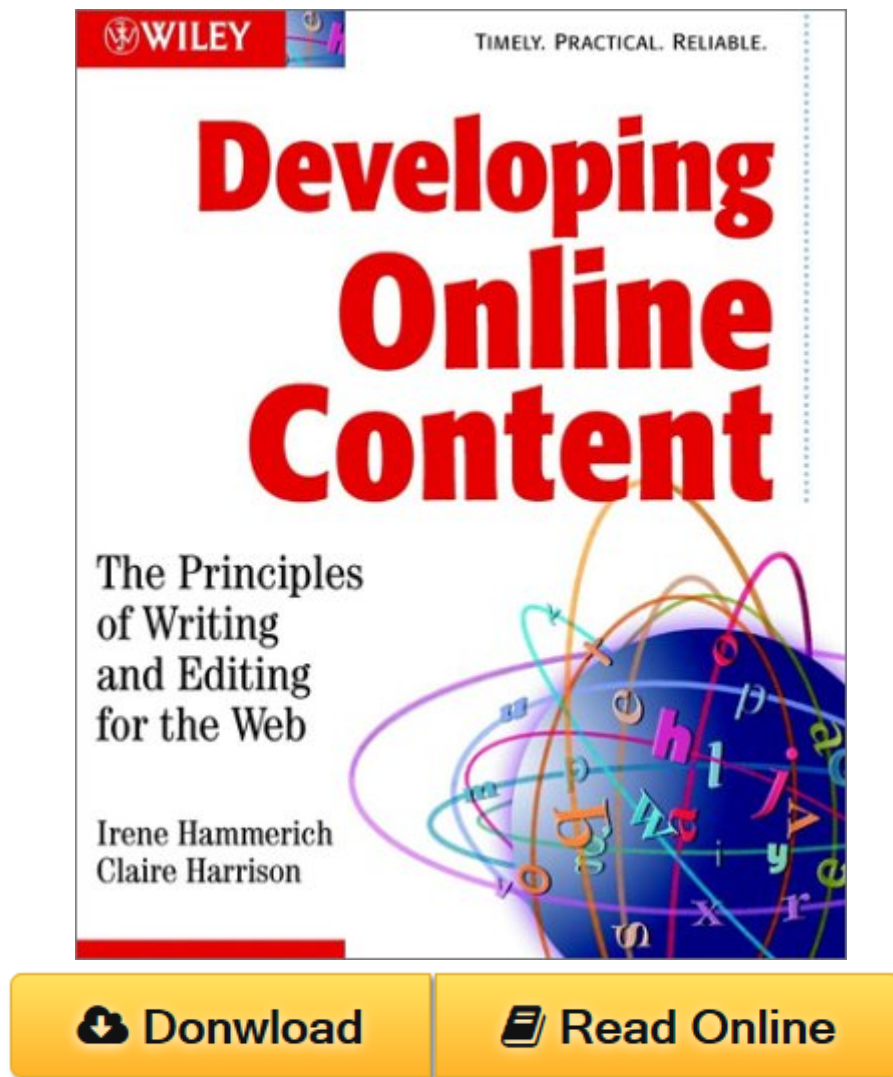# Developing Online Content: The Principles of Writing and Editing for the Web PDF

Developing Online Content: The Principles of Writing and Editing for the Web by Irene Hammerich, Claire Harrison ISBN 0471146110

An all-in-one resource on writing, editing, organizing, and delivering Web content Are you a professional writer or editor who wants to better understand the Web as a new communications medium? A knowledge or content manager of a corporate or organizational Web site looking for ways to attract, retain, and inform users? A Web production manager or designer who needs more information about the interplay of text and multiple media? Experts Irene Hammerich and Claire Harrison provide you with a complete blueprint and a set of best practices for writing, editing, organizing, and delivering effective Web content. They'll guide you through the site development process, uncover strategies such as how to structure information logically, create clear, coherent, and accessible text, and balance visual and textual elements. You'll also explore the basic technological issues involved in building and managing a successful site. This book includes such

topics as: The skills and responsibilities of content developers User surfing and reading behaviors How to structure, organize, and design information Nonlinear text, strategic linking, and interactivity The Web page versus the Web screen Tips to getting Web work The companion Web site includes resource listings and updates to the book. Wiley Computer Publishing Timely. Practical. Reliable. Visit our Web site at www wiley.com/compbooks/ Visit our companion Web site at www wiley.com/compbooks/hammerich/

Developing Online Content: The Principles of Writing and Editing for the Web Review

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