



## **new book**

You know those moments when you have to squint your eyes to read text placed on an image or video? Well, that's a big no-no when it comes to Web Stories etiquette. [Google](#)

[Web Stories](#) are a fantastic tool to help your brand reach out to the billions that can find you on Google Search, Discover and Google Images.

A web story looks a lot like an Instagram story, but that's where the similarities cease. A web story is [hosted](#) on your own website which gives you control over it's duration and design. The features surpass any other story sharing platform. You can add multiple CTAs to external URLs, you can monetize your stories and generate revenue, you can multiply your audience reach and you can get SEO value out of them too!

## **Why good design is important for a Web Story**