



Writing for the Web

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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 [i]Writing for the Web[/i] includes chapters on blogs and other personal sites, portfolio sites and corporate webwriting. It also includes a CD-ROM with reference sites for webwriters and writing/editing exercises. This new edition is the complete solution for anyone wishing 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. [i]Writing for the Web[/i] will not teach you how to code in HTML or Java. Instead, it offers sound principles that web writers need to know, as well as exercises to strengthen writing skills and eliminate poor writing habits.

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