



## Skim, Scan, Scroll



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Writing is an art, but writing for the web can be quite a scientific experience. Especially, if you plan to capture the eyeballs of the fickle readership of this neo-medium! This book deals with the what, why and how of writing for the web. Not necessarily in that order or in those words.

Whether you are creating content for Corporate websites, writing promotional copy for Sales pages, developing your Personal websites, or updating your Blog, this practical guide aims to help you write effective web content that will make your visitors want to read.

You will get quick tips about how to cater to specific audiences, how to make sure that your content is the attention grabber that you want it to be, and how to get good search engine rankings for your web page.

You will also learn about the:

- Importance of hyperlinks
- Technicalities of a style guide
- Style rules for visual design and layout
- And lots more

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- Whereas The Space?
- Whereas The Motivation?
- Reader Rules
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- Personal websites
- Flash websites
- Sales pages
- Intranets
- Blogs
- E-commerce websites
- Who Are You Writing For?



Target Audience  
Categorically Speaking  
Get Help  
How Are You Going To Say It?  
Make It Readable  
Repurpose, don't copy  
The problem of plenty  
Keep It Simple and Short  
Be concise  
Use active voice  
Avoid jargon  
Write for an audience of one  
Some more tips  
Edit, edit, edit Quick recap  
Linked-in  
Pictures are worth a thousand words  
Make It Scannable  
Chunk de!  
The inverted pyramid  
Reduce scrolling  
Headings are important  
What grabs their attention  
How to write headlines  
Some more tips  
Use subheadings  
Use bulleted or numbered lists  
Those Cool, Blue Links  
Make links accessible  
Write To Be Found  
Search Engine Optimisation  
Types of Engines  
Crawling  
Indexing  
Ranking  
Tips for good search engine rankings  
Develop A Style Guide  
Write Right  
Layout Right  
Glossary

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