



Skim, Scan, Scroll - A Quick Guide To Web Writing



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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!

ABOUT THE AUTHOR

A postgraduate in Communication from the University of Pune, Jyotsna Atre has over 14 years of writing experience in diverse communication domains such as advertising, journalism, corporate and training films, the World Wide Web, multimedia and e-learning. She has also handled teaching assignments as visiting faculty at the School of Communication Studies, (University of Pune).

Currently, working as an e-learning consultant, she develops instructional material for training programmes, multimedia applications and online learning. Through it all, writing for children and travelling remain her passions.

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