



Writing for the Web

By Crawford Kilian

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. Hundreds of books tell you how to design new web pages and jazz up existing websites with graphics, animation, and sound. But an effective website needs strong, lively content that people will want to read and return to. Writing for the Web offers sound principles of writing persuasive copy and presenting it in an appealing format so that visitors to your website will read what you've written and act on what they've read. Both new and professional webwriters will benefit from the commonsense advice and tips in this book. Whether you are creating an online portfolio, developing your company's website, or starting a blog, Writing for the Web shows you how to hook readers and keep them coming back. A CD-ROM with exercises is included to help you practice webwriting techniques and critique other websites. Printed Pages: 224 with CD.



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