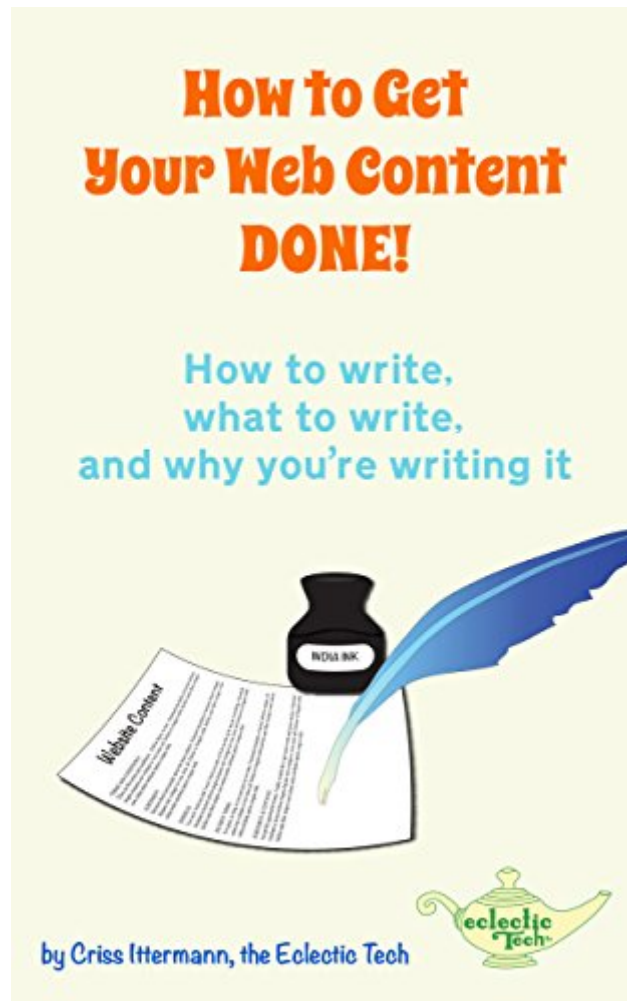


The book was found

How To Get Your Web Content DONE!: How To Write, What To Write, And Why You're Writing It



Synopsis

Got website content writer's block? Website content creation is the big bottleneck of website design. Business owners are not always writers. The same goes for website designers and developers. Even if you're going to hire someone to write your final website copy for you, it's important to give them the information they will need for each page of your website so that they write content that is true to your company. This primer walks you through the most common website pages and outlines what information belongs on each page. Being an informed business owner who knows whether their content is serving the human purpose of generating sales is absolutely necessary even while we have to give a nod to the search engines. This book is intended for creating human-readable content, not just creating rankings in search engines, so that you answer people's burning questions when they click on each page of your website. In addition, there are style tips and hints for overcoming writers' block, and information to help you decide on certain web page features such as graphical month-by-month events calendars versus event listings. This book is for solopreneurs, entrepreneurs, marketing people, as well as for web designers and developers and beginning website copywriters.

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Customer Reviews

This is the book I WISH had been available when I first started developing websites. Relatively short and to the point (but still written with humor), it's a virtual template "checklist" for any business-related site. Her nuggets of wisdom obviously come from experience, and I recommend it highly. Indeed, I'm going to gift a copy to each new website client, so they will know what is happening and what information they should be ready to help me fill in. And yes, I'm going to have this Kindle book handy as I review all my own and my current clients' sites.

This is the book I wish I had written for my clients many years ago. It's incredibly well written, very informative, entertaining and it actually does help you get going, and finishing your web site. I've been using a Web Design Kit I created many years ago for my clients. Now, I'm going to simply recommend this book in order to lighten my workload. Well done Criss.

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