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	Titolo	Letting go of the words [[electronic resource]] : writing Web content that works / / Janice (Ginny) Redish
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	Descrizione fisica	1 online resource (385 p.)
	Collana	The Morgan Kaufmann series in interactive technologies
	Disciplina	006.7
	Soggetti	Web site development
		Web sites - Design
		Electronic books.
	Lingua di pubblicazione	Inglese
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	Nota di bibliografia	Includes bibliographical references and indexes.
	Nota di contenuto	Front Cover; Letting Go of the Words: Writing Web Content that Works; Copyright Page; Contents; Foreword; Acknowledgments; Chapter 1. Content! Content! Content!; People come to web sites for the content; Web users skim and scan; Web users read, but; They don't read more because; What makes writing for the web work well?; Introducing Letting Go of the Words; Chapter 2. People! People! People!; We all interpret as we read; Successful writers focus on their audiences; Seven steps to understanding your audiences; 1. List your major audiences; 2. Gather information about your audiences
		3. List major characteristics for each audience 4. Gather your audiences' questions, tasks, and stories; 5. Use your information to create personas; 6. Include the persona's goals and tasks; 7. Use your information to write scenarios for your site; Chapter 3. Starting Well: Home Pages; Home pages - the 10-minute mini-tour; Identifying the site, establishing the brand; Setting the tone and personality of the site; Helping people get a sense of what the site is all about; Letting people start key tasks immediately; Sending each person on the right way, effectively and efficiently
		Putting it all together: A case study Building your site up from the

content - not only down from the home page; Chapter 4. Getting There: Pathway Pages; Most site visitors are on a hunt - a mission - and the pathway is just to get them there; People don't want to read a lot while hunting; A pathway page is like a table of contents; Sometimes, short descriptions help; Marketing is likely to be ignored on a pathway page 61 The smoothness of the path is more important than the number of clicks (within reason); Marketing is likely to be ignored on a pathway page

The smoothness of the path is more important than the number of clicks (within reason)Many people choose the first option that looks plausible; Many site visitors are landing inside your site; Chapter 5. Writing Information, Not Documents; Breaking up large documents; Deciding how much to put on one web page; PDF - yes or no?; Chapter 6. Focusing on Your Essential Messages; Six guidelines for focusing on your essential messages; 1. Give people only what they need; 2. Cut! Cut! Cut! And cut again!; 3. Start with the key point. Write in inverted pyramid style; 4. Break down walls of words

5. Market by giving useful information 6. Layer information to help web users; Chapter 7. Designing Your Web Pages for Easy Use; Fourteen guidelines for helpful design; 1. Make the page elements obvious, using patterns and alignment; 2. Consider the entire site when planning the design; 3. Work with templates; 4. Use space effectively. Keep active space in your content; 5. Beware of false bottoms; 6. Don't let headings float; 7. Don't center text; 8. Set a sans serif font as the default; 9. Think broadly about users and their situations when setting type size

10. Use a fluid layout with a medium line length as default

| Sommario/riassunto | ""Redish has done her homework and created a thorough overview of the issues in writing for the Web. Ironically, I must recommend that you read her every word so that you can find out why your customers won't read very many words on your website -- and what to do about it.""-- Jakob Nielsen, Principal, Nielsen Norman Group"There are at least twelve billion web pages out there. Twelve billion voices talking, but saying mostly nothing. If just 1% of those pages followed Ginny's practical, clear advice, the world would be a better place. Fortunately, you can follow her advice |