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Nota di contenuto	1. Writing as a professional -- 2. Web writing characteristics and style -- 3. Web design basics for writers -- 4. Writing website content -- 5. Writing newsletters and web articles -- 6. Writing for social media -- 7. Writing other frequently used web genres -- Conclusion -- Notes -- References -- Index.
Sommario/riassunto	The explosion of electronic sources, whether in the form of news, commentary, sales and marketing, or information, has created boundless opportunities for producing content. Whether the author is an entrepreneur with a start-up business who needs a website, an executive who uses social media to connect with various stakeholders, or a content provider blogging about topical issues, writers for the web must address the unique environment of the digital world. This book will help writers of all levels produce web content that generates results. Writing for the screen differs from writing for a printed page, and those who use the web to communicate in any genre--ads, articles, blogs, email blasts, newsletters, social media, or websites--must be aware of rhetorical considerations unique to writing for the web. This concise, easy-to-follow guide takes the reader through the underlying principles that make writing for the web unique, including web reader habits and the challenges of producing content across multi-platform formats. It addresses web writing style and topics such as conciseness, tone, level of formality, and other writing techniques. Design as it pertains to the writer is also discussed. Finally, the book focuses on how to compose specific types of web content and provides

useful "how to" guides covering the most commonly used genres.
