Developing Online Content: The Principles of Writing and Editing for the Web

By Irene Hammerich, Claire Harrison

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An all-in-one resource on writing, organizing, and delivering Web content
After nearly a decade of experimentation, Web professionals now know that bells and whistles alone do not make a successful Web site. More than anything, strong and seamlessly integrated content attracts customers and keeps them coming back. Coauthored by a new media development expert and an award-winning writer, this book arms professionals with a complete blueprint and a set of best practices for writing, organizing, and delivering Web content. A one-stop resource for Webmasters, content developers, project managers, and editors, it covers all the bases-from key technical considerations to the principles of professional copywriting.
Companion Web site includes resource listings and updates.

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Editorial Review

Review
"I read this book whilst engaged on two medium-sized Web projects, and can confirm that all the roles, tasks and collaborations they describe are 100 per cent accurate." (Writing & Computers, 5 March 2002)

"a great book if you publish a large amount of content" (Internet Advisor, May 2002)

"... hurrah for a book which, as it's subtitle says, is about The Principles of Writing and Editing for the Web..." (Writers News, July 2002)

"...a good book which sets out the skills and responsibilities of online content developers..." (M2 Best Books, 19 August 2002)

"...the authors cover an impressive range...I particularly liked the pithy panels in which an expert gives his or her view on topics...the examples of poor and good practice are another strength..." (www.freepint.com, 5 September 2002)

From the Back Cover
An all-in-one resource on writing, editing, organizing, and delivering Web content

Are you a professional writer or editor who wants to better understand the Web as a new communications medium? A knowledge or content manager of a corporate or organizational Web site looking for ways to attract, retain, and inform users? A Web production manager or designer who needs more information about the interplay of text and multiple media?

Experts Irene Hammerich and Claire Harrison provide you with a complete blueprint and a set of best practices for writing, editing, organizing, and delivering effective Web content. They'll guide you through the site development process, uncover strategies such as how to structure information logically, create clear, coherent, and accessible text, and balance visual and textual elements. You'll also explore the basic technological issues involved in building and managing a successful site.

This book includes such topics as:
* The skills and responsibilities of content developers
* User surfing and reading behaviors
* How to structure, organize, and design information
* Nonlinear text, strategic linking, and interactivity
* The Web page versus the Web screen
* Tips to getting Web work

The companion Web site includes resource listings and updates to the book.

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About the Author
IRENE HAMMERICH is the cofounder and senior partner of Inner Action, Inc. and Focus48, new media training and production companies. She handles corporate and government Web site production, coordinates a partnership with Algonquin College to deliver new media courses, and speaks extensively on the technological and creative issues involved in content delivery.

CLAIRE HARRISON is President of CANDO Career Solutions, Inc. She is an award-winning writer/editor with twenty-five years of experience and is a communications consultant to the Canadian government as well as the private sector. Her Web work ranges from editing Web content to developing complete sites.

Users Review

From reader reviews:

Mark Giordano:

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Janice Delarosa:

This book untitled Developing Online Content: The Principles of Writing and Editing for the Web to be one of several books that best seller in this year, here is because when you read this book you can get a lot of benefit onto it. You will easily to buy this kind of book in the book store or you can order it by way of online. The publisher in this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Touch screen phone. So there is no reason for you to past this book from your list.

Jeremy Windham:

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