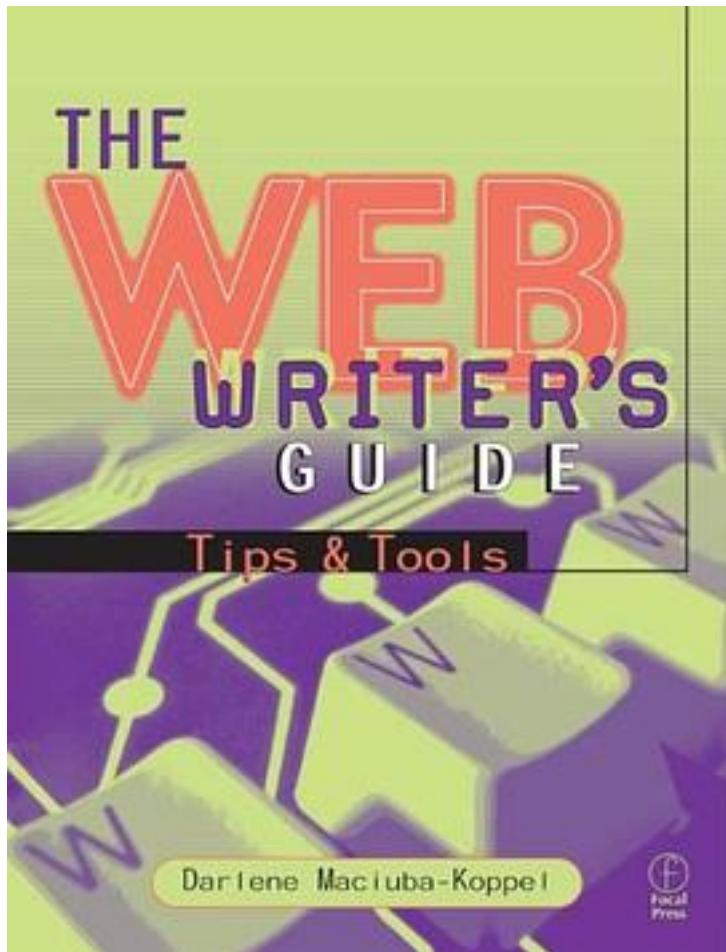


The Web Writer's Guide



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Drawing on the advice of experts in the field, The Web Writer's Guide serves as the ideal sourcebook for tips and ideas for freelance and staff writers of online content. This book provides writers of all levels with the information they need in an accessible,

easy-to-use fashion. To the many deadline- and project-conscious writers out there who need to further adapt to the dynamics of digital media, this easy-to-use, comprehensive guide serves as a remarkable guidepost. Featuring interviews with Web writers and developers, this guide will offer writers the benefit of many years' combined field experience as well as a sense of how the content factors into various online publications. The Web Writer's Guide toolkit includes twenty-four checklists, worksheets, and forms that aid online writers to submit complete, concise, and clean copy. The checklists are also useful career path tools. For those new to online writing, the Quick Start section of the book is organized to help you produce quality copy quickly and professionally, for the first time and thereafter.

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