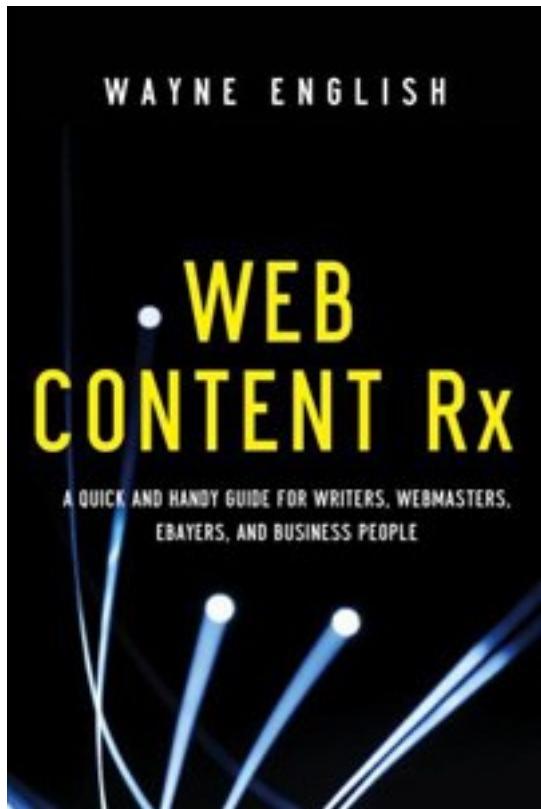


Web Content Rx



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Web Content Rx is a hands-on primer that shows anyone--even technical novices--how to write high-quality, keyword-laden, search engine optimized Web content. Based on the latest research on how people read the Web, it also includes numerous tips, tricks, and techniques on writing a blog, training, and creating an audio or video podcast.

This must-have reference is for anyone working on the Web. Webmasters can avoid losing projects for lack of content. Business people can now create effective, readily

understood Web content about their services or products. eBay sellers can create powerful online advertisements and photograph your products to maximize their appeal. Technical writers, and those who write for industry, will appreciate the extensive safety-related material.

Whether you need to write simple text or technical material, Web Content Rx is the book for you. Specifically, you will find:

- * Examples of good and bad content.
- * Numerous methods and techniques for presenting your data.
- * Real-world techniques to create content that people will read.
- * Eleven appendices with the technical and esthetic material you need to produce the high quality content that your customers demand.

Web Content Rx supports your professional needs by providing a writer's checklist; samples of a contract, HTML, and design; instructions for how to estimate a job, establish an hourly rate, take pictures, and create a spam-proof e-mail address.

This book is a toolbox, written by a professional content writer and Web geek. Let it help you get your high-quality content on the Web!

作者介绍:

Wayne English, founder of WebContentRx.com, writes Web content, media releases, and articles; does Website analysis; develops complete Websites; manages e-mail marketing campaigns; and markets Websites. English has published numerous articles in local, national, and international newsletters, major magazines, newspapers, and tabloids. As a contributing editor, he wrote a technically oriented monthly column for a photography magazine, worked as a professional photographer, and taught digital photography. He has taught software quality assurance, first aid, radiation protection, and health physics. English lives in Coventry, Connecticut.

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书评

可以说在盖得书摘上读完这篇书籍摘要以后受益匪浅。
书摘中提到“公司的网页必须能够创收”这让我联想到，我一直都觉得网站就只是传达信息的工具而已。为什么我没有把网站的表达方式也视为一个销售渠道呢？很多时候我所做的工作就是不断的吸引人来到公司的网站，但是，他们来...

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