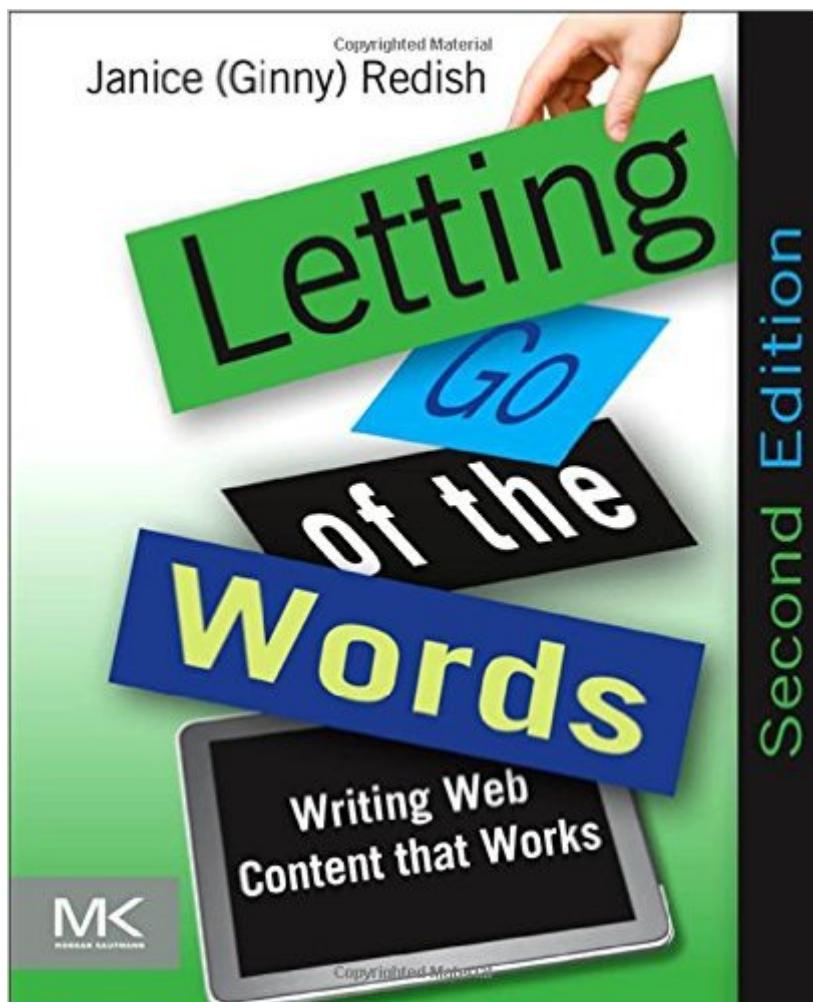


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# Letting Go Of The Words, Second Edition: Writing Web Content That Works (Interactive Technologies)



## **Synopsis**

Web site design and development continues to become more sophisticated. An important part of this maturity originates with well-laid-out and well-written content. Ginny Redish is a world-renowned expert on information design and how to produce clear writing in plain language for the web. All of the invaluable information that she shared in the first edition is included with numerous new examples. New information on content strategy for web sites, search engine optimization (SEO), and social media make this once again the only book you need to own to optimize your writing for the web. New material on content strategy, search engine optimization, and social media. Lots of new and updated examples. More emphasis on new hardware like tablets, iPads, and iPhones.

## **Book Information**

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## **Customer Reviews**

Are you waking up at night worrying about strategy and tactics? If you are, then this book is for you! Author Janice (Ginny) Redish has done an outstanding job of writing a second edition of a book on how to help you have great conversations through your web site, mobile app, social media, and whatever future innovations encourage interactions between you and others. Author Redish, begins by showing you how to have good conversations through your web site. In addition, the author delves into why planning your content is critical for apps, web sites, individual web topics, blogs, social media messages, and everything you write. She then discusses how to integrate content and design from the beginning. The author then, shows you how to consider the entire site. She

continues by looking at the size of your site; if it is large enough, then you may need pathway pages between the home page and the information people want. In addition, the author tackles four important guidelines: Think information, not document; divide your content thoughtfully; consider how much to put on one web page; and, use PDFs sparingly and only for good reasons. She then continues to focus on not hogging the conversation within a single web topic. Next, the author reminds you how to combine labels with more information. Then, she shows you how to choose a good heading style: questions, statement, verb phrases, etc. The author continues by looking at how to write the paragraphs, sentences, and words of your web content. In addition, she encourages you to use numbered lists for instructions as much as possible. Next, the author warns that you should not make program or product names links by themselves. She then describes what makes illustrations work well, or not work well.

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