

writing for the web

creating

compelling

web

content

using

words,

pictures

and

sound

LYNDA FELDER

writing for the web

CREATING COMPELLING
WEB CONTENT USING WORDS,
PICTURES AND SOUND

LYNDA FELDER



VOICES THAT MATTER™

Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound

Table of Contents

Contents

Start Here

Chapter 1 All You Really Need to Know

Messages, Messages, Messages

Make Your Messages Rise Above the Din

Who Is Your Audience?

Challenges

Up Next

Chapter 2 Best Practices for Writing for the Web

Write Succinctly

Use a Conversational Style

Use Precise Terms

Use Plain Terms

List Items

Keep Sentences Short

Keep Paragraphs Short

Chunk Information

Title and Subtitle

Organize for Your Audience

Set the Right Tone

Table of Contents

Challenges

Up Next

Chapter 3 Working with Images

Choose the Right Type of Image

Keep the Message Clear

Telling a Story

Think of the Global Audience

Using Tables, Charts, and Graphs

Challenges

Up Next

Chapter 4 Adding Motion

Getting Started with Motion

Developing the Story

Guidelines for Video and Animation

Challenges

Up Next

Chapter 5 Adding Sound

Choosing Sounds

Adding Sound Effects

The Human Voice

Planning a Podcast

Recording Guidelines

Interviewing Techniques

Challenges

Up Next

Chapter 6 Writing Nonlinear, Interactive Stories

Table of Contents

Managing Content

Adding Links

Nonlinear, Interactive Stories

Challenges

Up Next

Chapter 7 Writing Succinctly

Stay Focused

Be Positive

Trust the Reader

Choose Anglo-Saxon Words

Eliminate Excess Words

Stop Hype

Challenges

Up Next

Chapter 8 Writing with Style and Good Grammar

Style or Grammar?

Choosing Your Style

Grammar Rules

Challenges

Up Next

Chapter 9 Telling a Good Story

What Makes a Good Story?

Story Elements

Developing Stories

Refine Your Senses

Jump In

Table of Contents

Start with a Hook

Add Cliff-hangers

Challenges

Up Next

Chapter 10 A Refresher on the Rhetorical Modes

Rhetorical Modes

Rhetoric in Ancient Greece

Making Web Content Credible

Rhetoric for Web Content

Patterns and Strategies

Images and Rhetoric

Challenges

Up Next

Chapter 11 Writing Instructions

Know Your Audience

Begin with an Introduction

Write Straightforward Steps

Provide Illustrations

Show Motion with Video or Animation

End on a Positive Note

Test, Test, Test

Challenges

Up Next

Chapter 12 Writing Blogs

What Exactly Is a Blog?

Choosing Topics and Themes

Table of Contents

Composing a Succession of Stories

Sustaining Readership

Challenges

Up Next

Chapter 13 Re-vision

Writing Is Rewriting

Workshops and Critiques

When Is Your Story Finished?

Challenges

Up Next

Chapter 14 Writing Practice

Freewriting

Collaborative Freewriting

Suggested Exercises

Bibliography

Index