

Introduction

I walked into a very large office supply store the other day looking for a very small box of paper clips. I saw only one employee, an overwhelmed cashier, in this very large store, so I decided to look for the paper clips myself.

After taking three laps of the store, I waited in line to ask the cashier where the paper clips can be found. The lady, who had TRAINEE but no name on her name badge, told me to check aisle 28. The sign on aisle 28 said Rolodexes/Organizers, but there, on a bottom shelf, were a few lonely boxes of paper clips.

Eureka!!!

Finding what you need in a store, especially if you've never been in it before, can be a confusing and overwhelming experience.

Same goes for a Web site.

A Web site can confuse and overwhelm readers in a lot of ways. The design may not flow well, and it may be unattractive, turning off the visitor. A site may contain too many or too few images or the wrong images. It also may contain too many words, making the right words too hard to find.

Most of us don't have the skills to design or program a Web site, but we've been writing since kindergarten, and we feel confident enough and skilled enough to write the content for our Web sites and to write well enough to keep readers from feeling confused and overwhelmed.

This workbook is for you – for those who want to write the content for their Web sites and know that with a little guidance, you can do a good job.

Using clear and simple language, this book will provide you with all the tips you need to write excellent content for your Web site.

Unlike other books, this one doesn't drone on for pages and pages when a few succinct paragraphs will do.

We'll start with pre-writing, which is at least as important as the actual writing. You simply can't write well unless you're fully prepared to write, and the pre-writing tips in the first chapter cover all the things you need to know before you're ready to start writing.

After that, the book offers valuable writing tips, which will keep you from making the mistakes that even professional copy writers make. Along the way, you'll learn by doing. The book also includes more than a dozen writing exercises that will lay the groundwork – and serve as a first draft – for your Web site.

When you finish the book, you'll also be full of confidence and certain that you can write a Web site that will make you proud, but more importantly; you'll end up with a site that will impress those who find it.