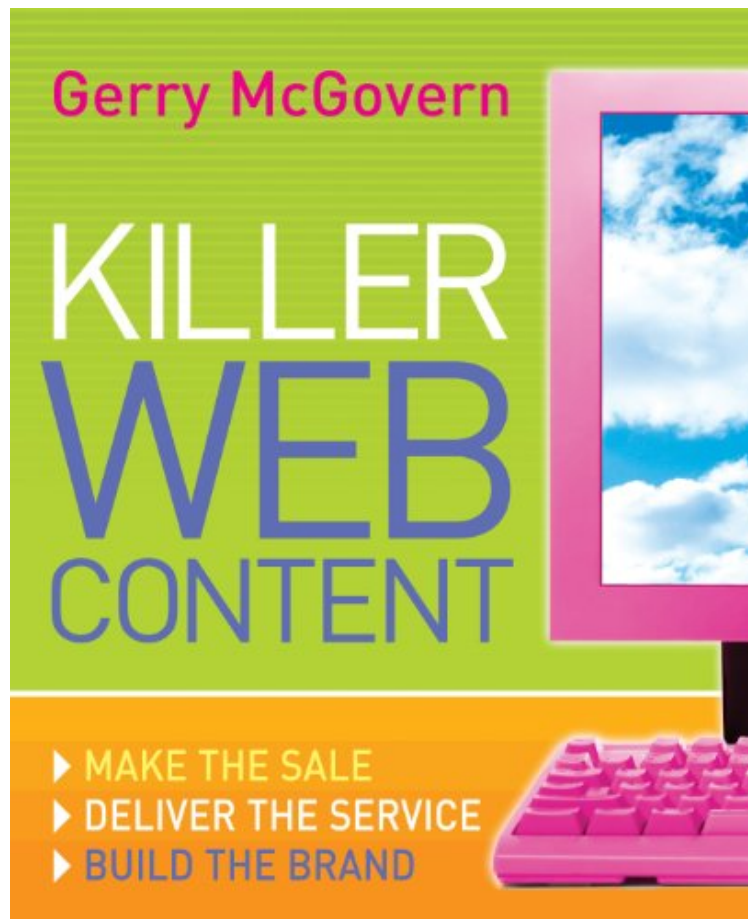


Killer Web Content: Make the Sale, Deliver the Service, Build the Brand

Gerry McGovern

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Gerry McGovern : Killer Web Content: Make the Sale, Deliver the Service, Build the Brand before purchasing it in order to gauge whether or not it would be worth my time, and all praised Killer Web Content: Make the Sale, Deliver the Service, Build the Brand:

0 of 0 people found the following review helpful. Killer Web Content made me a better web writer starting the next day
By JoWebGeek
Killer Web Content made me a better web writer starting the next day. Its practical and memorable information is so useful that I use it in the web writing class I teach. It is as relevant in 2017 as it was when it was first written in 2006. Gerry McGovern has a core grasp on the nature of ineffective web writing and how to solve it with practical techniques. He hammers it home with wonderful clarity. It is a rare book that informs the way this one does. He uses real examples, plenty of photos and graphics, taking an approach that is very alive and engaged. I recommend this book to every single person who writes for the web - beginner and veteran alike.
1 of 1 people found the following review helpful. Excellent Resource
By Jennifer P.I purchased this book specifically to read more about the process for researching usability issues. I am not a market researcher, but I am a web developer who understands SEO, basic

usability issues and general web practices. I found this book to be well-written, simple to understand and it provides a pretty good map for researching your web audience. I have actually read it twice now, finding even more the second time around. I highly recommend this book, I still use it as a resource as I learn more about market research, something I don't particularly care for, but that is essential to my success as a brand manager and web developer. Gerry is a genius. 0 of 0 people found the following review helpful. Not perfect, but useful. By Customer I decided to improve my ability of creating web content by reading several books about this topic. This is the first I read, so it is hard for me to compare it with others, but without comparison it is ok. Since it was written 10 years ago, maybe not all information is up to date trends, but most of them are still relevant. Author wrote about his experiences with writing, so I find it quite useful.

On the Internet, if you're not read, you're dead. Written by an internationally-acclaimed specialist in this field, Killer Web Content gives you the strategies and practical techniques you need to get the very best out of your Web content. Accessible, concise and practical, it will make your website really work for you. This book helps readers to: - provide visitors to their website with the right content at just the right time - write compelling Web content that users really respond to and want more of - make sure their website has the best possible chance of getting into the first page of search results - understand the benefits of blogs, RSS, and e-mail newsletters Web content is an increasingly important asset. It helps sell products and deliver services. From travel companies to software companies, from universities to governments, it's something that has to be got right.

"Content-not fancy graphics-sells your product on your website. Read this book and apply it. We did". Maurice Coleman, Head of Commercial Strategy, Aer Lingus "Gerry McGovern's "Killer Web Content" is a must read for marketing and communications professionals who crave the ultimate results for their online presence. Not only is "Killer Web Content" educational and informational, it's an entertaining and useful collection of tips and techniques where you'll find both insight and inspiration to create web sites that talk to your audience in a language they want to hear." Karen O'Brien, Siemens Corporation. Manager, Web Content "An easy read and I would recommend it as a helpful guide for anyone who wishes to conduct a critical audit of their internet presence... A sleeves-rolled-up, helpful book that tells you that a website is a specialised publication that requires just as much editorial care as a newspaper or magazine. Financial World (December 2006) 'This short, sparky primer uncovers value in a neglected business asset.' Director (January 2007) About the Author Gerry McGovern is managing partner at a consultancy that focuses on maximising value from Web content. He has been involved in the Internet since 1994, and has worked on Internet assignments in 35 countries. Gerry has published four books on Web content.