



Letting Go of the Words: Writing Web Content that Works (Interactive Technologies)

Janice (Ginny) Redish

Download now

[Click here](#) if your download doesn't start automatically

Letting Go of the Words: Writing Web Content that Works (Interactive Technologies)

Janice (Ginny) Redish

Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) Janice (Ginny) Redish

"Redish has done her homework and created a thorough overview of the issues in writing for the Web. Ironically, I must recommend that you read her every word so that you can find out why your customers won't read very many words on your website -- and what to do about it."

-- Jakob Nielsen, Principal, Nielsen Norman Group

"There are at least twelve billion web pages out there. Twelve billion voices talking, but saying mostly nothing. If just 1% of those pages followed Ginny's practical, clear advice, the world would be a better place. Fortunately, you can follow her advice for 100% of your own site's pages, so pick up a copy of *Letting Go of the Words* and start communicating effectively today."

--Lou Rosenfeld, co-author, *Information Architecture for the World Wide Web*

On the web, whether on the job or at home, we usually want to grab information and use it quickly. We go to the web to get answers to questions or to complete tasks - to gather information, reading only what we need. We are all too busy to read much on the web.

This book helps you write successfully for web users. It offers strategy, process, and tactics for creating or revising content for the web. It helps you plan, organize, write, design, and test web content that will make web users come back again and again to your site.

Learn how to create usable and useful content for the web from the master – Ginny Redish. Ginny has taught and mentored hundreds of writers, information designers, and content owners in the principles and secrets of creating web information that is easy to scan, easy to read, and easy to use.

This practical, informative book will help anyone creating web content do it better.

Features

- * Clearly-explained guidelines with full color illustrations and examples from actual web sites throughout the book.
- * Written in easy-to-read style with many "befores" and "afters."
- * Specific guidelines for web-based press releases, legal notices, and other documents.
- * Tips on making web content accessible for people with special needs.

Janice (Ginny) Redish has been helping clients and colleagues communicate clearly for more than 20 years. For the past ten years, her focus has been helping people create usable and useful web sites. She is co-author of two classic books on usability: *A Practical Guide to Usability Testing* (with Joseph Dumas), and *User and Task Analysis for Interface Design* (with JoAnn Hackos), and is the recipient of many awards.

- * Clearly-explained guidelines with full color illustrations and examples from actual

web sites throughout the book.

- * Written in easy-to-read style with many "befores" and "afters."
- * Specific guidelines for web-based press releases, legal notices, and other documents.
- * Tips on making web content accessible for people with special needs.

 **Download** [Letting Go of the Words: Writing Web Content that ...pdf](#)

 **Read Online** [Letting Go of the Words: Writing Web Content tha ...pdf](#)

Download and Read Free Online Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) Janice (Ginny) Redish

From reader reviews:

Jack Crawford:

The book Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) make one feel enjoy for your spare time. You can utilize to make your capable a lot more increase. Book can to get your best friend when you getting anxiety or having big problem using your subject. If you can make reading a book Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) being your habit, you can get more advantages, like add your own capable, increase your knowledge about a few or all subjects. You are able to know everything if you like open and read a reserve Letting Go of the Words: Writing Web Content that Works (Interactive Technologies). Kinds of book are several. It means that, science publication or encyclopedia or other individuals. So , how do you think about this guide?

William Ullrich:

Book is to be different for each grade. Book for children until finally adult are different content. As it is known to us that book is very important usually. The book Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) was making you to know about other understanding and of course you can take more information. It is extremely advantages for you. The guide Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) is not only giving you a lot more new information but also for being your friend when you feel bored. You can spend your personal spend time to read your e-book. Try to make relationship together with the book Letting Go of the Words: Writing Web Content that Works (Interactive Technologies). You never truly feel lose out for everything should you read some books.

Paul Greenblatt:

Spent a free the perfect time to be fun activity to try and do! A lot of people spent their leisure time with their family, or their own friends. Usually they accomplishing activity like watching television, planning to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your own personal free time/ holiday? Might be reading a book is usually option to fill your free of charge time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to test look for book, may be the e-book untitled Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) can be excellent book to read. May be it can be best activity to you.

Arthur Freeman:

Beside this Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) in your phone, it might give you a way to get nearer to the new knowledge or information. The information and the knowledge you can got here is fresh from your oven so don't always be worry if you feel like an old people live in narrow small town. It is good thing to have Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) because this book offers to you readable information. Do you often have book but you do not get what it's interesting features of. Oh come on, that would not happen if you have this

in your hand. The Enjoyable arrangement here cannot be questionable, like treasuring beautiful island. Use you still want to miss the idea? Find this book and read it from at this point!

Download and Read Online Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) Janice (Ginny) Redish #G476A2LWJCM

Read Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) by Janice (Ginny) Redish for online ebook

Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) by Janice (Ginny) Redish Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) by Janice (Ginny) Redish books to read online.

Online Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) by Janice (Ginny) Redish ebook PDF download

Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) by Janice (Ginny) Redish Doc

Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) by Janice (Ginny) Redish Mobipocket

Letting Go of the Words: Writing Web Content that Works (Interactive Technologies) by Janice (Ginny) Redish EPub