



Content is King: Writing and Editing Online

David Mill

Former national newspaper journalist and now Managing Director of MediaCo, a leading Online Marketing and Web Publishing Agency.

**With more than 100,000,000,000 pages on the Web,
how can you make yours stand out?**

With every website vying for consumers' attention, the importance of making your messages clear and convincing has never been so important. Saying the **right thing** to the **right people** is an age-old problem, and communicating effectively online presents new complications.

Appreciative of the dilemmas modern marketers face when working with online material (having been there himself!) David Mill has written **Content is King**.

Content is King stands apart from general copywriting titles as it's a clear, concise and relevant guide written specifically from a marketing perspective. **Content is King** provides guidance and advice on key issues and shares insider tips when writing for the online readership.

Topics such as writing and editing for websites and email, e-zines and newsletters, search engines and online ads are all covered. Tone and style ... needs and wants ... both business-to-business and business-to-consumer markets are addressed so appropriate material can be created for whoever you need to communicate with.

This snappy guide is a perfect tool for marketers, copywriters and editors to enable them to produce more effective copy for publication online.

For further information about **Content is King** visit: <http://www.writingediting.co.uk/>

BOOK CONTENTS: Introduction - Content is King; The Fundamentals; Sub-editing; Website Content Planning; Website Writing and Editing; Writing and Editing for Search Engines; Writing and Editing for Email; Writing and Editing for Ads; Writing and Editing – the Variety Show; Conclusions; Checklists.

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