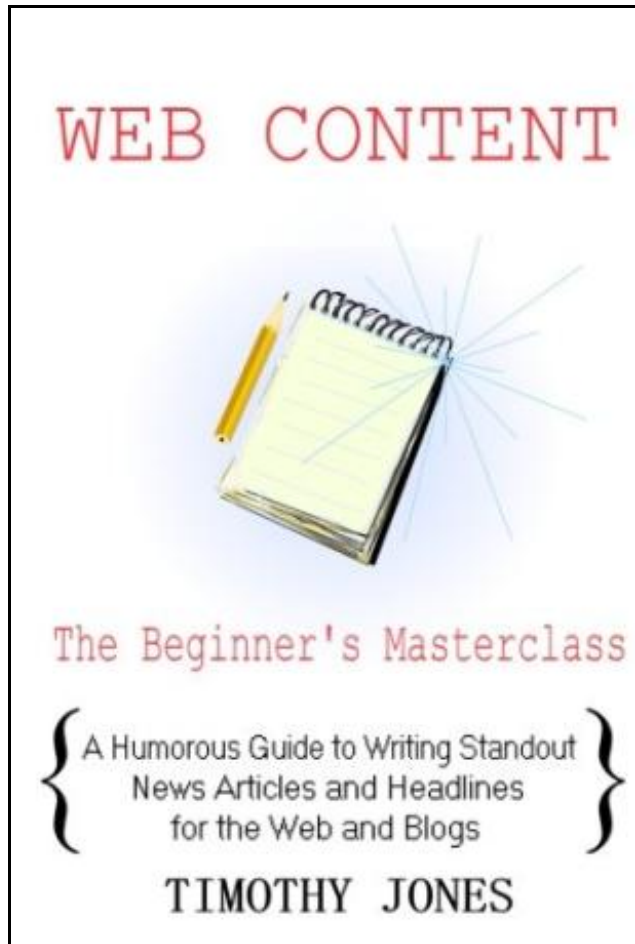


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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 110 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. At long last, a guide to writing online content that shows the reader direct examples rather than endless fluffy guidance. **Web Content - The Beginners Masterclass** offers a practical and demonstrative means toward gaining your own, distinct content authoring style. Written with the intent of leading by example, this book contains a selection of articles which encompass many of the more popular subjects and genres commonly seen in the news media. Through these demonstrative means, it intends to imbue many of the key aspects of content and copy writing heavily weighed toward a high grade of shareability by its audience. The book revolves around its three pillars: **IDENTITY** - Crafting a unique, recognizable voice. **PURPOSE** - Embodying clarity in topic choice. **STANDING APART** - Being different from the banal crowd. Transforming the benign, day-to-day and week-to-week occurrences into a style at once keynote serves to imbue the budding content writer with an edge over the more conventional competitor. It is through this that the essential spirit of **Web Content - The Beginners Masterclass** was assembled. Current and contemporary, this book takes into account the fact that search engines are becoming ever more selective in what they highlight and what to leave. Generic writing, the samey and the dull lose out, while writing and content with genuine spirit, humour and style gets highlighted. The power of words at once eye-catching and colourful with an intense, instantaneous sharability: exactly what the modern day Internet values and rates. Designed as a unique and quirky compliment to a de facto manual of style, veteran content author and journalist **TIMOTHY JONES** brings writing to life for readers keen to enhance, improve and realize their talents...



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