



How to Write Web Copy and Social Media Content: Spruce up Your Website Copy, Blog Posts and Social Media Content

Paul Lima

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How to Write Web Copy and Social Media Content: Spruce up Your Website Copy, Blog Posts and Social Media Content is more than an online writing book. The book takes writers through the important writing process--showing them how to think before they write. Then it demonstrates how to apply this process to website copy, including structuring copy on websites, blog posts and social media such as Twitter, Facebook and LinkedIn. This book is for those who want to make their website and blog copy sparkle and boost the effectiveness of their social media content. In short, How to Write Web Copy and Social Media Content will help you - organize your thoughts before you write - become a more effective and efficient online writer - make your points in a clear, concise, easy to read/scan manner - achieve your purpose and obtain feedback (if so desired). This book is all about communicating more effectively online so your readers understand why you are writing and what action, if any (remember, a "click" is an action), you need them to take. It is filled with samples, examples and exercises to get you writing for various online media.

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