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

Gerry McGovern

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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.

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