resources

# Lecture 5 – Core Skills

**Writing and editing** for the Web is a core skill for content strategy, but like I mentioned in the introduction to this step, I haven’t gone into much detail because it’s a separate course unto itself. But as promised, here are some resources to help you get started, if you’re interested in pursuing this topic further.

1. ***Letting Go of the Words: Writing Web Content that Works* (**by Janice Redish) <https://www.amazon.ca/Letting-Go-Words-Writing-Content/dp/0123859301>
2. ***The Web Writer's Guide: Tips & Tools*** (by Darlene Maciuba-Koppel)

<https://www.amazon.com/Web-Writers-Guide-Darlene-Maciuba-Koppel/dp/0240804813>

1. ***Hot Text: Web Writing that Works*** (by Jonathan Price and Lisa Price)

<https://www.amazon.ca/Hot-Text-Writing-that-Works/dp/0735711518>

1. ***The Elements of Internet Style*** (by Editors of Eei Press)

<https://www.amazon.com/Elements-Internet-Style-Creating-Valuable-ebook/dp/B003QMLHQ0>

1. **Writing for the Web** (usability.gov)

<https://www.usability.gov/how-to-and-tools/methods/writing-for-the-web.html>

1. ***Writing for the Web*** (by Crawford Kilian)

<https://www.amazon.ca/Writing-Web-Crawford-Kilian/dp/1551808315>

1. ***Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability*** (by Steve Krug)

[https://www.amazon.ca/s/ref=nb\_sb\_noss?url=search-alias%3Dstripbooks&field-keywords=Don%27t+Make+Me+Think%2C+Revisited%3A+A+Common-Sense+Approach+to+Web+Usability](https://www.amazon.ca/s/ref%3Dnb_sb_noss?url=search-alias%3Dstripbooks&field-keywords=Don%27t+Make+Me+Think%2C+Revisited%3A+A+Common-Sense+Approach+to+Web+Usability)

1. ***Developing Online Content: The Principles of Writing and Editing for the Web*** (by Irene Hammerich and Claire Harrison)

[https://www.amazon.ca/s/ref=nb\_sb\_noss?url=search-alias%3Dstripbooks&field-keywords=Developing+Online+Content%3A+The+Principles+of+Writing+and+Editing+for+the+Web&rh=n%3A916520%2Ck%3ADeveloping+Online+Content%3A+The+Principles+of+Writing+and+Editing+for+the+Web](https://www.amazon.ca/s/ref%3Dnb_sb_noss?url=search-alias%3Dstripbooks&field-keywords=Developing+Online+Content%3A+The+Principles+of+Writing+and+Editing+for+the+Web&rh=n%3A916520%2Ck%3ADeveloping+Online+Content%3A+The+Principles+of+Writing+and+Editing+for+the+Web)

1. ***The 4th edition of Web Style Guide*** offers a complimentary chapter on Strategy, which is quite comprehensive: <http://www.webstyleguide.com/wsg4/strategy.html>