



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

*Gerry McGovern*

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

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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