



The Yahoo! Style Guide: The Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World

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WWW may be an acronym for the World Wide Web, but no one could fault you for thinking it stands for wild, wild West. The rapid growth of the Web has meant having to rely on style guides intended for print publishing, but these guides do not address the new challenges of communicating online. Enter *The Yahoo! Style Guide*. From Yahoo!, a leader in online content and one of the most visited Internet destinations in the world, comes the definitive reference on the essential elements of Web style for writers, editors, bloggers, and students. With topics that range from the basics of grammar and punctuation to Web-specific ways to improve your writing, this comprehensive resource will help you:

- Shape your text for online reading
- Construct clear and compelling copy
- Write eye-catching and effective headings
- Develop your site's unique voice
- Streamline text for mobile users
- Optimize webpages to boost your chances of appearing in search results
- Create better blogs and newsletters
- Learn easy fixes for your writing mistakes
- Write clear user-interface text

This essential sourcebook?based on internal editorial practices that have helped Yahoo! writers and editors for the last fifteen years?is now at *your* fingertips.

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Editorial Review

Review

“Yahoo!'s editors have given the rules of the writing road a smart and timely reboot. It's Strunk and White for the online world.” ?Arianna Huffington, cofounder and editor in chief, *The Huffington Post*

“Excellent and eminently useful book with many compelling examples of rewrites. While rewriting content for usability will hugely increase a Web site's business value, the word list alone can save you the cost of the book by eliminating wasted time arguing over proper usage.” ?Jakob Nielsen, Ph.D., principal, Nielsen Norman Group, and author of *Eyetracking Web Usability*

“Yahoo! confounded the copy editors when it put unbridled excitement in its name. Back in 1996, for the first edition of *Wired Style*, we decided such idiosyncrasies were part of digital-age style. Today, with *The Yahoo! Style Guide*, the Web publisher has gone from renegade to rule maker. Its guide is a one-stop shop for those publishing on the Web.” ?Constance Hale, author of *Wired Style and Sin and Syntax* and editor of *sinandsyntax.com*

About the Author

The Yahoo! Style Guide is the work of many Yahoo! contributors, including past and present editors within Yahoo!'s editorial department, led by Chris Barr, senior editorial director.

Users Review

From reader reviews:

Michael Coffman:

Have you spare time for the day? What do you do when you have a lot more or little spare time? That's why, you can choose the suitable activity to get spend your time. Any person spent their spare time to take a stroll, shopping, or went to often the Mall. How about open or maybe read a book titled The Yahoo! Style Guide: The Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World? Maybe it is to be best activity for you. You know beside you can spend your time with the favorite's book, you can better than before. Do you agree with their opinion or you have additional opinion?

Frederick Rothman:

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Shirley Wales:

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