Writing Your Way to a More Human Website

BY JOSH WALDMAN

With our agency's content needs growing by the day, we produced a content-focused post for the WebMechanix blog. A cursory review of some of the countless other content-related blogs on the internet revealed a decided lack of focus on the human element of writing for the web, and that realization formed the thesis of this piece. Good writing isn't about using great words: It's about research, readability, hierarchy, and understanding.

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