

The book was found

Every Page Is Page One: Topic-Based Writing For Technical Communication And The Web



Synopsis

The Web changes how people use content; not just content on the Web, but all content. If your content is not easy to find and immediately helpful, readers will move on almost at once. We are all children of the Web, and we come to any information system, including product documentation, looking for the search box and expecting every search to work like Google. There is no first, last, previous, next, up, or back anymore. Every Page is Page One. For technical communicators, this Every Page is Page One environment presents a unique challenge: How do you cover a large and complex product using only topics, and how do you enable your readers to find and navigate topic-based content effectively? In this ground-breaking book, Mark Baker looks beyond the usual advice on writing for the Web, and beyond the idea of topic-based writing merely as an aid to efficiency and reuse, to explore how readers really use information in the age of the Web and to lay out an approach to planning, creating, managing, and organizing topic-based documentation that really works for the reader.

Book Information

Paperback: 290 pages

Publisher: XML Press (October 18, 2013)

Language: English

ISBN-10: 1937434281

ISBN-13: 978-1937434281

Product Dimensions: 7.5 x 0.6 x 9.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars • See all reviews • (9 customer reviews)

Best Sellers Rank: #168,234 in Books (See Top 100 in Books) #21 in Books > Computers & Technology > Web Development & Design > Content Management #95 in Books > Reference > Writing, Research & Publishing Guides > Writing > Technical #5410 in Books > Engineering & Transportation > Engineering

Customer Reviews

For someone like me, who is just breaking ground into this beautiful profession, reading "Every Page is Page One" book has been an extraordinarily rich and revealing experience. The fact that my copy is full of annotations and more than 30 pages of notes is a confirmation of this. Because of my dual role as a database specialist and technical writer, I know Microsoft SQL Server documentation very well, but it was not after reading this book that I realized why this

documentation is so well structured and comprehensive, and why this type of writing is a pattern to follow. The same can be said about Wikipedia, which is an example used in several chapters. This book provides a compelling argument against traditional books or book-style user guides and manuals, and explains the fundamentals to write documentation your users and customers will find -finally- useful. Isn't this exciting enough? The only thing I missed was more examples. If you open the book this may seem contradictory, because it has plenty of examples and metaphors that makes the explanation easy to follow (I particularly liked the "recipe" example), but I am referring here to examples using "real" technical documents. In this way, I think it would be great to have some examples about how a chapter from one "traditional" manual can be rewritten in an "EPPO way", or how DITA and EPPO can both work together in a topic. Yes, I know after reading the book this is not as simple as it sounds! :) Overall, this is an excellent book, well thought and well researched, and plenty of fresh ideas in a field that is particularly stagnant and, in most of the cases, lacks innovation.

"This foraging behavior is not exclusive to the Web, of course. John Carroll saw the same behavior in his research subjects using paper manuals. Learners also often skip over crucial material if it does not address their current task-oriented concerns or skip around among several manuals, composing their own ersatz instructional procedures on the fly. "The Nurnberg Funnel[8, p. 8]"

This quote is taken from the introduction to Chapter 1 in the book, "Every Page is Page One". How apt it is! I do this very thing and skim through a manual trying to find how to do a particular task, and get frustrated when it isn't there. Then I have to go back and read it again to find what I missed. Of course, many times what I'm looking for isn't there anyway, but until I do read it I don't know that. Either scenario is frustrating. Even on the web, sometimes I find it incredibly hard to find something on the website that I'm looking for. I have learned from this book, and one of the most important thing is to make sure people can find the information I'm writing about by treating each page as if it is page one. I suppose I never stopped to think that deeply about it. But then it's rather hard to have each important point to be the first sentence. However, I can make use of white space and create snippets to the side of the documents which will tend to highlight information, similar to how the book is written. If you write technical manuals, either hard copy or web copy, this book can really help you. It helps by giving you a "window" into how your readers use the material. I skim, even when I search for something, but then I click on a link and I skim again, when not finding it, I will slow down and actually search for the word on the page.

[Download to continue reading...](#)

Every Page Is Page One: Topic-Based Writing for Technical Communication and the Web Service
Learning in Technical and Professional Communication (Part of the Allyn & Bacon Series in
Technical Communication) Technical Communication Today: Special Edition for Society for
Technical Communication Foundation Certification, Books a la Carte Edition (5th Edition)
Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master
Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Technical Design
Solutions for Theatre: The Technical Brief Collection Volume 2 (Technical Brief Collection S)
Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing
Prompts Book 1) Perfect Illustrations for Every Topic and Occasion (Perfect Illustration Series)
MCAT QBook: Over 2,000 Questions Covering Every MCAT Science Topic (More MCAT Practice)
The MacArthur Topical Bible: A Comprehensive Guide to Every Major Topic Found in the Bible
Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon
Communication Sciences and Disorders) Writing Software Documentation: A Task-Oriented
Approach (Part of the Allyn & Bacon Series in Technical Communication) (2nd Edition) Introduction
to Communication Disorders: A Lifespan Evidence-Based Perspective (5th Edition) (Pearson
Communication Sciences and Disorders) Introduction to Communication Disorders: A Lifespan
Evidence-Based Perspective (4th Edition) (Allyn & Bacon Communication Sciences and Disorders)
Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (How To Write
Romance Novels, Romance Writing Skills, Writing Romance Fiction Plots, Publishing Romance
Books) Cliffhanger Writing Prompts: 30 One-Page Story Starters That Fire Up Kids' Imaginations
and Help Them Develop Strong Narrative Writing Skills Every Man's Battle: Every Man's Guide to
Winning the War on Sexual Temptation One Victory at a Time (The Every Man Series) New SAT
Math Problems arranged by Topic and Difficulty Level: For the Revised SAT March 2016 and
Beyond (Get 800: Choose Your College) 320 SAT Math Subject Test Problems arranged by Topic
and Difficulty Level - Level 2: 160 Questions with Solutions, 160 Additional Questions with Answers
320 ACT Math Problems arranged by Topic and Difficulty Level, 2nd Edition: 160 ACT Questions
with Solutions, 160 Additional Questions with Answers The Technical Director's Toolkit: Process,
Forms, and Philosophies for Successful Technical Direction (The Focal Press Toolkit Series)

[Dmca](#)