



# The Yahoo! Style Guide: Writing for an Online Audience

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Previously published as part of The Yahoo! Style Guide.

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 to Writing for an Online Audience, from Yahoo!, a leader in online content and one of the most visited Internet destinations in the world.

Full of Web-specific ways to improve your writing, this guide will help you:

- Shape your text for online reading.
- Identify your audience.
- Define your voice.
- Write clear, compelling copy.



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