

Writing for the Web

Further Reading

Module 1:

 [“How users read on the web,” by Jakob Nielson](#)

 [“F-Shaped Pattern For Reading Web Content,” by Jakob Nielson](#)

Module 2:


 [“Inverted Pyramids in Cyberspace,” by Jakob Nielson](#)

Module 4:

 [“What Is A Content Strategy And Why Do You Need It?” \(article\)](#)

 [The Elements of Content Strategy \(book\)](#)

 [Content Strategy for the Web \(book\)](#)

 [“Are you wasting the potential of the web?,” an article on web governance and strategy](#)

 [“Developing a Departmental Style Guide” \(article\)](#)

 [Style manual, the style guide from the Australian Commonwealth Government Printing Office](#)

 [“What is a style guide and why would I need one?” \(article\)](#)