



Every Page Is Page One: Topic-Based Writing for Technical Communication and the Web

Mark Baker

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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.

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