

## Web writing

More often than not, the drafting and editing of texts intended for the web sites of companies and institutions is carried out by people who are not specialists in the techniques of web writing. In many cases, web site texts are taken wholesale from texts originally written for purposes of offline communication, such as brochures, technical specifications, PowerPoint presentations, etc.

AlfaBeta writes dedicated content for the web that helps you reach two crucial objectives:

enhancing your search-engine ranking (indexing)

enhancing the ease-of-use of your site (usability).