

Audience Relevance And Search

Stephen Pattermore examines passages within Revelation 4:1–22:21 that depict the people of God as actors in the apocalyptic drama and infers what impact these passages would have had on the self-understanding and behaviour of the original audience of the work. He uses Relevance Theory, a development in the linguistic field of pragmatics, to help understand the text against the background of allusion to other texts. Three important images are traced. The picture of the souls under the altar (6:9–11) is found to govern much of the direction of the text with its call to faithful witness and willingness for martyrdom. Even the militant image of a messianic army (7:1–8, 14:1–5) urges the audience in precisely the same direction. Both images combine in the final image of the bride, the culmination of challenge and hope traced briefly in the New Jerusalem visions.

Do you know that SEO has moved beyond conventional keyword usage in 2019? Google no longer requires the exact keywords or search phrase in page titles or in the content body for a certain number of times to understand what the content is about. It now understands and ranks pages based on topics, not just isolated keywords. This book therefore teaches you step by step how to identify the broad topics that you want to be known for, how to find out the questions your audience is asking about those topics, and then how to answer those questions in a better and more comprehensive manner than your competitors without actually obsessing over useless and outdated metrics like keyword density, keyword frequency, exact keyword placement etc. Seriously, stop thinking about keywords all the time, and learn my easy SEO strategy that works in 2018 and will continue to work beyond 2018. My book is filled with crystal-clear screenshots that show step by step how to focus on providing real value to your readers and write content based on their needs because Google is smart enough to figure out what is relevant to its searchers. In simple words, the rules have changed. And if you want to build a sustainable traffic steam from search engines, you'll need to adapt fast. Here is some of what you will learn in my book: How the role of keywords has changed in SEO. How to rank for dozens of high traffic keywords without even targeting them. Why you no longer need to create separate pieces of content for different related keywords. How to build an internal link structure that'll turn your site into an SEO powerhouse. So order my book if you want to learn more about how to apply my whitehat SEO strategy that has helped me times without number to your own website in a sustainable way that NEVER puts you at risk from a Google penalty...

Provides support for advanced study of translation. Examines the theory and practice of translation from many angles, drawing on a wide range of languages and exploring a variety of sources. Concludes with readings from key figures. This is the video enhanced eBook version of the print title. Watch video demonstrations to see how to implement some of the advanced features of DITA discussed in this book. With these videos you'll learn to code short descriptions, links, conditional processing, and content references. In addition, you will find instructions in the last few pages of your eBook that direct you to the download site for the set of DITA sample files used in examples throughout the book. The Start-to-Finish, Best-Practice Guide to Implementing and Using DITA Darwin Information Typing Architecture (DITA) is today's most powerful toolbox for constructing information. By implementing DITA, organizations can gain more value from their technical documentation than ever before. Now, three DITA pioneers offer the first complete roadmap for successful DITA adoption, implementation, and usage. Drawing on years of experience helping large organizations adopt DITA, the authors answer crucial questions the "official" DITA documents ignore, including: Where do you start? What should you know up front? What are the pitfalls in implementing DITA? How can you avoid those pitfalls? The authors begin with topic-based writing, presenting proven best practices for developing effective topics and short descriptions. Next, they address content architecture, including how best to set up and implement DITA maps, linking strategies, metadata, conditional processing, and content reuse. Finally, they offer "in the trenches" solutions for ensuring quality implementations, including guidance on content conversion. Coverage includes: Knowing how and when to use each DITA element—and when not to Writing "minimalist," task-oriented information that quickly meets users' needs Creating effective task, concept, and reference topics for any product, technology, or service Writing effective short descriptions that work well in all contexts Structuring DITA maps to bind topics together and provide superior navigation Using links to create information webs that improve retrievability and navigation Gaining benefits from metadata without getting lost in complexity Using conditional processing to eliminate redundancy and rework Systematically promoting reuse to improve quality and reduce costs Planning, resourcing, and executing effective content conversion Improving quality by editing DITA content and XML markup If you're a writer, editor, information architect, manager, or consultant who evaluates, deploys, or uses DITA, this book will guide you all the way to success. Important note: The audio and video content included with this enhanced eBook can be viewed only using iBooks on an iPad, iPhone, or iPod touch. Due to the incredibly rich media included in your enhanced eBook, you may experience longer than usual download times. Please be patient while your product is delivered. Also see the other books in this IBM Press series: Developing Quality Technical Information: A Handbook for Writers and Editors The IBM Style Guide: Conventions for Writers and Editors In plain, uncomplicated language, and using detailed examples to explain the key concepts, models, and algorithms in vertical search ranking, Relevance Ranking for Vertical Search Engines teaches readers how to manipulate ranking algorithms to achieve better results in real-world applications. This reference book for professionals covers concepts and theories from the fundamental to the advanced, such as relevance, query intention, location-based relevance ranking, and cross-property ranking. It covers the most recent developments in vertical search ranking applications, such as freshness-based relevance theory for new search applications, location-based relevance theory for local search applications, and cross-property ranking theory for applications involving multiple verticals. Foreword by Ron Brachman, Chief Scientist and Head, Yahoo! Labs Introduces ranking algorithms and teaches readers how to manipulate ranking algorithms for the best results Covers concepts and theories from the fundamental to the advanced Discusses the state

of the art: development of theories and practices in vertical search ranking applications Includes detailed examples, case studies and real-world situations

The #1 Guide to Excellence in Technical Communication—Fully Updated for Embedded Assistance, Mobile, Search, Multimedia, and More Direct from IBM's own content design experts, this guide shows you how to design product interfaces and technical information that always place users front and center. This edition has been fully revised to help you consistently deliver the right content at the right time. You'll master today's best practices to apply nine essential characteristics of high-quality technical information: accuracy, clarity, completeness, concreteness, organization, retrievability, style, task orientation, and visual effectiveness. Coverage Includes Advocating for users throughout the entire product development process Delivering information in an ordered manner by following progressive disclosure techniques Optimizing content so that users can find it from anywhere Streamlining information for mobile delivery Helping users right where they are Whether you're a writer, editor, information architect, user experience professional, or reviewer, this book shows you how to create great technical information, from the product design to the user interface, topics, and other media. Thoroughly revised and updated Extensive new coverage of self-documenting interfaces and embedded assistance Updated practical guidelines and checklists Hundreds of new examples

This handbook offers a comprehensive overview of the complexity and diversity of audience studies in the advent of digital media. Details the study of audiences and how it is changing in relation to digital media Recognizes and appreciates valuable traditional approaches and identifies how they can be applied to, and evolve with, the changing media world Offers diverse perspectives from which being an audience, theorizing audiences, researching audiences, and doing audience research are approached today Argues that the field works best by identifying particular 'audience problems' and applying the best theories and research methods available to solving them Includes contributions from some of the most outstanding international scholars in the field

A Practical and Concise Introduction to Agency Life The PR Agency Handbook guides you through the day-to-day operations of a professional PR firm and offers best practices for creating a successful career in the industry. Authors Regina Luttrell and Luke Capizzo highlight real-world examples from the field as well as interviews with PR experts to help you bridge the critical gap between college and professional life. Throughout the book, you are introduced to many of the sub-fields of integrated communication practice, including traditional public relations and corporate communication, marketing, social media, creative production (print, digital, video, audio), web and user experience design, and search engine optimization (SEO). You will not develop a fundamental understanding of the different components found within an agency, but you will also gain an appreciation for the positive impact that excellent agency work can have on organizations. Key Features: Real-world examples from the field ensure that the practical concepts presented become concrete for you. Numerous interviews with industry professionals from across the country and around the world are included at the end of each chapter to provide you with snapshots of the agency experience. A chapter dedicated to social media (Chapter 6) offers you a comprehensive look at how companies utilize these important platforms An introduction to the PESO and ROSTIR models shows you how to adapt your campaigns to meet the needs of today's integrated agency environment. A chapter dedicated to tools and templates gives you exposure to real documents you will need in your career.

At long last here is a textbook for the basic public speaking course--one that integrates a Christian worldview with up-to-date scholarship in the field of communication. Proclamation! covers the standard speech types: informative speech, persuasive speech, and ceremonial speech. In addition, Blake J. Neff recognizes that Christians need to know how to deliver an edifying speech and a personal testimony speech. Neff acknowledges that one of the reasons to study public address at the university level is that God has commanded His people to "always be prepared to give an account" (1 Peter 3:15). Proclamation! prepares Christians to speak not only as one to many but also as members of interpersonal or small groups. Christian teachers of public speaking will appreciate the assistance this book offers toward integrating faith with learning. Students will applaud the practical and readable approaches found in Proclamation!

Distill Maximum Value from Your Digital Data! Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to customer service to social media marketing! Prioritize—because you can't measure and analyze everything Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors Measure real digital media ROI: sales, leads, and customer satisfaction Track the performance of all paid, earned, and owned digital channels Leverage digital data way beyond PR and marketing: for strategic planning, product development, and HR Start optimizing digital content in real time Implement advanced tools, processes, and algorithms for accurately measuring influence Make the most of surveys, focus groups, and offline research synergies Focus new marketing investments where they'll deliver the most value • Identify and understand your most important audiences across the digital ecosystem "Chuck and Ken lead marketers clearly and efficiently through the minefield of digital marketing measurement. And they do so with a lightness of touch and absence of jargon so rare in this overhyped, much-misunderstood ecosystem." —Sam Knowles, Founder & MD of Insight Agents; author of Narrative by Numbers: How to Tell Powerful & Purposeful Stories with Data Despite the widespread use of the term "audience" in our popular culture, the meaning of "audience" is complex, and it has undergone significant historical shifts over time. Media Audiences explores the concept of media audiences from four broad perspectives, as "victims" of mass media, as market constructions and commodities, as users of media, and as producers and subcultures of mass media.

How hearers arrive at intended meaning, which elements encode processing instructions in certain languages, how procedural meaning and prosody interact, how diverse types of utterances are interpreted, how epistemic vigilance mechanisms work, which

linguistic elements assist those mechanisms, how a critical attitude to information and informers develops when a second language is learnt, or why some perlocutionary effects originate are some of the varied issues that have intrigued pragmatists, and relevance theorists in particular, and continue to fuel research. In this collection readers will discover new proposals based on the cognitive framework put forward by Dan Sperber and Deirdre Wilson three decades ago. Their gripping, insightful and stimulating discussions, combined in some cases with meticulous and in-depth analyses, show the directions relevance theory has recently followed. Moreover, this collection also unveils fruitful and promising interactions with areas like morphology, prosody, language typology, interlanguage pragmatics, machine translation, or rhetoric and argumentation, and avenues for future research.

New strategies in SEO and SMM to help grow your business In the digital age, content is no longer confined to the written page. It is spread across web and mobile, taking the form of podcasts, webinars, widgets, and blog posts. Powerful content tells the story of your product or business, but it means nothing if it's not written well, optimized for search and social media, and properly marketed. In *Content is Currency*, content strategist Jon Wuebben explains the fine art of content development by utilizing the latest Search Engine Optimization (SEO) and Social Media Marketing (SMM) techniques, and provides you with the tools and strategies you need to get your online content noticed. You will learn:

- What types of content best suit your specific business, market, and industry
- How key content tactics influence search engine rankings and sales conversion
- How to leverage social media to connect with your target market
- How to merge the many elements of your web's presence.

Don't lose your target audience to the millions of online search results, or allow them to click away because your content doesn't engage. Let *Content is Currency* teach you the techniques to get your content onto the screens and into the minds of B2B and B2C viewers everywhere.

As a usability specialist or interaction designer working with the government, or as a government or contractor professional involved in specifying, procuring, or managing system development, you need this book. Editors Elizabeth Buie and Dianne Murray have brought together over 30 experts to outline practical advice to both usability specialists and government technology professionals and managers. Working with internal and external government systems is a unique and difficult task because of the sheer magnitude of the audience for external systems (the entire population of a country, and sometimes more), and because of the need to achieve government transparency while protecting citizens' privacy. Open government, plain language, accessibility, biometrics, service design, internal vs. external systems, and cross-cultural issues, as well as working with the government, are all covered in this book. Covers both public-facing systems and internal systems run by governments Details usability and user experience approaches specific to government websites, intranets, complex systems, and applications Provides practical material that allows you to take the information and immediately use it to make a difference in your projects

The book explores finely-grained distinctions in causal meaning, mostly from a relevance-theoretic perspective. To increase the challenge of this double task, i.e. a thorough as well as satisfactory account of cause and a detailed assessment of the theoretical model employed to this end, the current study involves an investigation carried out by way of contrasting the prototypical causal exponents of Modern Greek subordination, i.e. *epei?i* and *?iati*. In addition, this objective is achieved in the methodological framework of contrasting a range of contextual applications of the two connectives against their translated versions in English, realizable by means of *because*. Despite first impressions, a closer observation of the wide range of applications of these markers in the discourse of coherence relations illustrates divergences in their distribution, which, in turn, are taken to highlight differing aspects of causal interpretation. The proposal for the relevance-theoretic model emanates from a reaction to an array of problems undermining traditional tenets of pragmatic theory originating with Grice's stance, but is also made in response to the common practice in pragmatic research (since its origin) to pay low regard for the contribution of typical causal markers to debates aiming at the determination of the distinction that has been instrumental to issues of cognition and pragmatic interpretation, i.e. propositional vs. non-propositional meaning.

The *Argument Handbook* is a classroom text for first-year composition that is designed to help students understand complex rhetorical situations and navigate the process of transforming private thoughts into persuasive, public writing. The book is organized around three key lenses of argumentation that help students focus on the practical challenges of persuasive writing: invention, audience, and authority. Its modular organization makes it easier for students to find what they need and easier for instructors to assign the content that fits their course.

This book offers a cognitive-pragmatic, and specifically relevance-theoretic, analysis of different types of humorous discourse, together with the inferential strategies that are at work in the processing of such discourses. The book also provides a cognitive pragmatics description of how addressees obtain humorous effects. Although the inferences at work in the processing of normal, non-humorous discourses are the same as those employed in the interpretation of humour, in the latter case these strategies (and also the accessibility of contextual information) are predicted and manipulated by the speaker (or writer) for the sake of generating humorous effects. The book covers aspects of research on humour such as the incongruity-resolution pattern, jokes and stand-up comedy performances. It also offers an explanation of why ironies are sometimes labelled as humorous, and proposes a model for the translation of humorous discourses, an analysis of humour in multimodal discourses such as cartoons and advertisements, and a brief exploration of possible tendencies in relevance-theoretic research on conversational humour.

Today, everything is marketing. All of the content we produce affects the customer experience. Therefore, all content is marketing and all content producers are marketers. *Intelligent Content: A Primer* introduces intelligent content: how it works, the benefits, the objectives, the challenges, and how to get started. Anyone who wants to understand intelligent content will get a clear introduction along with case studies and all the reference information you could ask for to make the case for intelligent content with your management. *Intelligent Content: A Primer* is written by three leaders in content strategy and content marketing. Ann Rockley is widely recognized as the mother of content strategy. Charles Cooper, co-author with Ann Rockley of *Managing Enterprise Content*, has been involved in creating and testing digital content for more than 20 years. And Scott Abel, known as *The Content Wrangler*, is an internationally recognized global content strategist. Together, they have created the definitive introduction to intelligent content.

Real solutions to the Internet search challenges that Web marketers and content professionals struggle with every day! Take search optimization to the next level by providing the right content to the right user at the right time Up-to-the-minute guidance on "writing for Google" that reflects the latest changes to Google's algorithms New techniques for defining keywords more effectively Authored by IBM web pioneers with 45+ years of content and search optimization experience

A systematic approach to creating and implementing winning social media strategies worldwide - from renowned expert and IBM VP Sandy Carter • •A specific, detailed, patented framework for driving more business value from social media on every continent,

in any marketplace. •By an award-winning social media evangelist who has helped make social media work in 60+ countries. •Includes case studies and lessons learned from multiple business segments. •Links with IBM's new, high-profile 'Social Business' initiative. Get Bold offers the most systematic approach to creating a worldwide social media strategy that delivers maximum business value. Drawing on her unsurpassed social media experience in 60 countries, IBM Vice President Sandy Carter details a six-step 'A.G.E.N.D.A.' for integrating social media into any marketing strategy, and building a true 'social business.' Using practical examples and case studies, Carter shows how to: •Align organizational goals and culture. •Gain friends through social trust. •Engage through experiences. •Network your business processes. •Design for PR recovery. •Analyze your data Get Bold helps you customize social media strategies to reflect the needs and preferences of customers in diverse regions and industries, as well as specific 'lessons learned' about your sectors and markets. Carter doesn't just offer a unique global perspective on social media: she provides 'patterns of success' that help you accelerate strategy formulation for your business. You'll find specific guidance for addressing a wide spectrum of challenges, from reducing cost and increasing revenue to building personalized and consistent interactions across customer touchpoints.

"... analyzes Revelation 7:1-17 and Revelation 10:1-11:13 - interruptions in the seals and trumpets - in light of digressions in ancient rhetorical theory and practice."--Page [4] of printed paper wrapper.

Across a wide range of fields of study and academic interests, there is often a common denominator in the need for successful, concise, and well-researched communications in the form of writing. Whether it be accessing credible research, pre-writing practices, or taking writing to the next level from good to excellent, there is a constant need for teaching writing skills and methods effectively as well as utilizing what has been learned within real-life applications to create quality written content. With composers of the written word ranging from students to researchers to business owners and more, multidisciplinary writing encompasses a range of research devoted to enhancing writing skills and providing an understanding of the writing process across diverse fields of interest. Strategies and Tactics for Multidisciplinary Writing provides writers in the professional and academic sphere resources for enhancing their writing skills through a clear understanding of the writing process. The chapters focus on the multiple stages of writing including planning, researching, drafting, revising, and more. While highlighting specific topics such as writing in virtual environments, topic research, writing for the internet, and pre-writing practices, this book is ideally intended for writers in the professional and academic spheres as well as practitioners, stakeholders, researchers, academicians, and students interested in multidisciplinary writing.

The career development sector is continually evolving in line with changes in society, technology and the needs of clients. Maintaining and developing the skills and knowledge to practise effectively in any part of the sector is a cornerstone of professional practice. Yet in straitened times, the funding and time to undertake Continuous Professional Development can be difficult to find. This unique handbook contextualises CPD for the sector, examines why it is important and to whom, offers practical insights on practitioner research and reflective practice and then provides a wealth of information on the many ways in which CPD can be undertaken by both those who are employed and self-employed. With many practical activities, reflection points and case studies throughout, readers will be able to identify their own needs and develop CPD solutions that will support them in developing skills and knowledge to further enhance their own practice. For practitioners who want to own and direct their professional development, this is a must-read guide.

A Balanced Approach for the Modern Writer and Editor Whether working in a traditional newsroom or as a one-person blogging operation, every good writer needs to become his or her own best editor. Editing for the Digital Age provides editors and writers with the tools necessary to ensure that published material is accurate, readable, and complete. Author Thom Lieb provides guidance in copy editing fundamentals, including correcting grammar, conforming the writing to a style guide, and revising material so that it is tightly written and clear. The text is designed for today's digital publishing landscape and addresses the many issues writers and editors now face on a daily basis—handling legal issues such as liability, copyright, and libel; writing headlines that will attract readers; creating multimedia packages to support an article or post; and using various forms of social media to curate content and connect with audience members. Chapters focus on key areas and themes for editing in the digital age, and "Write Right" writing and grammar exercises are woven into every chapter to progressively build students' editing skills.

Lies and inaccurate information are as old as humanity, but never before have they been so easy to spread. Each moment of every day, the Internet and broadcast media purvey misinformation, either deliberately or accidentally, to a mass audience on subjects ranging from politics to consumer goods to science and medicine, among many others. Because misinformation now has the potential to affect behavior on a massive scale, it is urgently important to understand how it works and what can be done to mitigate its harmful effects. Misinformation and Mass Audiences brings together evidence and ideas from communication research, public health, psychology, political science, environmental studies, and information science to investigate what constitutes misinformation, how it spreads, and how best to counter it. The expert contributors cover such topics as whether and to what extent audiences consciously notice misinformation, the possibilities for audience deception, the ethics of satire in journalism and public affairs programming, the diffusion of rumors, the role of Internet search behavior, and the evolving efforts to counteract misinformation, such as fact-checking programs. The first comprehensive social science volume exploring the prevalence and consequences of, and remedies for, misinformation as a mass communication phenomenon, Misinformation and Mass Audiences will be a crucial resource for students and faculty researching misinformation, policymakers grappling with questions of regulation and prevention, and anyone concerned about this troubling, yet perhaps unavoidable, dimension of current media systems. Relevance drives our actions and channels our attention; it shapes how we make sense of the world and communicate with each other. Irrelevance spreads a twilight which blurs the line between information we do not want to access and information we cannot access. In disciplines as diverse as philosophy, sociology, the information sciences and linguistics, "relevance" has been proposed as a key concept. This book is the first to bring together the often unrelated traditions. Researchers from different fields discuss relevance and relate it to the challenges of "irrelevance", which have so far been neglected despite their significance for our chances of making well-informed decisions and understanding others. The contributions focus on theoretical and conceptual questions, on specific factors and fields, and on practical and political implications of relevance and irrelevance as forces which are even stronger when they remain in the background.

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you're not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, *Content Strategy for the Web* is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of *Content Strategy for the Web* is an essential guide for anyone who works with content.

Holding Forth the Word of Life is a collection of essays offered to honor Tim Meadowcroft on his retirement from Laidlaw College. An international authority on Daniel, over the last twenty-five years Tim has established himself as one of New Zealand's leading biblical scholars. While specializing in Old Testament, Tim has taught and published in New Testament as well as hermeneutics and theological interpretation of Scripture. Beyond academic work he has also remained committed to the church and its voice in wider society. This collection of essays, written by leading scholars from New Zealand and beyond, covers all of these areas--Old Testament, New Testament, intertestamental texts, hermeneutics, theological interpretation of Scripture, reception history, and theological reflection on pressing issues facing society. The collection of papers discusses various applications of Relevance Theory within several areas of pragmatics and discourse analysis. It covers an array of topics, including the treatment of figurative language, pragmatic markers and lexical pragmatics within Relevance Theory. It also discusses relevance-theoretic analyses of special kinds of discourse, such as discourse emerging from the internet or from psychotherapeutic sessions. The volume will primarily interest relevance theorists and scholars working on the subjects addressed by particular chapters.

This updated and expanded edition of *Persuasive Communication* offers a comprehensive introduction to persuasion and real-world decision making. Drawing on empirical research from social psychology, neuroscience, business communication research, cognitive science, and behavioral economics, Young reveals the thought processes of many different audiences—from investors to CEOs—to help students better understand why audiences make the decisions they make and how to influence them. The book covers a broad range of communication techniques, richly illustrated with compelling examples, including resumes, speeches, and slide presentations, to help students recognize persuasive methods that do, and do not, work. A detailed analysis of the emotions and biases that go into decision making arms students with perceptive insights into human behavior and helps them apply this understanding with various decision-making aids. Students will learn how to impact potential employers, clients, and other audiences essential to their success. This book will prove fascinating to many, and especially useful for students of persuasion, rhetoric, and business communication.

Supercharge ROI by Rebuilding Content Marketing Around Your Customer! Marketing has always been about my brand, my product, my company. That's "inside-out" marketing. Today, customers hate it—and ignore it. What does work? Customized messages they already care about. Marketing that respects their time and gives them immediate value in exchange for their attention. Marketing that's "outside-in." Now, two renowned digital marketing thought leaders show how to integrate content marketing with Big Data to create high-ROI, outside-in marketing. James Mathewson and Mike Moran share new practices, techniques, guidelines, and metrics for engaging on your customers' terms, using their words, reflecting their motivations. Whether you're a content marketer, marketing executive, or analyst, you'll learn how to:

- Ease your customers' pain—solve what keeps them up at night—with compelling content experiences
- Build content that's essential to clients and prospects in each step of their buyer journeys
- Integrate search and social data into all facets of content development to continually improve its effectiveness
- Build evergreen content that is continuously improved to better meet the needs of your clients and prospects
- Apply advanced machine learning, text analytics, and sentiment analysis to craft more discoverable, shareable content
- Shape your messages to intercept your clients' and prospects' information discovery in Google
- Transform culture and systems to excel at outside-in marketing

The Internet is like the Old West—a frontier rich with opportunity and hope, but also a rough-and-tumble land of questionable characters, dubious legal jurisdictions, and hidden dangers. And just like the Old West, if you want to stake out your territory, you have to get there first and fend for yourself. On the web, that means defending your good name and reputation before the attacks start. Because, despite the excellent product or service you provide, all it takes is one unhappy customer, jealous acquaintance, or unsavory competitor to start the rumors flying. Before you know it, search engines are regenerating that negative publicity every time someone researches you or your business. *Wild West 2.0* offers simple yet extraordinarily powerful ways to:

- Proactively protect your online reputation
- Determine the extent of reputation damage and identify its original source
- Offset even the most savage attacks—and get the truth out there
- Control how search engines rank and display results about your business and your name
- Create positive Internet content and buzz that become "word-of-mouth" marketing

In the age of *Wild West 2.0*, everyone has an online reputation. Who do you want to create yours?

Normal 0 false false false MicrosoftInternetExplorer4 A brand new collection of state-of-the-art insights for technical writers, editors, and content managers...in a convenient e-format, at a great price! Three outstanding IBM Press eBooks plus exclusive video walkthroughs help you maximize the value and effectiveness of your technical communications—in all media, for all audiences, everywhere! (Enhanced eBook) This package brings together unsurpassed IBM eBook and video resources for creating clearer, more usable, more effective technical communication. For one low price, you get three outstanding IBM Press books in industry-standard ePub format, plus exclusive video demonstrations walking through many key topics and techniques on DITA, step-by-step! *The IBM Style Guide: Conventions for Writers and Editors* distills IBM's best wisdom for developing higher-

quality content across all media, authors, and geographic locations. It delivers up-to-the minute guidance on topic-based writing; writing for diverse media and global audiences; organizing, structuring, and linking information; maximizing accessibility; documenting interfaces and procedures; and much more. Next, in *DITA Best Practices: A Roadmap for Writing, Editing, and Architecting in DITA*, three pioneering implementers show how to use DITA to maximize the value of technical documentation, and offer a complete roadmap for successful DITA adoption and usage. The authors answer crucial questions “official” DITA documents ignore, including: “Where do you start?” and “How do you avoid the pitfalls?” Discover proven best practices for developing effective topics, short descriptions, and content architecture, plus “in-the-trenches” solutions for ensuring quality implementations and accurate, cost-effective content conversion, including video demonstrations. Finally, *Developing Quality Technical Information: A Handbook for Writers and Editors*, Second Edition, presents today’s most systematic, well-proven approach to creating great documentation. Learn how to focus on the right tasks and topics; say more with fewer words; use organization to deliver faster access; streamline and improve reviews; and much more. Packed with before-and-after examples, illustrations, and checklists, this book addresses crucial topics ranging from internationalization to retrievability to visual effectiveness. Whether you’re a writer, editor, reviewer, or manager, if you want to create outstanding content, you’ll find this collection absolutely indispensable. From expert IBM and IBM Press publication professionals Francis DeRespinis, Peter Hayward, Jana Jenkins, Amy Laird, Leslie McDonald, Eric Radzinski, Laura Bellamy, Michelle Carey, Jenifer Schlotfeldt, Gretchen Hargis, Ann Kilty Hernandez, Polly Hughes, Deirdre Longo, Shannon Rouiller, and Elizabeth Wilde. Important note: Due to the incredibly rich media included in your enhanced eBook, you may experience longer than usual download times. Please be patient while your product is delivered.

Summary Relevant Search demystifies relevance work. Using Elasticsearch, it teaches you how to return engaging search results to your users, helping you understand and leverage the internals of Lucene-based search engines. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Users are accustomed to and expect instant, relevant search results. To achieve this, you must master the search engine. Yet for many developers, relevance ranking is mysterious or confusing. About the Book *Relevant Search* demystifies the subject and shows you that a search engine is a programmable relevance framework. You'll learn how to apply Elasticsearch or Solr to your business's unique ranking problems. The book demonstrates how to program relevance and how to incorporate secondary data sources, taxonomies, text analytics, and personalization. In practice, a relevance framework requires softer skills as well, such as collaborating with stakeholders to discover the right relevance requirements for your business. By the end, you'll be able to achieve a virtuous cycle of provable, measurable relevance improvements over a search product's lifetime. What's Inside Techniques for debugging relevance? Applying search engine features to real problems? Using the user interface to guide searchers? A systematic approach to relevance? A business culture focused on improving search About the Reader For developers trying to build smarter search with Elasticsearch or Solr. About the Authors Doug Turnbull is lead relevance consultant at OpenSource Connections, where he frequently speaks and blogs. John Berryman is a data engineer at Eventbrite, where he specializes in recommendations and search. Foreword author, Trey Grainger, is a director of engineering at CareerBuilder and author of *Solr in Action*. Table of Contents The search relevance problem Search under the hood Debugging your first relevance problem Taming tokens Basic multifield search Term-centric search Shaping the relevance function Providing relevance feedback Designing a relevance-focused search application The relevance-centered enterprise Semantic and personalized search This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook version. Real solutions to the Internet search challenges that Web marketers and content professionals struggle with every day! Take search optimization to the next level by providing the right content to the right user at the right time Up-to-the-minute guidance on ""writing for Google"" that reflects the latest changes to Google's algorithms New techniques for defining keywords more effectively Authored by IBM web pioneers with 45+ years of content and.

Normal 0 false false false MicrosoftInternetExplorer4 *Winning social business techniques for product managers, marketers, and business leaders!* • How product managers at IBM are using social business to transform markets and build vibrant global communities • New best practices for promoting engagement, transparency, and agility • A deeply personal case study: handbook, roadmap, autobiography, and inspiration Does “social business” work? IBM has proven unequivocally: it does. In *Opting In*, IBM executive Ed Brill candidly shares best practices, challenges, and results from his social business journey, and shows how his team used it to transform existing products into thriving business lines. This deeply personal extended case study offers you a detailed roadmap for achieving and profiting from deep customer engagement. Brill shares his 15+ years of product management experience at IBM and describes how these techniques and experiences have developed a vibrant marketplace of social business customers worldwide. You’ll learn how to use social business tools to strengthen customer intimacy, extend global reach, accelerate product lifecycles, and improve organizational effectiveness. You’ll also discover how social business can help you enhance your personal brand—so you can build your career as you improve your business performance. With a Foreword by Marcia Conner, Author and Principal Analyst at SensifyWork. Using today’s social business tools and approaches, product and brand managers can bring new products and services to market faster, identify new opportunities for innovation, and anticipate changing market conditions before competitors do. In *Opting In*, IBM’s Ed Brill demonstrates how product managers can fully embrace social business and leverage the powerful opportunities it offers. Brill explains why social business is not a fad, not “just people wasting time on Facebook, Twitter, and YouTube,” and not just for marketers. He shows how to drive real value from crowdsourcing, interactivity, and immediacy, and from relational links across your organization’s full set of content and networks. Drawing on his extensive experience at IBM, Brill explores powerful new ways to apply social business throughout product, service, and brand management. Using actual IBM examples, he offers candid advice for optimizing products by infusing them with the three core characteristics of social business: engagement, transparency, and agility. Drive breakthrough product, service, and brand performance through: Engagement: Optimize productivity and efficiency by deeply connecting customers, employees, suppliers, partners, influencers...maybe even competitors Transparency: Demolish boundaries to information, experts, and assets—thereby improving alignment, knowledge, and confidence Agility: Use information and insight to anticipate/address evolving opportunities, make faster decisions, and become more responsive

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