

A Nicole Pfannenstiel's *Web Writing and Content Management* provides an engaging and accessible guide to writing online for upper-division undergraduates. Informed by field-current research and the author's own expertise as an experienced teacher of web writing, this text presents an expansive conception of web writing as a complex rhetorical act that is constantly changing to meet users' needs within online spaces shaped by cultural contexts and overlapping purposes. Within each chapter, definitions update foundational concepts from rhetoric and composition for modern contexts, while examples guide students in analyzing the rhetorical choices that inform texts from file names to mass text messages to Tweets and TikTok videos. These concrete and memorable examples, including screenshots from Pfannenstiel's own social media writing, also effectively introduce students to core skills needed for creating clear and useful online texts. Chapters 1-3 build skills such as designing with user experience in mind, analyzing audience needs and expectations, developing content strategy, and performing effective data analysis. Chapter 3 concludes with an opportunity for students to synthesize and apply these skills through a researched case study of content strategy. This forward-thinking text not only equips today's students with the necessary skills for writing online, it also guides them toward mindful habits of reading, writing, and analysis that will serve them well even as tomorrow's online writing spaces evolve.

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