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Career Spotlight: Professional Writing to Online Content Editor

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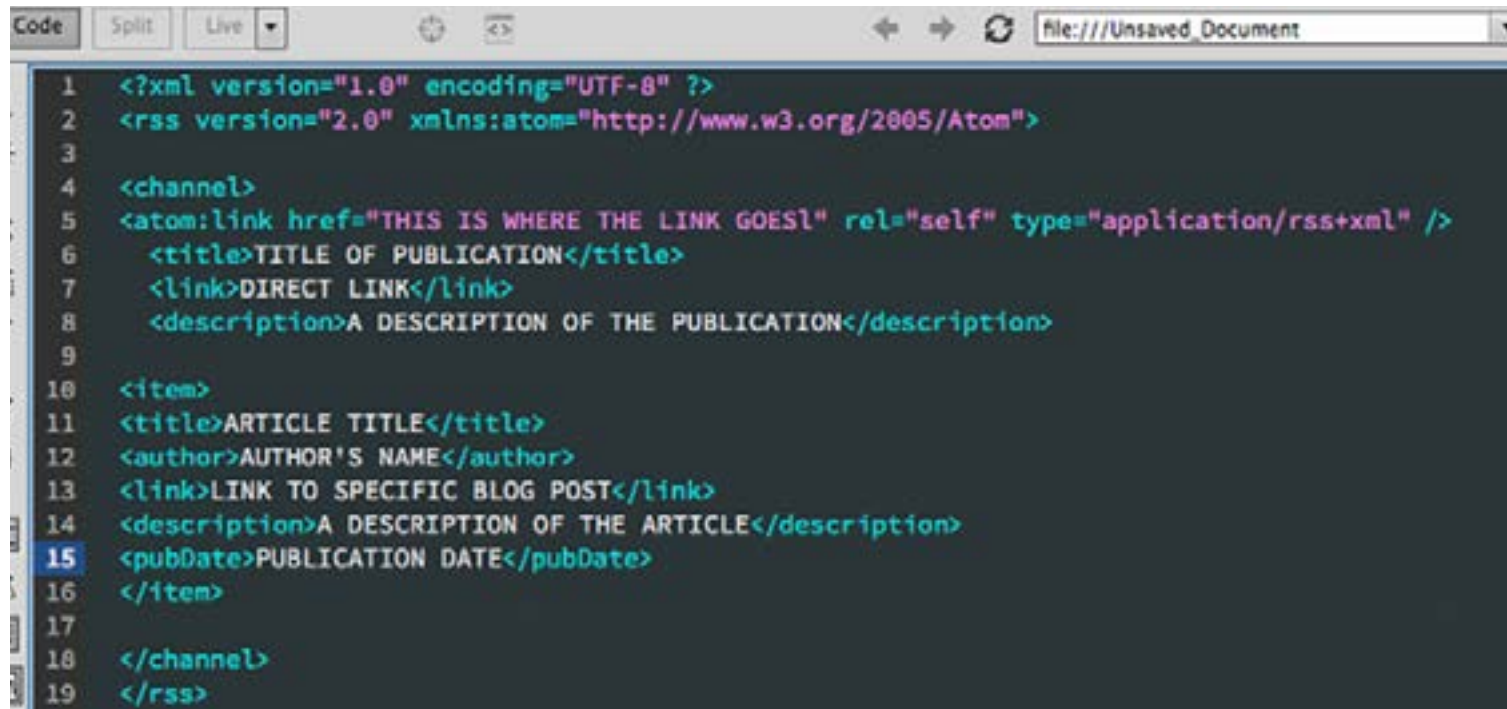
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By [Kalyn Wells](#)



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With everything becoming more web-based, it is no surprise that there are more careers evolving around this medium in publishing today.

For example, online content editors spend most of their day creating content for the web. In addition to working with and adding content on the web, they must code their content with HTML and XML codes to properly publish it on the Internet. They strategically plan how the website should be laid out based on research and statistics of previous approaches the company has put forth on their website. So, getting to know the company and the company's online history is a crucial part of this type of career.

Similar to most publishing positions, communication, research and proofreading are all skills an online content editor should possess. An employer looking

to hire an online content editor would look for these skills in a potential employee, but they would also look for a person who has developed coding and computer skills in order to successfully publish text and images onto the company's website.

Creative Pool is a helpful site that gives more information about what online content editors do, what kind of environment they work in and more.

UAB offers courses in the Professional Writing curriculum that will help a student succeed in this type of career. There are courses such as Developing Digital Documents in which a student will learn more about Adobe software and how to construct a publication. Digital Publishing is another helpful course in which learning how to code for websites is one of the important objectives of the course.