

## HOT JOBS

## Coronation contentment

Phillippa Yelland

Content is queen and long will she reign, if online content consultant and trainer Yvette Nielsen has anything to do with it. She conducts public Web content workshops and customised in-house workshops for government, educational and corporate groups throughout Australasia.

Her workshops explain how to structure information for the Web, write for the online reader, encourage repeat visits, enhance usability and accessibility, liaise with other members of the team (including programmers and designers), and promote sites online and offline.

Although the industry is becoming more specialised, students considering content creation or management as a career would also do well to gain basic IT, marketing and business skills, Nielsen says.

"Content is more than just writing text. It's the underlying message, the use of graphics, the structure, the overall functionality of the site," she says. "The range of content-related jobs is growing all the time. For instance, you can work as an online editor, researcher, journalist, community moderator, animator, illustrator, educator or translator.

"To start, have a go at developing your own Web site. It's the quickest way to learn the constraints of the medium and the parts you most enjoy."

As the Net moves closer towards broadband, content workers should also extend their knowledge of digital sound and video. "Learn scripting or digital photography, sign up for as many newsletters as you can bear and surf till you drop - it's the best way to learn what works. I'm constantly upgrading my own skills through industry seminars, subscriptions to online newsletters and surfing the Net."

Since 1997 she has written a weekly Web site review column, Surf Club, for *Brisbane News* magazine and writes columns for specialised niche magazines.

Nielsen was a journalist for 11 years before turning to market-



### PROFILE: Yvette Nielsen

**Title:** Online content consultant and trainer.

**Age:** 37

**Qualifications:** Bachelor of Arts (journalism, government) from the University of Queensland.

**Salary:** Growing all the time.

**Ambitions:** To become the content queen of Australasia.

ing in 1995. Her experience in the high-pressure world of newspapers, marketing and government provided a solid foundation for the rigours of running her own business.

Nielsen stresses that you don't need technical know-how to succeed in the online medium. "The computer is just a tool that lets you access this amazing 24-hour free resource. I can't imagine not having access to the Net. It's like having the world's biggest library and entertainment centre in your own home office.

"And content is queen, without a doubt. Women are natural networkers and diplomats. They seem to appreciate the communication potential of the new medium."

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