parts, with the entries in each part arranged alphabetically. This makes it easy to move among related sections and to find information when using as a reference guide. Each part begins with a standalone contents page.

The first part contains information on technical communication basics that you would expect in a technical communication textbook, such as audience and the writing process, but takes it a step further with guidelines for real-world considerations, such as accessibility and ethics. The authors go on to provide examples of typical document types, such as job resumes, lab and field notebooks, business letters, proposals, and reports, and then on to types of information delivery (paper, screen), including the newer genres such as Web sites, blogs, wikis, and online help. There is also an introduction to the new digital media, such as podcasts, cartoons, and comics, as well as the standard graphs, charts, and maps.

However, as the authors point out, the medium used to deliver the technical communication is as important as the message itself. Some technical information does not transport well to electronic devices and does not have any interactive features requiring this method of delivery, no

matter how cool it might be to work with this type of delivery method. This is a trap that even the most experienced technical communicators easily fall into. The authors provide considerations to fit the message with the medium.

Also included in the part in the book on visuals and other media is a section on storyboarding. When planning a project, it is often helpful to use storyboards, especially when working with a team of writers and designers. Storyboards are visual outlines that are extremely helpful when designing a complex Web site, a video, or a digital media project. This book contains excellent information on storyboards, bringing storyboarding to today's technology. In the subsection "Storyboarding with software," the authors provide guidelines for using presentation software to storyboard.

Gurak and Hocks provide excellent tips, guidelines, and examples for doing research in a digital age. They pay attention to not only library-based and digital research skills, but also sections on user testing, surveys, and questionnaires.

The last two parts provide guidelines and extensive examples of grammatical usage, style, and punctuation, as well as information on how to attribute ideas, words, interpretations, or visuals that were quoted or paraphrased from other sources into your document.

The technical communication handbook is well designed for easy reference and reading. The spiral binding makes it easy to lay flat on a desk, and the use of short paragraphs, heading levels, tables, bullets, frames, and color makes it readable and allows for fast skimming.

Repeated features, set off in distinctive formats, which will serve readers well are as follows:

◆ See Also—references to other sections in the book containing related information

◆ Guidelines—for creating different document types
◆ Audience Considerations—tips for audience analysis
◆ Design Considerations—for style elements and formatting of the document type or media

Also set off in colorful table formats are questions and concerns that technical communicators can use in audience analysis and document design.

This textbook/reference guide stands out from others because of its unique approach of merging basic, long-held concepts of the best practices of technical communication with current technology that can evolve with high-tech concepts of the future.

Barbara Scott Zeller

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The Ultimate CSS Reference
Tommy Olsson and Paul O'Brien. 2008. Collingwood, Australia: SitePoint. [ISBN 978-0-9802858-5-7. 420 pages, including index. $44.95 USD.]

Tommy Olsson and Paul O'Brien, two leaders in the Web design industry, put their heads together to create the aptly titled *The ultimate CSS reference*, a useful tool that would be a good addition to any designer's library. Olsson is a pragmatic evangelist for Web standards; O'Brien is a freelance Web designer specializing in CSS layouts.

Fulfilling the promise of its title, this book is indeed a well-organized reference depicting everything CSS with multiple examples. Its language is straightforward rather than lighthearted (the authors' personalities

appear only in the introductory "About the" section).

The book's organization makes information as easily findable through the table of contents as it is through the index, with each element handled identically and independently. Olsson and O'Brien provide a brief but thorough discussion of each CSS keyword, selector, pseudo-class, and attribute found in CSS1 through CSS3. You find for each item examples of how to use it, CSS specification/version from which it came, a brief description of how or why you would use it, compatibility with the most widely used browsers—Internet Explorer, Firefox, Safari, and Opera—in multiple versions, and reference to other relevant material within the book.

Of great use is the scattering of numerous references to W3C recommendations and to Web sites exhibiting compatibility issues and differences between the manners in which various browsers handle CSS. Although you won't always find a "how-to" solution to a particular issue, you will likely discover why you are experiencing the issue. Additionally, the authors guide you to other related sections in the publication that will help you resolve your issue.

As with anything dealing with Web development, change is inevitable and rapid. You can keep up with CSS evolution at the book's companion site, http://reference.sitepoint.

com/css. Not only will you find the content in a fully hyperlinked and searchable presentation, but you can view feedback from other readers as well as leave your own. The authors welcome your contributions to keep the publication up to date.

Should you invest in a concise handling of the facts, features, and oddities of CSS? This book is an excellent resource to have at your fingertips as you design accessible Web sites and deserves a place on your bookshelf beside your dictionary and other favorite references.

Louellen S. Coker

LOUELLEN S. COKER has more than 15 years of experience in public relations, instructional design, Web design, technical writing, and editing. With a technical communication MA, she is president of Content Solutions, an STC senior member, and a past Lone Star Community president. She has taught technical communication and presented workshops.

Search Engine Visibility
Shari Thurow. 2008. 2nd ed. Berkeley, CA: New Riders. [ISBN 978-0-321-50324-4. 292 pages, including index. $34.99 USD (softcover).]

U sing Google and other Internet search engines has become such a common activity that *google* is included as a verb in current dictionaries. For today's school children, searching is so much a part of online activity that googling has become synonymous with using the Internet.

A commercial search engine averages more than 6 billion searches a day. *Search engine visibility* explores what it takes to place your Web site among those search results so Internet users can find your site and your products. Author Shari Thurow, whose Web site design clients include Microsoft and Yahoo, helps you understand what a search engine is searching for when a user enters words into a search query.
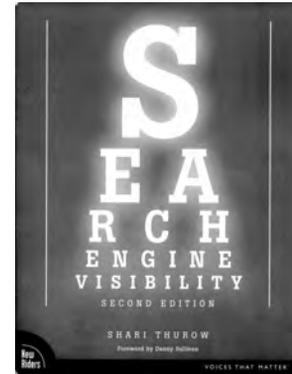
Thurow emphasizes that the best foundation for a search engine–friendly Web site is a user-friendly Web site: "How you build your Web site can have a major impact on whether . . . users will find you through search engines" (xi). She reviews her basic rules of Web design for those building sites and recommends "small and easy changes" to gain visibility for an existing site (xii).

Thurow doesn't claim to know search engine algorithms. She doesn't even think that's the secret to search engine visibility. Instead, she concentrates on the three things that, combined, make a Web page more likely to end up in search results: the text component (keywords within body copy and HTML tags), the link component (connections within your site and with other sites), and the popularity component (the quality of sites that link to yours and how long users stay when they click through). Each is discussed in detail, with tips and illustrations that are very useful for understanding her concepts. She explores the importance of non-text elements and makes recommendations for what to include in the text. She also warns against certain promotional practices because search engines can actually ban a site from its results for trying to trick the search engine.

Although this book seems primarily targeted to online marketers,