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Content strategy is a relatively new niche discipline in the digital space. It shares common ground with user experience (UX), interface design, web development, SEO, content marketing, public relations and traditional "offline" marketing. This article highlights some of the leading concepts of content strategy for the web, how it fits in with its neighbouring disciplines, and shares some ...

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"Content Strategy for the Web" is an inspiring and comprehensive handbook for how to design a successful strategy. This book covers everything, including how to kickoff a project, complete a content audit, define a core

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Kristina Halvorson, in "Content Strategy for the Web," offers a concise and well produced introduction to a subject of interest to those of us involved in workplace learning and performance (training)--and anyone else interested in knowing how to reach online audiences effectively through well designed and engaging content.

Content Strategy for the Web explains how to create and deliver useful, usable content for your online audiences, when and where they need it most. It also shares content best practices so you can get your next website redesign right, on time and on budget. For the first time, you'll:

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Content Strategy for the Web: 10 Things You Need to Know

Meet Kristina. Kristina Halvorson is the CEO and founder of Brain Traffic, the coauthor of Content Strategy for the Web, the founder of Confab Events, and the host of The Content Strategy Podcast. Kristina was instrumental in establishing content strategy as an essential practice for agencies and companies across every industry.

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Content strategy plans for the creation, publication, and governance of useful, usable content. Content not only includes the words on the page but also the images that are used, the structure and layout, how it is found, and more.

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Content marketing strategy, content strategy, and content plan. People often use these terms interchangeably (which is understandable, as the lines are somewhat blurry), but each is a bit different: Content marketing strategy At its core, your content marketing strategy is your “why.”

Developing a Content Strategy

Content strategy refers to the planning, development, and management of content—written or in other media. The term has been particularly common in web development since the late 1990s. It is a recognized field in user experience design, and it also draws from adjacent disciplines such as information architecture, content management, business analysis, digital marketing, and technical ...

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Content Strategy for the Web by Kristina Halvorson ...

In this interview Kristina discusses her new book “Content Strategy for the Web”, the prevalence of short form content and

the three biggest online content mistakes and how to avoid them. Editor's Note: Kristina will be taking part in a panel discussion "The Long and Short of It" chaired by Liz Danzico at The Future of Web Design New York on November 16-17 2009.

Kristina Halvorson on Content Strategy for the Web ...

AdvAncE prAise for Content Strategy for the Web, SeCond edition: "The first edition of Kristina Halvorson's little book was like a rip in the Matrix through which light poured. In the space of a few chapters, she had changed our field forever, for the better. This second edition retains all that was wonderful in the first book, while

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