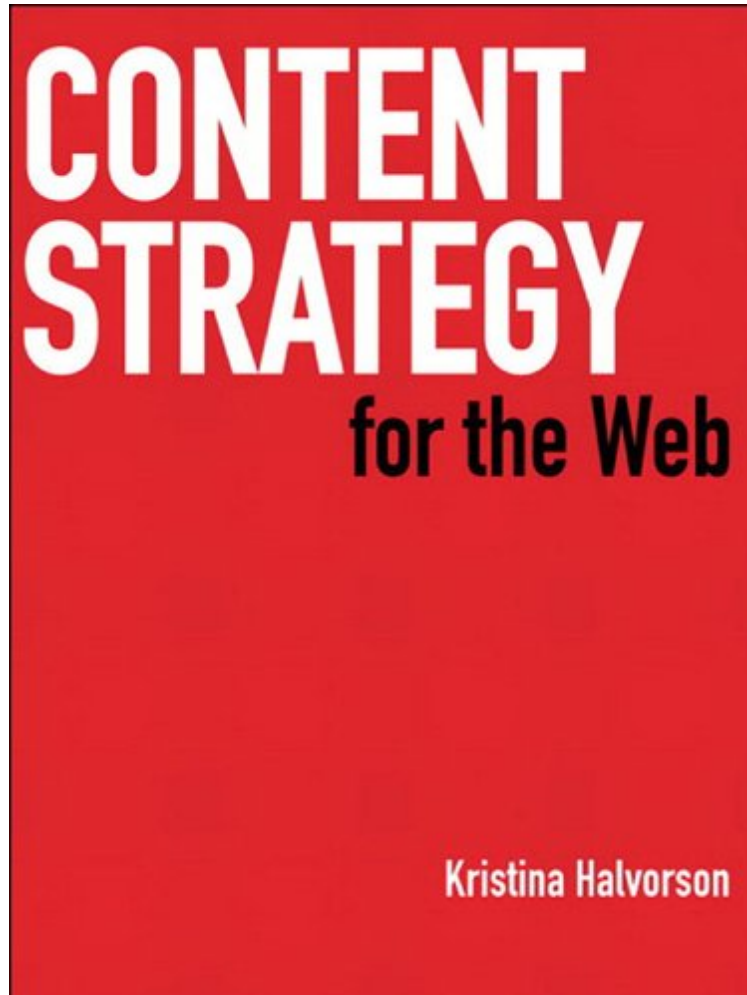


[Get free] Content Strategy for the Web (Voices That Matter)

Content Strategy for the Web (Voices That Matter)

Von Kristina Halvorson

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Von Kristina Halvorson : Content Strategy for the Web (Voices That Matter) before purchasing it in order to gage whether or not it would be worth my time, and all praised Content Strategy for the Web (Voices That Matter):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. A very practical book in an easy to read styleVon MnchnerinI attended a presentation given by Kristina Halvorson (the author) at a conference, and she writes like she talks: in an informational manner that's easy to follow. Her book takes you step-by-step through the process of analyzing your existing content, determining your content needs, and creating the necessary content. Her book includes very realistic scenarios, and gives practical tips on dealing with the problems that you might encounter from a technical and human perspective. I highly recommend this book for anyone trying to

tame the content "monster".

Kurzbeschreibung If your website content is out of date, off-brand, and out of control, you're missing a huge opportunity to engage, convert, and retain customers online. Redesigning your home page won't help. Investing in a new content management system won't fix it, either. So, where do you start? Without meaningful content, your website isn't worth much to your key audiences. But creating (and caring for) "meaningful" content is far more complicated than we're often willing to acknowledge. 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: See content strategy (and its business value) explained in plain language Find out why so many web projects implode in the content development phase ... and how to avoid the associated, unnecessary costs and delays Learn how to audit and analyze your content Make smarter, achievable decisions about which content to create and how Find out how to maintain consistent, accurate, compelling content over time Get solid, practical advice on staffing for content-related roles and responsibilities

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ber den Autor und weitere Mitwirkende Kristina Halvorson is the founder and president of Brain Traffic, a nationally-renowned agency specializing in content strategy and writing for the web. Widely recognized as one of the country's leading content strategists, Kristina speaks regularly to audiences around the world about how to deliver useful, usable content online, where and when your customers need it most. She has led content projects for hundreds of websites across dozens of industries. Her presentations about web content are consistently given top ratings at conferences and by clients alike. In 2009, Kristina curated the first Content Strategy Consortium to facilitate a national dialogue about this emerging discipline. She lives in St. Paul, Minnesota with her husband and two children.