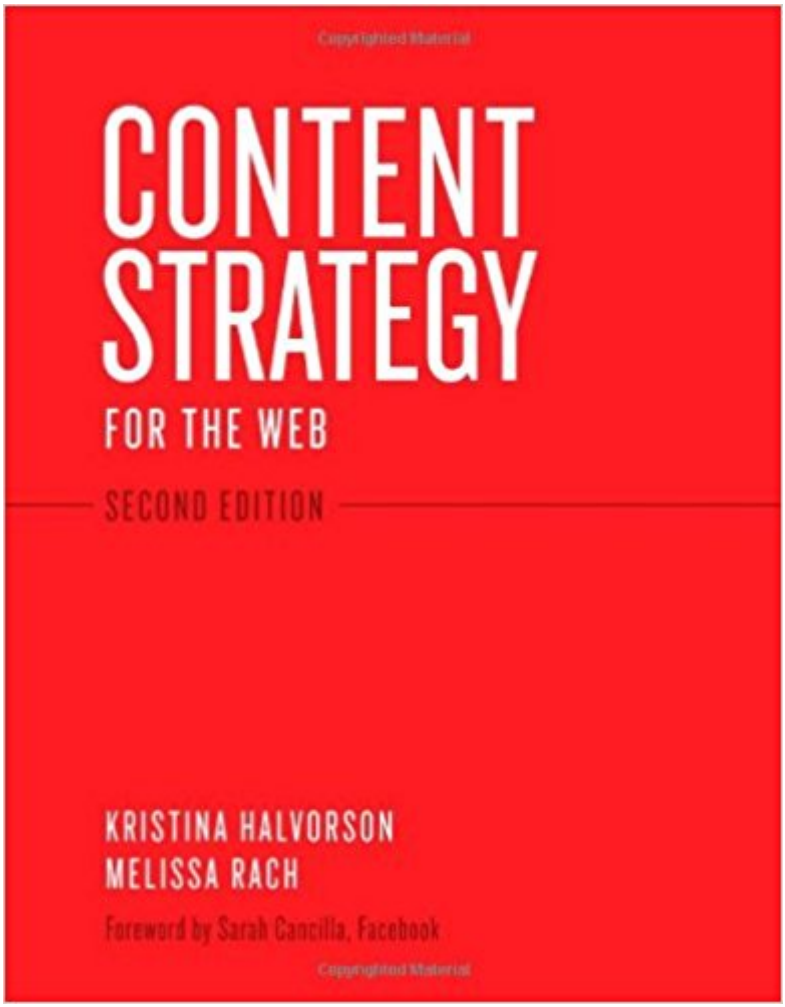
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# Content Strategy For The Web, 2nd Edition




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## Synopsis

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS  BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didnÃ¢â ¬â„¢t help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but youÃ¢â ¬â„¢re not sure where to start. How can you realize the value of content while planning for its long-term success?  For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to:  Understand content strategy and its business value  Discover the processes and people behind a successful content strategy  Make smarter, achievable decisions about what content to create and how  Find out how to build a business case for content strategy  With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content.

## Book Information

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## Customer Reviews

"In the space of a few chapters, Kristina Halvorson’s little book changed our field forever for the better. This second edition retains all that was wonderful in the first book while yielding dazzling new insights into the hows and whys of content strategy." --Jeffrey Zeldman, author, Designing With Web Standards"Kristina Halvorson and her company Brain Traffic are central to the emerging content strategy discipline." --James Mathewson, Search Strategy and Expertise Lead, IBM"Content Strategy for the Web touched off the explosive growth of content strategy and its recognition as a

critical field of practice. Amazingly, this second edition doesn’t just keep up: it pushes content strategy in a more mature--and valuable--direction." --Louis Rosenfeld, author of Information Architecture for the World Wide WebÃ Â "This book isÃ Â the most important thing to happen to user experience design in years." --Peter Morville, author, Information Architecture for the World Wide Web and Ambient Findability"Content Strategy for the Web gives you the tools you need to get the right content to the right people in the right place at the right time. Essential reading for marketers everywhere." --Ann Handley, CMO, MarketingProfs.com and author, Content RulesÃ¢â ¬Å“This is the go-to handbook for creating an effective content strategy. The Post-itÃ Â® notes and dog-eared pages in my copy are evidenceof that!Ã¢â ¬Â• Ã¢â ¬â • Aaro n Watkins, Director of Digital Strategy, Johns Hopkins Medicine Ã¢â ¬Å“By far the most comprehensive and accessible book on content strategy available. Required reading for our entire teamÃ¢â ¬Â•Ã¢â ¬â œ Lucie Hyde, Director of Content, eBay Europe

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We use this text in our content strategy course for undergraduates at Michigan State University. It is an excellent book to help students start to wrap their heads around what it is like to be a content strategist. Excellent details in here about big picture stuff and how to work with stakeholders. Highly recommend.

This book is a great introduction to the world of content strategy.My only issue is that it is lacking in what I feel is the most important chapter: Discovery / Audit.Example, "there are dozens (if not hundreds) of possible subjective factors you can review during a qualitative audit." However, only 9 examples are given.Additionally, the Findings Report section gives only 3 examples of insightful reports. It would be awesome to have more examples of audit reports.

In an effort to be more valuable as a partner to our existing and potential clients, as well as be able to carry a conversation (with limited eye rolling) with our Content Strategists, the Springbox Account Management Team picked up ÃƒÂ¢Ã â ¬Ã Å“Content Strategy for the WebÃƒÂ¢Ã â ¬Ã Â• by Kristina Halvorson.We all compiled our learnings and wrote a little more about it here: http://www.springbox.com/news/content-strategy-for-dummies-or-client-service-professionals/This book was super valuable for our team as we strive to be better partners. We feel a lot smarter too!Definitely recommend whether you are a content strategist or interested in why "Content is

King".

This book describes how all that can change. Getting rid of those broken links. Structuring webpages that give real answers not headaches. Bringing lasting sanity to the chaos. The answers are here.

Perhaps what I was hoping for was too simplistic. Something to say "this is what's usually in a content strategy document". Didn't get that here. It what I did get was so much useful information and important questions to ask that my head may just about explode with them all.

Building an online business? This is one of the best books to get and look for it's updates as much has changed in the online world of content marketing with Google's introduction of Panda, which rolled out this past spring but has been officially implemented since this fall, since the last writing. It's entertaining as a book about SEO, SEM, and content can be, filled with a lot of examples and strategies for strategically managing and analyzing online content for business and marketing.

Excellent content strategy overview. This book has a bit of everything from start to finish in working on developing and rolling out a content strategy project. I especially loved the questions it asks you to consider for your situation when working on each part of the strategy. Great, conversational tone and easy-to-understand writing doesn't further complicate what can be a complex subject. My only minor quibble is that it is heavily web-focused (obviously, it's in the title). But anyone with critical thinking ability can expand this to a global content strategy beyond the web. The questions still apply, the concepts still apply, the payoff still applies. Invaluable in my business case when I was trying to describe what a content strategy IS to people who have never heard the term.

The book is clear and takes the reader step by step on creating a content strategy. But I feel that the detail about how to write the content is missing.I was expecting more examples and a deeper insight in how to write copy or how to explain the strategy. Of course every content strategy is going to be different, but for a beginners book, I think the detail and modeling are missing.Is good if the reader go to Halvorson's website to complete the information.

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