CONTENT STRATEGY

FOR THE WEB

SECOND EDITION

KRISTINA HALVORSON
MELISSA RACH

Foreword by Sarah Cancilla, Facebook

Content Strategy For The Web 2nd Edition

Regine M. Gilbert

Content Strategy For The Web 2nd Edition:

   Content Strategy for the Web Kristina Halvorson,2009-09-25 If your website content is out of date off brand and out of control you re missing a huge opportunity to engage convert and retain customers online Redesigning your home page won t help Investing in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   *Content Strategy for the Web* Kristina Halvorson,Melissa Rach,2012-02-28 FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS Your content is a mess the website redesigns didn 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 you 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   Content Strategy Guiseppe Getto,Jack T. Labriola,Sheryl Ruszkiewicz,2022-11-30 This comprehensive text provides a how to guide for content strategy enabling students and professionals to understand and master the skills needed to develop and manage technical content in a range of professional contexts The landscape of technical communication has been revolutionized by emerging technologies such as content management systems open source information architecture and application programming interfaces that change the ways professionals create edit manage and deliver content This textbook helps students and professionals develop relevant skills for this changing marketplace It takes readers through essential skills including audience analysis content auditing assembling content strategy plans collaborating with other content developers identifying appropriate channels of communication and designing delivering and maintaining genres appropriate to those channels It contains knowledge and best practices gleaned from decades of research and practice in content strategy and provides its audience with a thorough introductory text in this essential area Content Strategy works as

a core or supplemental textbook for undergraduate and graduate classes as well as certification courses in content strategy content management and technical communication It also provides an accessible introduction for professionals looking to develop their skills and knowledge   The Content Strategy Toolkit Meghan Casey,2023-05-11 In this essential guide Meghan Casey outlines a step by step approach for successful content strategy from planning and creating your content to delivering and managing it Armed with this book you can confidently tackle difficult activities like explaining clearly to your boss or client what s wrong with their content getting the budget to do content work and aligning stakeholders on a common vision Having The Content Strategy Toolkit at your side is like hiring your own personal consulting firm You get a complete array of instructions tools and templates for most challenges you ll face In this practical and relevant guide you ll learn how to Identify problems with your content and persuade your bosses it s worth the time and resources to do it right Assemble a stellar team for your content project Prepare your organization for content transformation Make sense of your business environment and understand your audience Align stakeholders on business goals and user needs Set a compass for your content and decide how to measure success Create maintain and govern on strategy content You ll learn how to treat content like the strategic asset that it is Quality content increases value Poor quality content destroys value It s as simple as that Meghan s book has specific practical and immediately actionable ideas that will help you increase the quality of your content Gerry McGovern CEO Customer Carewords This second edition goes deep into three integral topics for content leaders assembling cross disciplinary teams evaluating processes and building a content playbook If you re looking to build a new practice or retool an existing one this book will help you succeed Natalie Marie Dunbar Author From Solo to Scaled Building a Sustainable Content Strategy Practice   **Enterprise Content and Search Management for Building Digital Platforms** Shailesh Kumar Shivakumar,2016-12-16 Provides modern enterprises with the tools to create a robust digital platform utilizing proven best practices practical models and time tested techniques Contemporary business organizations can either embrace the digital revolution or be left behind Enterprise Content and Search Management for Building Digital Platforms provides modern enterprises with the necessary tools to create a robust digital platform utilizing proven best practices practical models and time tested techniques to compete in the today s digital world Features include comprehensive discussions on content strategy content key performance indicators KPIs mobile first strategy content assessment models various practical techniques and methodologies successfully used in real world digital programs relevant case studies and more Initial chapters cover core concepts of a content management system CMS including content strategy CMS architecture templates and workflow reference architectures information architecture taxonomy and content metadata Advanced CMS topics are then covered with chapters on integration content standards digital asset management DAM document management and content migration evaluation validation maintenance analytics SEO security infrastructure and performance The basics of enterprise search technologies are explored next and address enterprise search architecture

advanced search operations and governance Final chapters then focus on enterprise program management and feature coverage of various concepts of digital program management and best practices along with an illuminating end to end digital program case study Offers a comprehensive guide to the understanding and learning of new methodologies techniques and models for the creation of an end to end digital system Addresses a wide variety of proven best practices and deployed techniques in content management and enterprise search space which can be readily used for digital programs Covers the latest digital trends such as mobile first strategy responsive design adaptive content design micro services architecture semantic search and such and also utilizes sample reference architecture for implementing solutions Features numerous case studies to enhance comprehension including a complete end to end digital program case study Provides readily usable content management checklists and templates for defining content strategy CMS evaluation search evaluation and DAM evaluation Comprehensive and cutting edge Enterprise Content and Search Management for Building Digital Platforms is an invaluable reference resource for creating an optimal enterprise digital eco system to meet the challenges of today s hyper connected world *Content Audits and Inventories* Paula Ladenburg Land,2023-05-15 The second edition of Content Audits and Inventories by veteran content strategist Paula Land updates and expands the first edition focusing on the importance of the strategic as well as the tactical aspects of the content audit This edition includes expanded chapters on planning and preparation building a business case getting buy in from your organization working with teams selecting and defining audit criteria incorporating audits as part of ongoing governance and much more New in this edition are chapters on auditing social media channels apps brand messaging content structure and accessibility Also new in this edition are case studies from industry professionals who share their audit experiences and outcomes Successful content strategy projects start with a thorough assessment of the current state of all content assets their quantity type and quality The audit process begins with a data rich inventory and layers in a qualitative assessment empowering content owners and business stakeholders to make informed decisions This practical tactic filled handbook walks you through setting up and running an inventory using an automated tool setting the stage for a successful audit Specific audit tactics addressed include auditing for content quality performance global considerations and legal and regulatory issues You will also learn how to do a competitive audit and incorporate personas into an audit Tips on presenting audit results to stakeholders will help you deliver effective strategies Content Audits and Inventories A Handbook for Content Analysis is a must read for content professionals seeking to improve their content management strategy *From Solo to Scaled* Natalie Marie Dunbar,2022-07-25 Content strategy is clearly critical to your organization but where do you start and how do you grow it into a true practice Whether you re a lone content person tasked with creating a content strategy practice from scratch or a leader struggling to scale one up From Solo to Scaled is your blueprint for creating and managing a content strategy practice that is sustainable and successful Who Should Read This Book This book is for anyone who wants or needs to build a content strategy practice for example content

writers UX researchers and designers Design Operations leaders and program managers or any team that is focused on the user experience Basically it s for anyone who understands that content can make or break a digital experience Takeaways Use this book to Create a content strategy practice blueprint and make the business case for it to upper management in your organization Show what success looks like and how to measure it Learn how to create a sustainable practice and when to scale it from solo to mid sized to enterprise Take an inventory of your existing tools to see if you need to repurpose or augment them as you prepare to scale your business Learn how to present the content practice s work to leadership in language that leaders understand Use a handy checklist to audit and improve your own practice building **Enterprise Content Strategy** Kevin Nichols,2015-01-02 Kevin P Nichols Enterprise Content Strategy A Project Guide outlines best practices for conducting and executing content strategy projects His book is a step by step guide to building an enterprise content strategy for your organization Enterprise Content Strategy draws on Kevin Nichols experience managing one of the largest and most successful global content strategy teams to provide an insider s look at how to build an enterprise content strategy Full of definitions questions you need to ask checklists and guidelines this book focuses not on the what or why but on the how *Content Strategy in Technical Communication* Guiseppe Getto,Jack Labriola,Sheryl Ruszkiewicz,2019-09-19 Content Strategy in Technical Communication provides a balanced comprehensive overview of the current state of content strategy within the field of technical communication while showcasing groundbreaking work in the field Emerging technologies such as content management systems social media platforms open source information architectures and application programming interfaces provide new opportunities for the creation publication and delivery of content Technical communicators are now sometimes responsible for such diverse roles as content management content auditing and search engine optimization At the same time we are seeing remarkable growth in jobs devoted to these other content centric skills This book provides a roadmap including best practices pedagogies for teaching and implications for research in these areas It covers elements of content strategy as diverse as Editing Content for Global Reuse and Teaching Content Strategy to Graduate Students with Real Clients while giving equal weight to professional best practices and to pedagogy for content strategy This book is an essential resource for professionals students and scholars throughout the field of technical communication *Learning Responsive Web Design* Clarissa Peterson,2014-06-09 Deliver an optimal user experience to all devices including tablets smartphones feature phones laptops and large screens by learning the basics of responsive web design In this hands on guide UX designer Clarissa Peterson explains how responsive web design works and takes you through a responsive workflow from project kickoff to site launch Ideal for anyone involved in the process of creating websites not just developers this book teaches you fundamental strategies and techniques for using HTML and CSS to design websites that not only adapt to any screen size but also use progressive enhancement to provide a better user experience based on device capabilities such as touchscreens and retina displays Start with content strategy before creating a visual

design Learn why your default design should be for the narrowest screens Explore the HTML elements and CSS properties essential for responsive web design Use media queries to display different CSS styles based on a device s viewport width Handle elements such as images typography and navigation Use performance optimization techniques to make your site lighter and faster   Contemporary Issues in Digital Marketing John Branch,Marcus Collins,2018-06-30 We live in the digital age There are more than 3 billion people connected to the internet For every 100 people on the planet there are 96 mobile telephone subscriptions And more and more of our everyday objects cuddly toys cars even kettles have created an internet of things Marketers in particular hope that so called digital marketing will allow them to gain new customer insights refine customer segmentation and communicate to customers more efficiently and effectively They anticipate that the digital age will offer possibilities for new product innovation advanced methods for engaging customers and original vehicles for creating brand communities Despite the pervasiveness of digital technologies however digital marketing is seemingly still in its infancy Contributions from both academics and practitioners who are experts in the field explore the realities of digital marketing   *Family Life Education* Stephen F. Duncan,H. Wallace Goddard,2016-04-20 Drawing on the best scholarship and their own years of professional experience Stephen F Duncan and H Wallace Goddard provide a practical how to guide to developing implementing evaluating and sustaining effective family life education programs This thoroughly updated Third Edition of Family Life Education Principles and Practices for Effective Outreach begins by discussing the foundations of family life education and encourages readers to develop their own outreach philosophies Readers then learn principles and methods for reaching out to the public and how to form and use community collaborations and principles of social marketing to promote programs   **Inclusive Design for a Digital World** Regine M. Gilbert,2019-12-19 What is inclusive design It is simple It means that your product has been created with the intention of being accessible to as many different users as possible For a long time the concept of accessibility has been limited in terms of only defining physical spaces However change is afoot personal technology now plays a part in the everyday lives of most of us and thus it is a responsibility for designers of apps web pages and more public facing tech products to make them accessible to all Our digital era brings progressive ideas and paradigm shifts but they are only truly progressive if everybody can participate In Inclusive Design for a Digital World multiple crucial aspects of technological accessibility are confronted followed by step by step solutions from User Experience Design professor and author Regine Gilbert Think about every potential user who could be using your product Could they be visually impaired Have limited motor skills Be deaf or hard of hearing This book addresses a plethora of web accessibility issues that people with disabilities face Your app might be blocking out an entire sector of the population without you ever intending or realizing it For example is your instructional text full of animated words and Emoji icons This makes it difficult for a user with vision impairment to use an assistive reading device such as a speech synthesizer along with your app correctly In Inclusive Design for a Digital World Gilbert covers the Web Content Accessibility Guidelines WCAG 2 1

requirements emerging technologies such as VR and AR best practices for web development and more As a creator in the modern digital era your aim should be to make products that are inclusive of all people Technology has overall increased connection and information equality around the world To continue its impact access and usability of such technology must be madea priority and there is no better place to get started than Inclusive Design for a Digital World What You ll Learn The moral ethical and high level legal reasons for accessible design Tools and best practices for user research and web developers The different types of designs for disabilities on various platforms Familiarize yourself with web compliance guidelines Test products and usability best practices Understand past innovations and future opportunities for continued improvement Who This Book Is For Practitioners of product design product development content and design can benefit from this book **The Web Content Strategist's Bible** Richard Sheffield,2009 Managing the creation and maintenance of the huge volume of Web content requires an understanding of not just Web writing but of detailed well planned realistic content development processes Those practicing the new discipline of Web Content Strategy are being called upon to help Web development teams navigate this new editorial ecosystem where content not only has to be written but also broken up into thousands of pieces that have to be reviewed approved re purposed edited for search engines translated localized and generated using a new and complex set of tools and techniques The Web Content Strategist s Bible explains how the practice of Web content strategy can be used to effectively manage the size scope and cost of content heavy Web development projects Presented in an easy readable style the book focuses on asking the right questions and gathering relevant information needed for efficient project planning and development Nicely Said Nicole Fenton,Kate Kiefer Lee,2014 Whether you re new to web writing or you re a professional writer looking to deepen your skills this book is for you You ll learn how to write web copy that addresses your readers needs and supports your business goals Topics include write marketing copy interface flows blog posts legal policies and emails develop behind the scenes documents like mission statements survey questions and project briefs find your voice and adapt your tone for the situation build trust and foster relationships with readers make a simple style guide Publisher s description *The Global Politics of Science and Technology - Vol. 2* Maximilian Mayer,Mariana Carpes,Ruth Knoblich,2014-08-20 An increasing number of scholars have begun to see science and technology as relevant issues in International Relations IR acknowledging the impact of material elements technical instruments and scientific practices on international security statehood and global governance This two volume collection brings the debate about science and technology to the center of International Relations It shows how integrating science and technology translates into novel analytical frameworks conceptual approaches and empirical puzzles and thereby offers a state of the art review of various methodological and theoretical ways in which sciences and technologies matter for the study of international affairs and world politics The authors not only offer a set of practical examples of research frameworks for experts and students alike but also propose a conceptual space for interdisciplinary

learning in order to improve our understanding of the global politics of science and technology The second volume raises a plethora of issue areas actors and cases under the umbrella notion techno politics Distinguishing between interactional and co productive perspectives it outlines a toolbox of analytical frameworks that transcend technological determinism and social constructivism *Employer Branding For Dummies* Richard Mosley,Lars Schmidt,2017-01-19 Attract the very best talent with a compelling employer brand Employer Branding For Dummies is the clear no nonsense guide to attracting and retaining top talent Written by two of the most recognized leaders in employer brand Richard Mosley and Lars Schmidt this book gives you actionable advice and expert insight you need to build scale and measure a compelling brand You ll learn how to research what makes your company stand out the best ways to reach the people you need and how to convince those people that your company is the ideal place to exercise and develop their skills The book includes ways to identify the specific traits of your company that aligns with specific talent and how to translate those traits into employer brand tactic that help you draw the right talent while repelling the wrong ones You ll learn how to build and maintain your own distinctive credible employer brand and develop a set of relevant informative success metrics to help you measure ROI This book shows you how to discover and develop your employer brand to draw the quality talent you need Perfect your recruitment marketing Develop a compelling employer value proposition EVP Demonstrate your employer brand ROI Face it the very best employees are the ones with the most options Why should they choose your company A strong employer brand makes the decision a no brainer It s good for engagement good for retention and good for the bottom line Employer Branding For Dummies helps you hone in on your unique compelling brand and get the people you need today <u>Letting Go of the Words</u> Janice (Ginny) Redish,2012-09-01 Web site design and development continues to become more sophisticated An important part of this maturity originates with well laid out and well written content Ginny Redish is a world renowned expert on information design and how to produce clear writing in plain language for the web All of the invaluable information that she shared in the first edition is included with numerous new examples New information on content strategy for web sites search engine optimization SEO and social media make this once again the only book you need to own to optimize your writing for the web New material on content strategy search engine optimization and social media Lots of new and updated examples More emphasis on new hardware like tablets iPads and iPhones **Social Media in Disaster Response** Liza Potts,2013-10-30 Social Media in Disaster Response focuses on how emerging social web tools provide researchers and practitioners with new opportunities to address disaster communication and information design for participatory cultures Both groups however currently lack research toolkits for tracing participant networks across systems there is little understanding of how to design not just for individual social web sites but how to design across multiple systems Given the volatile political and ecological climate we are currently living in the practicality of understanding how people communicate during disasters is important both for those researching solutions and for those putting that research into practice Social Media in Disaster Response

addresses this situation by presenting the results of a large scale sociotechnical usability study on crisis communication in the vernacular related to recent natural and human made crisis this is an analysis of the way social web applications are transformed by participants into a critical information infrastructure in moments of crisis This book provides researchers with methods tools and examples for researching and analyzing these communication systems while providing practitioners with design methods and information about these participatory communities to assist them in influencing the design and structure of these communication systems   Harnessing Omni-Channel Marketing Strategies for Fashion and Luxury Brands Wilson Ozuem,Elena Patten,Yllka Azemi,2019-11-15 This book provides a contemporary theoretical insight into the fashion and luxury industry addressing potential gray areas within the literature The authors analyze the luxury and fashion industry using multiple perspectives allowing for a critical comprehensive overview of the phenomenon across diverse streams The book provides insight into fashion and luxury retailing in the context of both online and brick and mortar retailers based on a variety of market scenarios It deciphers the rationale of customer behavioral and decision making in online and offline luxury and fashion purchasing contexts It provides an overview of the challenges that the industry faces with the advent of the evolving omni channel environment The multiple theoretical and practical nuances of the fashion and luxury industry are presented In this sense the book is a fundamental reference point for the students and academics This book will be of interest to practitioners in the fashion and luxury retailing sectors Also many policy makers will find the conceptual and exploratory insight of this book relevant to their organizational and retailing policies The new knowledge that is produced in this book is a ground breaker in the fashion and luxury literature It offers insight from both theoretical and practical perspectives from both retailer and customer perspectives

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