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Content Strategy For The Web, 2nd Edition

CONTENT
STRATEGY

FOR THE WEB

SECOND EDITION

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Foreword by Sarah Cancilla, Facebook

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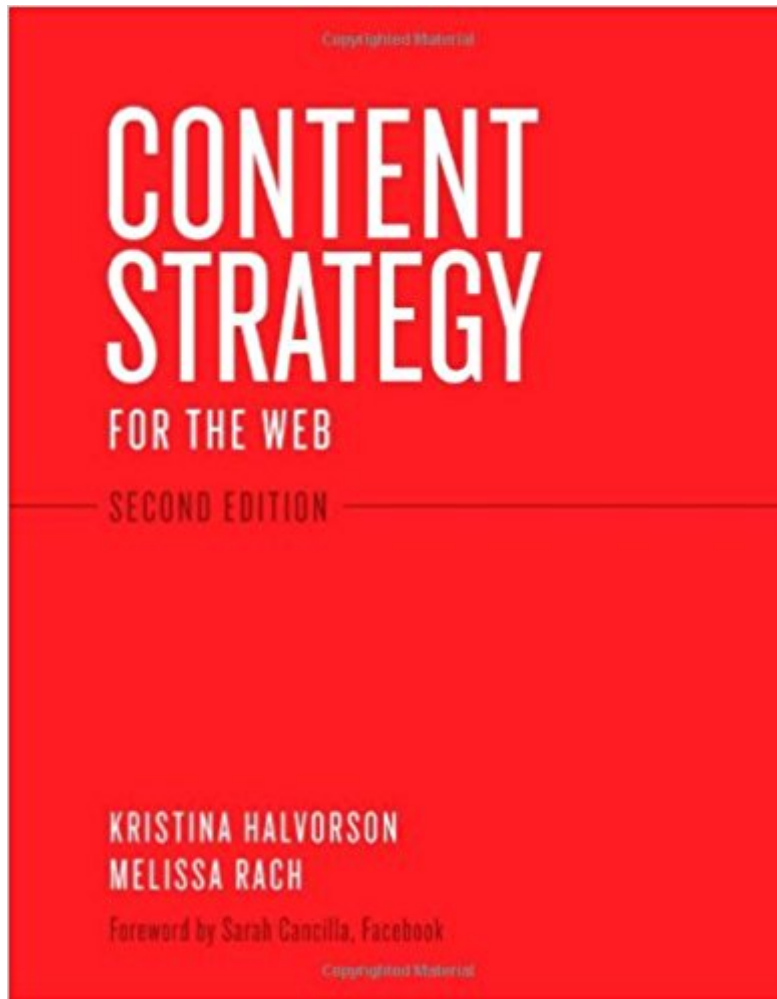
Synopsis

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didnâ ™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 youâ ™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.

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Customer Reviews

About a year ago, a web designer recommended that I read "Content Strategy for the Web" by Kristina Halvorson. Although the designer was very enthusiastic about the book, I felt my nightstand was already overloaded with "must reads," and I politely declined. What a mistake!There is a bright side. By waiting a year, I was able to read the second edition of "Content Strategy for the Web" by Kristina Halvorson and Melissa Rach. This book is compelling, entertaining, visionary, instructive, applicable and needed. I'm a Marketing Director, and I've made this required reading for my web

team and writers. I've also shared highlights with my boss and my boss' boss.I'm joyfully spreading the word about the importance of web content. Content needs to be considered at the beginning and throughout the web development process. Good content improves SEO, increases web traffic, establishes your brand, and works with the site design and architecture to create an engaging and satisfying user experience that promotes customer relationships and repeat business. See how important content is?This book will lead you step-by-step through web content production, process, implementation, and maintenance. The book is very thorough, consistently logical, and surprisingly funny. I suggest you read it with a highlighter, but this is more than a "how to" book. It's a revolution, and it will completely change your view of web development. I would also buy two copies of the book because you will want to share it, and you won't want to give your copy away.

Not helpful for start-ups or small, lean, fast groups of people building a content strategy from scratch. Made for large corporations with existing content and who need to persuade layers of people.

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.

If this book had five pages, it would be a masterpiece. Quite useful hints to organize content. With its actual size, it is almost painful to read. And, oh, yes, I'd pay gladly the same value for those five unvaluable pages.

A bit more basic than I'd hoped, and a bit obvious in its suggestions. I did learn a few things, but largely, I felt like the book was written specifically to have a book written... not so much because the authors had great insights to offer.

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.

If a management consultant and a website copy writer got married, then "Content Strategy for the Web" would be their first child. It's one of those books that you'll want to read cover-to-cover to get the big picture, and then re-read, scissors in-hand (well, Evernote), to pluck out the many useful methodologies.What makes this book so useful is that the authors know that no matter how brilliant the strategy, no matter how creative the content, if you don't have the buy-in of the organization and embrace the mundane details of execution, you'll fall flat on your face. This svelte 184-page guide goes into just the right depth on:* What content is* What an effective strategy looks like* What screws up strategies* The roles of each person in the content creation supply chain* How to dissect the content creation workflow* Tools that will make your life easier (my favorite part)* How to do a content audit* How concepts like "voice" and "messages" fit inAll of this is done with a minimum of jargon, a maximum of realism, and a smattering of humor to keep you motivated through the end. Authors Kristina Halvorson and Melissa Rach also deserve a round of applause for one final touch: at the end of the book they list blogs, Meetups, Google Groups and other books that continue your education on content strategy. Those are several steps further than most authors take, and as a reader, it's much appreciated.Content Strategy is available on Kindle, but I picked up the print version because that's where I saw it first and I couldn't resist. In retrospect, the beautiful layout gave me the mental room to reflect on the weight of the ideas better than the e-version would have. Either format will work, so pick the one you'll most likely read.

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.

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