

Content Strategy For The Web Kristina Halvorson

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Content Strategy for the Web describes many of the elements which require someone who can control,

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Content strategy is the plan for creating, sharing, measuring and improving the performance of text, video, sound and image content on your website and on social platforms Content strategy includes various techniques like content writing, SEO, social media sharing and promotion.

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develop a content strategy because web content provides the customer with clean logical access to products and services and should funnel them to the sites conversion 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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Content Strategy for the Web sets the stage for Content Strategy to be implemented for any company by helping individuals to understand what it is, why it is important, how it can be created, who is involved, how it is managed, etc. The writing is professional, engaging, and uses the right amount of humour to keep things lively.

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"Content Strategy for the Web" is an inspiring and comprehensive handbook for how to design a

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successful strategy. This book covers everything, including how to kickoff a project, complete a content audit, define a core strategy, write a style guide and persuade others of the importance of having a content strategy.

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Content strategy focuses on the planning, creation, delivery, and governance of content. Content not

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only includes the words on the page but also the images and multimedia that are used. Ensuring that you have useful and usable content, that is well structured, and easily found is vital to improving the user experience of a website.

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Content Strategy for the Web is broken into two 1.5-hour sessions, with a break in between. It will run during the morning from 9am to 12.30pm (GMT). To join the course, you will need access to a

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computer, tablet or laptop with a camera and microphone. The course will be delivered via Zoom Pro with attendant security levels.

~~The Publishing Training Centre — Content Strategy for the Web~~

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