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Content Strategy for the Web is a welcome complement to books that are all about design, design, design, because Halvorson puts the focus on where it should be in the first place: content.

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Content Strategy for the Web sets the stage

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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.

**Content Strategy for
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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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Content Strategy for the Web: 10 Things You Need to Know

This strategy has proven successful for HubSpot since they've really grasped and tested the content that works best for each

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audience, but I'm not necessarily suggesting you segment your blog by channel. First build your audience, figure out if different content resonates with different personas and then re-fine from there.

Content Strategy for the Web: 3 Tips from HubSpot

Content Strategy for the Web by Kristina Halvorson My rating: 4 of 5 stars This content

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strategy primer has both theory and application. It explains the problem, how to perform discovery, how to form strategy, and how to implement the strategy.

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Content strategy focuses on the planning, creation, delivery, and governance of content.

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Content not 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.

**Content Strategy
Basics |
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For organizations all

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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.

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

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manage and understand each of the content components which come together as the entire content strategy.

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