

## Content Strategy Web Kristina Halvorson

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### Content Strategy Web Kristina Halvorson

Meet Kristina. Kristina Halvorson is the CEO and founder of Brain Traffic, the coauthor of Content Strategy for the Web, the founder of Confab Events, and the host of The Content Strategy Podcast. Kristina was instrumental in establishing content strategy as an essential practice for agencies and companies across every industry.

### Content Strategy Books

The Discipline of Content Strategy. ... Kristina Halvorson is the founder and president of Brain Traffic, a web content agency. Since 1997, Kristina has led hundreds of content strategy and web writing projects of all shapes and sizes. She is a passionate advocate for content strategy and wants you to be, too.

### Content Strategy Basics | Usability.gov

Content strategy refers to the planning, development, and management of content—written or in other media. The term has been particularly common in web development since the late 1990s. It is a recognized field in user experience design, and it also draws from adjacent disciplines such as information architecture, content management, business analysis, digital marketing, and technical ...

### Content Strategy for the Web by Kristina Halvorson (August ...

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Content Strategy for the Web: Content Strategy Web \_p2 (Voices That Matter) - Kindle edition by Kristina Halvorson, Melissa Rach. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Content Strategy for the Web: Content Strategy Web \_p2 (Voices That Matter).

### What is Content Strategy

Understanding what a content strategy is exactly, is a place to start. We have to start here with the de facto definition: Planning for the creation, delivery, and governance of useful, usable content. Kristina Halvorson, founder of Brain Traffic, and author of Content Strategy for the Web.

### Content Strategy for the Web

Kristina Halvorson, in "Content Strategy for the Web," offers a concise and well produced introduction to a subject of interest to those of us involved in workplace learning and performance (training)--and anyone else interested in knowing how to reach online audiences effectively through well designed and engaging content.

### Content Strategy | Kristina Halvorson

Content Strategy for the Web, 2nd Edition [Kristina Halvorson] on Amazon.com. \*FREE\* shipping on qualifying offers. FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn't help

### 10 Definitions of Content Strategy

The latest Tweets from Kristina Halvorson (@halvorson). Founder, @BrainTraffic and @ConfabEvents. Author, Content Strategy for the Web. Host, The Content Strategy ...

### Kristina Halvorson (@halvorson) | Twitter

The goal of content strategy is to create meaningful, cohesive, engaging, and sustainable content. Throughout her book, Content Strategy for the Web, Kristina Halvorson discusses in detail the benefits of and how to create your content strategy. It reiterates that your strategy helps you to identify what already exists, what should be created ...

### Content Strategy for the Web: Content Strategy Web \_p2 ...

Brain Traffic brings content strategy expertise to companies and audiences around the world. Let's make content better for everyone. ... Register now for Kristina Halvorson's Intro to Content Strategy workshop, coming to Philadelphia in March. Find out more. ... Content Strategy for the Web. Kristina Halvorson. The Content Strategy Toolkit ...

### Amazon.com: Customer reviews: Content Strategy for the Web ...

If you're new to writing web content and working with a team new to organizing its content needs, you will love Kristina Halvorson's Content Strategy for the Web. It's a slim volume and sticks to the basics. Don't expect depth. If you already know what you're doing, and your team is experienced, this book

won't help you.

### Content Strategy | Home

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 "Content Strategy for the Web" by Kristina Halvorson.

### Amazon.com: Customer reviews: Content Strategy for the Web

Kristina Halvorson is widely recognized as one of the most important voices in content strategy. She is the owner of Brain Traffic, a content strategy agency; the author of Content Strategy for the Web; host of The Content Strategy Podcast, and the founder of the Confab content strategy conferences. Kristina speaks worldwide about content strategy, educating and inspiring audiences across every ...

### The Discipline of Content Strategy - A List Apart

Brain Traffic is a content strategy agency. We help companies create and implement strategy for content design, delivery, and governance. Headquartered in Minneapolis, Minnesota, Brain Traffic serves clients worldwide.

### Content Strategy for the Web, 2nd Edition: Kristina ...

Kristina Halvorson is widely considered the leading voice in content strategy. Her work with coauthor Melissa Rach has defined the field of content strategy and helped thousands of content professionals around the world do their jobs better.

### What is Content Strategy? Connecting the Dots Between ...

Workflow: What processes, tools, and human resources are required for content initiatives to launch successfully and maintain ongoing quality?

Governance: How are key decisions about content and content strategy made? How are changes initiated and communicated? This definition was adapted from Content Strategy for the Web by Kristina Halvorson ...

### Brain Traffic - Content Strategy Consulting, Training, and ...

Read the books. Two books every content strategist should own are Content Strategy for the Web by Kristina Halvorson and Melissa Rach and The Content Strategy Toolkit by Meghan Casey. New and experienced content strategists alike turn to these books to learn the essentials of content strategy.

### Content Strategy for the Web by Kristina Halvorson

Content Strategy for the Web by Kristina Halvorson (August 22, 2009) [Kristina Halvorson] on Amazon.com. \*FREE\* shipping on qualifying offers.

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