

Content Strategy Web Kristina Halvorson

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Content Strategy Web Kristina Halvorson

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. Her seminal article, The Discipline of Content Strategy, was published in 2008 by A List Apart, the world's most popular online magazine for web professionals. She also initiated ...

Content Strategy | Kristina Halvorson

Kristina Halvorson is the founder and president of Brain Traffic, a nationally-renowned agency specializing in content strategy and writing for the web. Widely recognized as one of the country's leading content strategists, Kristina speaks regularly to audiences around the world about how to deliver useful, usable content online, where and when your customers need it most.

Content Strategy for the Web: Halvorson, Kristina ...

"Kristina Halvorson and her company Brain Traffic are central to the emerging content strategy discipline." --James Mathewson, Search Strategy and Expertise Lead, IBM " Content Strategy for the Web touched off the explosive growth of content strategy and its recognition as a critical field of practice.

Content Strategy for the Web, 2nd Edition: Halvorson ...

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Content Strategy for the Web by Kristina Halvorson ...

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 for the Web by Kristina Halvorson

Content Strategy for the Web by Kristina Halvorson is the industry's go-to handbook for creating and executing successful content strategies. THIS IS BROUGHT TO YOU BY BRAIN TRAFFIC

Content Strategy for the Web

Content Strategy for the Web (Voices That Matter) - Kindle edition by Halvorson Kristina, Rach Melissa. 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 (Voices That Matter).

Content Strategy for the Web (Voices That Matter) 2 ...

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 and, more importantly, why it should be created.

Content Strategy Basics | Usability.gov

Expert resources for content strategy professionals and enthusiasts. Listen to the podcast, find the books, come to the conference, or join the community.

Content Strategy | Home

What is content strategy? Content strategy guides the creation, delivery, and governance of useful, usable content. Depending on who you are or what you need to do, content strategy can prioritize a few different things: Content strategy defines how you're going to use content to meet your business (or project) goals and satisfy your users' needs.

What is Content Strategy

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 is the industry's go-to handbook for creating and executing successful content strategies.

Content Strategy Books

"In my experience, the content strategist is a rare breed who's often willing and able to embrace whatever role is necessary to deliver on the promise of useful, useable content." — Kristina Halvorson, Content Strategy for the Web tags: content, deliver, promise, role, roles, strategy, useful, willingness 8 likes

Kristina Halvorson (Author of Content Strategy for the Web)

Halvorson lays out why content is important (with an emphasis on text), how to evaluate your existing content (because your current content probably sucks), how to create your web content (with a legit process for getting it done), and how to govern (a better word for manage) your web content.

Amazon.com: Content Strategy for the Web (Voices That ...

Kristina Halvorson is the founder and president of Brain Traffic, a nationally-renowned agency specializing in content strategy and writing for websites. She regularly speaks to audiences around the world about how to deliver useful and usable content online.

Kristina Halvorson on Content Strategy for the Web ...

From Wikipedia, the free encyclopedia Kristina Halvorson is an American writer, entrepreneur, speaker, podcaster, and expert on the subject of content strategy. She is the founder and CEO of Brain Traffic, a content strategy consultancy, and of the Minneapolis-based content strategy conference Confab.

Kristina Halvorson - Wikipedia

Shown here addressing the Content Strategy Meetup in Portland, Kristina Halvorson is the CEO and founder of the content strategy consultancy Brain Traffic, the author of the seminal book Content Strategy for the Web, and the founder of the Confab content strategy conferences.

Content Strategy for Marketers: Insights From Kristina ...

Kristina Halvorson's book on web content strategy is important because it represents an authoritative and (fairly) comprehensive view of business sites from a content perspective. As a Content Strategist for Sitegeist in Melbourne, Australia, it's easy to feel isolated from the great work done by CS pioneers like Halvorson, Lovinger and others in the USA.

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

Join Kristina Halvorson -- owner of Brain Traffic and author of Content Strategy for the Web -- as she unpacks the tools and framework for executing a cohesive content strategy for your website and organization.

Learn Content Strategy with Kristina Halvorson -- Owner of ...

Stream or download episodes of The Content Strategy Podcast, featuring interviews with some of the the smartest, most delightful content people we know. Hosted by Kristina Halvorson.