Content Strategy for the Web, 2nd Edition

Kristina Halvorson, Melissa Rach

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FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS

BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn'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 you'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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