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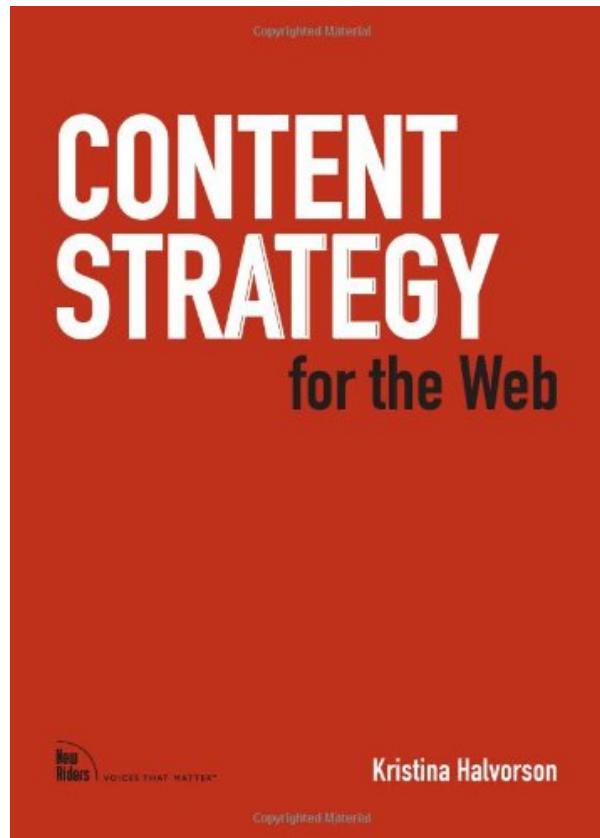

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About the Author
Kristina Halvorson is the founder and president of Brain Traffic, a nationally-renowned agency specializing in content strategy and writing for the web.

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. She has led content projects for hundreds of websites across dozens of industries. Her presentations about web content are consistently given top ratings at conferences and by clients alike.

In 2009, Kristina curated the first Content Strategy Consortium to facilitate a national dialogue about this emerging discipline. She lives in St. Paul, Minnesota with her husband and two children.

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If your website content is out of date, off-brand, and out of control, you're missing a huge opportunity to engage, convert, and retain customers online. Redesigning your home page won't help. Investing in a new content management system won't fix it, either. So, where do you start?

Without meaningful content, your website isn't worth much to your key audiences. But creating (and caring for) "meaningful" content is far more complicated than we're often willing to acknowledge. Content Strategy for the Web explains how to create and deliver useful, usable content for your online audiences, when and where they need it most. It also shares content best practices so you can get your next website redesign right, on time and on budget. For the first time, you'll:

- See content strategy (and its business value) explained in plain language

- Find out why so many web projects implode in the content development phase ... and how to avoid the associated, unnecessary costs and delays

- Learn how to audit and analyze your content

- Make smarter, achievable decisions about which content to create and how

- Find out how to maintain consistent, accurate, compelling content over time

- Get solid, practical advice on staffing for content-related roles and responsibilities

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Most helpful customer reviews

18 of 19 people found the following review helpful.
Content Strategy? Look no further.
By Vivek V. Chandran
This book is concise and has meat. I read the entire book in one sitting. A total eye opener.
I always knew Content was God, but this book puts a lot of structure and process around content, its creation and management. The author keeps the focus on strategy and doesn't deviate.

If I had to abbreviate the learnings in this book, it would be:

Content strategy process
1. Audit :
Content Inventory: Title, URL, content
What content do you have? (Text, PDF, Video, Audio, Forms)
How is the content organized? (break it into sections, what does each section have)
Who creates the content?
Where does the content live?
Qualitative audit : Is content accurate, useful, well written, user friendly, used by audience

2. Creation:
What content to be created,
Why
Where will it come from
How will it be structured
Who will write it

3. Delivery:
Who will review, edit, approve, load
How will you deliver content (vehicles: website, blog, social media).
Which tools will users use to get to the content?

4. Governance:
Plans to add, update, archive

The Editorial Strategy is also part of the mix. This involve values, voice, tone, legal and regulatory concerns.

0 of 0 people found the following review helpful.
Not Just for Content Strategists
By CallieB
I bought this book awhile ago, and it's well-loved by pencil marks and sticky notes. But this makes sense; I'm a content strategist.

Still, I'm convinced this book is not just for content strategists and professionals who practice content strategy -- whether they're called content strategists, content directors, web strategists, or whatever.

It's truly a must-read for business owners and executives who recognize that their web content is an big asset

and want to ensure they have the team and resources in place to protect and grow their content.

It's short. It's clear. It's easy to "get." Anyone who works with a content strategist benefits from this book, even if they skim the headlines, examples, and bulleted lists. You'll get to know what the content strategist is thinking and why s/he's asking all those pesky questions.

For example, if you're a writer, you'll better understand how your content is contributing to the company goals, and this may help you generate more ideas. If you're a designer, you will better understand why the content strategist is needed so early in a project.

I found this book tremendously useful in helping me communicate content strategy concepts and benefits for different companies. I highly recommend "Content Strategy for the Web" for everyone who cares about the effectiveness of their web content.

0 of 0 people found the following review helpful.
181 pages of content awesomeness.
By Brian Sun
In her own words, Kristina Halvorson says "This book is an introduction to the emerging practice of content strategy." And that's what this fine piece of work is.

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.

A pretty web interface means nothing without useful, creative, interesting content. 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.

This short-chock-full-of-quality-information-you'll-refer-back-to-later book is perfect for designers who don't care about words but need to, content creators who want to be reminded that what you do matters (and grow your knowledge at the same time!), and small business owners who need an intro to the who/what/where/when/why/how of content strategy for the web.

Oh so recommended.

See all 54 customer reviews...

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