

CONTENT STRATEGY

FOR THE WEB

SECOND EDITION

KRISTINA HALVORSON
MELISSA RACH

Foreword by Sarah Cancilla, Facebook

ADVANCE PRAISE FOR *CONTENT STRATEGY FOR THE WEB*, SECOND EDITION:

“The first edition of Kristina Halvorson’s little book was like a rip in the Matrix through which light poured. In the space of a few chapters, she had changed our field forever, for the better. This second edition retains all that was wonderful in the first book, while yielding dazzling new insights into the hows and whys of content strategy.”

—Jeffrey Zeldman, author, *Designing With Web Standards*

“When I wanted to introduce content strategy as a ‘must’ for eBay Europe, I bought a copy of *Content Strategy for the Web* for everyone I needed to influence. Two years and a content strategy team later, it clearly worked! By far the most comprehensive and accessible book on content strategy available. Required reading for our entire team.”

—Lucie Hyde, Head of Content, eBay Europe

“*Content Strategy for the Web* is the most important thing to happen to user experience design in years.”

—Peter Morville, author, *Information Architecture for the World Wide Web* and *Ambient Findability*

“Marketers, take note: From mobile and social media to email and websites, killer content is central to your online success—but without a solid, centralized content strategy, you’re doomed from the start. Like no other book, *Content Strategy for the Web* gives you the tools you need to get the right content to the right people in the right place at the right time. Essential reading for marketers everywhere.”

—Ann Handley, CMO, MarketingProfs and author, *Content Rules*

“This is the go-to handbook for creating an effective content strategy. The Post-It® notes and dog-eared pages in my copy are evidence of that!”

—Aaron Watkins, Director of Digital Strategy, Johns Hopkins Medicine

“Kristina Halvorson and her company, Brain Traffic, are central to the emerging discipline of content strategy.”

—James Mathewson, Search Strategy and Expertise Lead, IBM

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and Beyond (Sarah Cancilla, Facebook)

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