

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 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 ...

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

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

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

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

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 by 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.

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"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)

Kristina Halvorson is widely recognized as one of the most important voices in content strategy. She is the CEO of Brain Traffic; the founder of Confab Events; the author of Content Strategy for the Web, and the host of The Content Strategy Podcast. Kristina's work focuses on helping organizations evolve their global content practices.

Kristina Halvorson | 2020 Contentbydesign

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. Follow Kristina on Twitter @halvorson.

The Discipline of Content Strategy - A List Apart

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

Brain Traffic brings content strategy expertise to companies and audiences around the world. Let's make content better for everyone. ... Content Strategy for the Web. Kristina Halvorson. The Content Strategy Toolkit. Meghan Casey. Writing for Designers. ... Kristina got us focused and moving down the right path, and Meghan has been fantastic! ...

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

Kristina Halvorson, author of "Content Strategy for the Web," discusses the challenges and strategies for developing a content strategy that will truly serve...

Acquia Engage Kristina Halvorson: 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; the 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 ...

Kristina Halvorson - Confab: The Content Strategy Conference

Here is a quick description and cover image of book Content Strategy for the Web written by Kristina Halvorson which was published in 2012-2-10. You can read this before Content Strategy for the Web PDF EPUB full Download at the bottom. FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS.

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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

Kristina Halvorson Founder and CEO, Brain Traffic + Author, Content Strategy for the Web Greater Minneapolis-St. Paul Area 500+ connections

Kristina Halvorson - Founder and CEO - Brain Traffic ...

Kristina is the CEO and founder of Brain Traffic, a world-renowned content strategy consultancy. There her team does everything from website and enterprise content strategies and process design to workshops and events - the largest of those is the well regarded Confab conference series.

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