

content strategy for the web 2nd edition

Content Strategy for the Web 2nd Edition: A Modern Guide to Effective Digital Content

content strategy for the web 2nd edition has become an essential resource for marketers, designers, and content creators aiming to build meaningful, user-centered digital experiences. As the digital landscape evolves, so too does the need for refined approaches to content strategy that align with user expectations, business goals, and technological advancements. The second edition of this influential guide dives deeper into these aspects, offering fresh insights and practical frameworks that resonate with today's web professionals.

If you're looking to enhance your understanding of content strategy or seeking ways to improve your website's content performance, exploring the principles and methodologies outlined in the 2nd edition can be a game changer. From crafting compelling narratives to structuring content efficiently, this edition addresses the nuances of modern web environments and user behaviors.

Understanding Content Strategy for the Web 2nd Edition

The concept of content strategy has shifted from simply "posting content" to orchestrating a comprehensive plan that ensures content is meaningful, accessible, and aligned with a brand's voice and objectives. The 2nd edition highlights the importance of treating content as a strategic asset rather than an afterthought in web development.

At its core, content strategy involves planning, creating, delivering, and managing content that serves both the user's needs and the organization's goals. This approach emphasizes clarity, consistency, and usability — essential factors in delivering engaging web experiences.

What Sets the 2nd Edition Apart?

While the foundational ideas remain consistent, the second edition introduces updated tactics that reflect changes in technology, user behavior, and digital marketing trends. For instance, it places greater emphasis on mobile-first design, content governance, and cross-channel content strategies.

One of the standout features is the focus on content lifecycle management — understanding how content is created, maintained, and eventually retired. This perspective helps organizations avoid content bloat and ensures that every piece of information on a site remains relevant and useful.

Key Principles of Content Strategy in Today's Web

To implement an effective content strategy aligned with the 2nd edition's guidance, several key principles must be kept in mind. These principles serve as the backbone for building a sustainable content ecosystem.

User-Centered Content Design

Creating content that resonates with your audience requires deep understanding of their needs, preferences, and pain points. The 2nd edition encourages the development of personas and user journeys to tailor content precisely.

By mapping out how users interact with your site, you can identify gaps in content and opportunities to provide value. This user-focused mindset helps avoid generic information and instead delivers targeted, actionable content.

Content Audits and Inventory

A crucial step in any content strategy is conducting thorough content audits. This process assesses the existing content in terms of quality, relevance, and performance. The 2nd edition offers practical advice on how to inventory content assets, categorize them, and identify redundant or outdated materials.

Regular audits empower teams to make informed decisions about what content to update, merge, or remove, streamlining the user experience and enhancing SEO.

Governance and Workflow Management

Content governance refers to the policies, roles, and standards that guide content creation and maintenance. The 2nd edition stresses the importance of establishing clear workflows and accountability to keep content consistent and up-to-date.

Implementing governance frameworks ensures that teams collaborate efficiently, adhere to brand voice guidelines, and maintain quality control across all digital channels.

Practical Steps to Build Your Content Strategy

Building a robust content strategy can seem daunting, but breaking it down into manageable steps makes the process more approachable. The 2nd edition outlines actionable stages that help teams align their efforts with business objectives and user expectations.

1. Define Clear Objectives

Start with understanding what you want your content to achieve. Whether it's driving conversions, educating users, or building brand authority, clear goals provide direction for all content decisions.

2. Understand Your Audience

Research your target users by gathering data from analytics, surveys, and interviews. Develop personas and map their journeys to pinpoint content needs and preferences.

3. Conduct a Content Audit

Review your current content inventory to identify strengths, weaknesses, and gaps. Use this insight to inform what types of content to create or improve.

4. Create a Content Model

Organize your content into structured types and components. This helps maintain consistency and supports scalable content management, especially for larger websites.

5. Develop Editorial Guidelines

Establish tone, style, and voice guidelines to ensure all content aligns with your brand identity and provides a cohesive experience.

6. Plan for Content Maintenance

Set schedules and assign responsibilities for reviewing and updating content regularly. This keeps information accurate and relevant over time.

Why Content Strategy Matters More Than Ever

In an era where consumers are inundated with information, a well-crafted content strategy is vital for standing out and fostering trust. The 2nd edition reinforces that content is not just words on a page; it's an experience that shapes perceptions and drives engagement.

Additionally, search engines increasingly reward sites that offer clear, structured, and user-friendly content. By following the principles outlined in the content strategy for the web 2nd edition, organizations can improve their search rankings and enhance discoverability.

Integrating SEO and Content Strategy

A modern content strategy naturally incorporates SEO best practices without compromising readability or user experience. Keyword research, semantic analysis, and link-building strategies are woven into content planning and creation.

The 2nd edition encourages balancing optimization and authenticity to avoid keyword stuffing while still appealing to search algorithms. This ensures content performs well both for users and search engines.

Embracing Content Accessibility

Accessibility is a critical component of modern web content strategy. Designing content that is

accessible to people with disabilities not only expands your reach but also complies with legal standards and ethical practices.

The second edition discusses techniques such as using descriptive headings, alt text for images, and ensuring keyboard navigation compatibility. These elements create inclusive experiences that benefit all users.

Using Tools and Technologies to Support Your Strategy

Effective content strategy today is supported by a variety of tools that streamline planning, creation, and analysis. Content management systems (CMS), analytics platforms, and collaboration software play pivotal roles.

Content Management Systems

A CMS enables teams to publish, organize, and update content efficiently. The 2nd edition recommends choosing systems that support content modeling and flexible workflows, which are essential for managing complex websites.

Analytics and User Feedback

Data-driven decisions lie at the heart of successful content strategies. Tools like Google Analytics, heatmaps, and user surveys provide insights into how content performs and how users engage with it.

Regularly reviewing these metrics helps refine your approach over time, ensuring continuous improvement.

Collaboration and Workflow Tools

Managing content creation across teams requires clear communication and project management. Platforms like Trello, Asana, or dedicated editorial calendars help keep everyone aligned and deadlines on track.

The Evolving Role of Content Strategists

With the rise of digital transformation, content strategists have become key players in bridging the gap between technical teams, designers, marketers, and stakeholders. The 2nd edition highlights how their role extends beyond writing to encompass content governance, user experience design, and data analysis.

Effective strategists possess a mix of skills: empathy for users, business acumen, and technical understanding. This multidisciplinary approach empowers them to craft content strategies that are adaptable and forward-thinking.

Exploring the frameworks and case studies in content strategy for the web 2nd edition can inspire new ways to approach challenges and innovate within your own projects. The ongoing evolution of web technologies means content strategies must remain flexible, focusing on delivering value and fostering meaningful connections with audiences.

Frequently Asked Questions

What are the key updates in the 2nd edition of 'Content Strategy for

the Web'?

The 2nd edition includes updated strategies for mobile content, social media integration, and a stronger focus on user experience and content governance to address modern web challenges.

How does 'Content Strategy for the Web 2nd Edition' address mobile content strategy?

The book emphasizes designing content that is concise, accessible, and adaptable across various devices, ensuring a seamless user experience on mobile platforms.

What role does user experience (UX) play in the 2nd edition of 'Content Strategy for the Web'?

UX is central to the content strategy framework presented, highlighting the importance of understanding user needs, behaviors, and context to create meaningful and effective web content.

Does the 2nd edition cover social media content strategy?

Yes, it provides insights on integrating social media with web content strategy, including content distribution, engagement tactics, and maintaining brand consistency across channels.

How does the book suggest measuring the success of a content strategy?

It recommends using analytics tools to track content performance metrics such as engagement, conversion rates, and user feedback to continuously refine and improve content strategies.

Is there guidance on content governance in the 2nd edition?

The book outlines best practices for content governance, including roles and responsibilities, workflow processes, and maintaining content quality and relevance over time.

Who is the ideal audience for 'Content Strategy for the Web 2nd Edition'?

The book is aimed at content strategists, web designers, UX professionals, marketers, and anyone involved in planning, creating, and managing web content effectively.

Additional Resources

Content Strategy for the Web 2nd Edition: A Critical Review and Analysis

content strategy for the web 2nd edition remains a foundational text for marketers, designers, and digital strategists seeking to master the intricacies of content development in today's rapidly evolving online environment. Authored by Kristina Halvorson and Melissa Rach, this edition builds upon its predecessor by addressing contemporary challenges and emphasizing the importance of strategic planning in web content creation, management, and governance. As businesses continue to navigate the complexities of user engagement and SEO dynamics, this updated guide offers timely insights that align content efforts with organizational goals.

Understanding the Core Premise of Content Strategy for the Web 2nd Edition

At its essence, the 2nd edition of content strategy for the web refines the original framework by expanding on the relationship between content, users, and business objectives. Where traditional content approaches often focused narrowly on creation and publishing, this edition delves deeper into sustainable content governance, the lifecycle of content assets, and cross-departmental collaboration.

One of the primary strengths of this book lies in its holistic perspective. It encourages practitioners to consider content not just as isolated pieces of information but as integral components of a larger

ecosystem that includes user experience, technical infrastructure, and measurable business outcomes. This shift is particularly relevant as digital channels diversify and audiences become more segmented.

Key Updates and Features in the Second Edition

The 2nd edition introduces several critical updates that reflect changes in technology and audience behavior since the first edition's publication. Notably:

- **Emphasis on Content Governance:** The book underscores the necessity of establishing clear roles, workflows, and policies to maintain content quality and consistency over time.
- **Integration with UX and SEO:** It recognizes the growing overlap between content strategy, user experience design, and search engine optimization as inseparable disciplines.
- **Focus on Content Audits and Metrics:** There is a stronger focus on evaluating existing content through audits and using data-driven insights to inform strategy adjustments.
- **Practical Frameworks and Templates:** Readers gain access to actionable tools that facilitate strategic planning, including content models, inventory spreadsheets, and editorial calendars.

These enhancements position the book as a practical manual for teams aiming to implement or refine content strategies that are scalable and adaptable.

Why Content Strategy Matters in the Modern Web Landscape

The importance of content strategy cannot be overstated in an environment where digital noise is

pervasive, and user attention spans are increasingly fleeting. The 2nd edition of content strategy for the web articulates that without a clear strategic foundation, content efforts risk becoming fragmented, inconsistent, and ineffective.

Today's web demands content that is not only relevant and engaging but also discoverable and aligned with user intent. The authors highlight how strategic content planning improves resource allocation, enhances user satisfaction, and ultimately drives higher conversion rates. Furthermore, the book argues that organizations with mature content strategies are better positioned to respond to emerging trends such as voice search, mobile-first indexing, and personalization.

Comparing the First and Second Editions

While the original content strategy for the web laid the groundwork for understanding content as a strategic asset, the revised edition responds to the digital transformation that has accelerated over the past decade. The first edition primarily focused on the “why” and “what” of content strategy, whereas the second edition delves more extensively into the “how.”

For example, the inclusion of case studies showcasing real-world implementations adds valuable context, illustrating how diverse industries apply content governance models and editorial workflows. The updated edition also incorporates more nuanced discussions about content reuse, syndication, and the challenges posed by emerging platforms like social media networks and content management systems.

Best Practices Highlighted in Content Strategy for the Web 2nd Edition

Throughout the book, Halvorson and Rach advocate for several best practices that serve as cornerstones for effective content strategy:

1. Conducting Comprehensive Content Audits

Before crafting new content or modifying existing assets, the authors recommend thorough content inventories and audits. These processes help identify gaps, redundancies, and opportunities for improvement, ensuring that strategic decisions are data-informed.

2. Defining Clear Roles and Responsibilities

The book stresses the importance of establishing a content team structure that delineates ownership and authority. This governance model reduces content silos, encourages accountability, and streamlines decision-making.

3. Prioritizing User-Centered Content Development

Aligning content with audience needs and behaviors is a recurrent theme. The book encourages the use of personas, user journeys, and analytics to tailor messaging that resonates and drives engagement.

4. Integrating SEO and Content Strategy

Recognizing the inseparability of search optimization from content creation, the text advises on keyword research, metadata standards, and content architecture to improve visibility without sacrificing quality.

5. Planning for Content Lifecycle and Maintenance

Sustaining content relevance requires ongoing review and updates. The 2nd edition provides frameworks for scheduling content audits, archiving obsolete materials, and repurposing assets efficiently.

SEO Implications and Digital Marketing Integration

From an SEO perspective, the strategies presented in content strategy for the web 2nd edition align with modern search engine algorithms that prioritize user experience, content quality, and topical authority. By advocating for structured content models and consistent metadata, the book indirectly supports technical SEO best practices.

Moreover, its emphasis on content audits assists marketers in identifying underperforming pages and optimizing them to boost rankings. This analytical approach to content data complements broader digital marketing efforts such as paid media and social campaigns.

Challenges and Considerations

Despite its strengths, some readers may find that the book's frameworks require adaptation to fit the unique scale and culture of their organizations. For example, smaller businesses with limited resources might struggle to implement comprehensive governance models or frequent content audits without dedicated personnel.

Additionally, while the book touches on emerging technologies, rapid advancements in AI-driven content generation and personalization could warrant further exploration beyond the scope of this edition.

Final Thoughts on the Evolution of Content Strategy

Content strategy for the web 2nd edition remains a seminal resource for professionals aiming to elevate their content initiatives from ad hoc publishing to strategic enterprise-wide programs. Its blend of theoretical foundations, practical tools, and real-world examples equips readers to navigate the complexities of modern content ecosystems.

As digital landscapes continue to shift, the principles outlined in this edition serve as a compass, guiding organizations toward content that is purposeful, user-focused, and measurable. For those committed to mastering content strategy, this updated edition offers a rigorous, insightful roadmap that is both timely and enduring.

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content strategy for the web 2nd edition: Content Strategy for the Web Kristina Halvorson, Melissa Rach, 2012-02-28 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.

content strategy for the web 2nd edition: Content Strategy Guiseppe Getto, Jack T. Labriola, Sheryl Ruszkiewicz, 2022-11-30 This comprehensive text provides a how-to guide for content strategy, enabling students and professionals to understand and master the skills needed to develop and manage technical content in a range of professional contexts. The landscape of technical communication has been revolutionized by emerging technologies such as content management systems, open-source information architecture, and application programming interfaces that change the ways professionals create, edit, manage, and deliver content. This textbook helps students and professionals develop relevant skills for this changing marketplace. It takes readers through essential skills including audience analysis; content auditing; assembling content strategy plans; collaborating with other content developers; identifying appropriate channels of communication; and designing, delivering, and maintaining genres appropriate to those channels. It contains knowledge and best practices gleaned from decades of research and practice in content strategy and provides its audience with a thorough introductory text in this essential area.

Content Strategy works as a core or supplemental textbook for undergraduate and graduate classes, as well as certification courses, in content strategy, content management, and technical communication. It also provides an accessible introduction for professionals looking to develop their skills and knowledge.

content strategy for the web 2nd edition: Das erweiterte Museum Regina

Franken-Wendelstorf, Sybille Greisinger, Christian Gries, Astrid Pellengahr, 2019-07-08 Zur Vermittlung und Kommunikation von Inhalten bedienen sich Museen heute verschiedener Medien. Das Spektrum reicht von Printmedien über Multimediaproduktionen, »Hands-on«- und Medienstationen bis zu interaktiven, software- beziehungsweise webbasierten Angeboten. Diese verändern den »Lernort Museum« und erweitern ihn in den digitalen Raum. Der vorliegende Band dokumentiert aktuelle Konzepte und Technologien. Er beleuchtet wichtige Instrumente wie Websites, Online-Sammlungen, Social Media, Medienstationen, Multimediaguides und wesentliche Themen wie E-Learning, E-Publishing, Storytelling oder digitale Strategien. Dazu werden konkrete Tipps und Handlungsempfehlungen zu Konzeption, Produktion und Betrieb von Medien im Museum gegeben. Ein E-Book und ein digitales Toolkit mit stets aktualisiertem Material sowie Medien- und Anwendungsbeispielen ergänzen die Publikation.

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2015-01-02 Kevin P. Nichols' Enterprise Content Strategy: A Project Guide outlines best practices for conducting and executing content strategy projects. His book is a step-by-step guide to building an enterprise content strategy for your organization. Enterprise Content Strategy draws on Kevin Nichols' experience managing one of the largest and most successful global content strategy teams to provide an insider's look at how to build an enterprise content strategy. Full of definitions, questions you need to ask, checklists, and guidelines, this book focuses not on the what or why, but on the how.

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Halvorson, 2009-09-25 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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Sarah Horton, 2016-08-23 A classic reference book on user interface design and graphic design for web sites, updated to reflect a rapidly changing market Consistently praised as the best volume on classic elements of web site design, Web Style Guide has sold many thousands of copies and has been published around the world. This new revised edition confirms Web Style Guide as the go-to authority in a rapidly changing market. As web designers move from building sites from scratch to using content management and aggregation tools, the book's focus shifts away from code samples and toward best practices, especially those involving mobile experience, social media, and accessibility. An ideal reference for web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and covers all aspects of web design—from planning to production to maintenance. The guide also shows how these principles apply in web design projects whose primary concerns are information design,

interface design, and efficient search and navigation.

content strategy for the web 2nd edition: Content Strategy in Technical Communication Guiseppe Getto, Jack Labriola, Sheryl Ruskiewicz, 2019-09-19 Content Strategy in Technical Communication provides a balanced, comprehensive overview of the current state of content strategy within the field of technical communication while showcasing groundbreaking work in the field. Emerging technologies such as content management systems, social media platforms, open source information architectures, and application programming interfaces provide new opportunities for the creation, publication, and delivery of content. Technical communicators are now sometimes responsible for such diverse roles as content management, content auditing, and search engine optimization. At the same time, we are seeing remarkable growth in jobs devoted to these other content-centric skills. This book provides a roadmap including best practices, pedagogies for teaching, and implications for research in these areas. It covers elements of content strategy as diverse as Editing Content for Global Reuse and Teaching Content Strategy to Graduate Students with Real Clients, while giving equal weight to professional best practices and to pedagogy for content strategy. This book is an essential resource for professionals, students, and scholars throughout the field of technical communication.

content strategy for the web 2nd edition: Content Strategy Rahel Anne Bailie, Noz Urbina, 2013-01-15 If you've been asked to get funding for a content strategy initiative and need to build a compelling business case, if you've been approached by your staff to implement a content strategy and want to know the business benefits, or if you've been asked to sponsor a content strategy project and don't know what one is, this book is for you. Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds, but they share a deep understanding of how to help your organization build a content strategy. Content Strategy: Connecting the dots between business, brand, and benefits is the first content strategy book that focuses on project managers, department heads, and other decision makers who need to know about content strategy. It provides practical advice on how to sell, create, implement, and maintain a content strategy, including case studies that show both successful and not so successful efforts. Inside the Book Introduction to Content Strategy Why Content Strategy and Why Now The Value and ROI of Content Content Under the Hood Developing a Content Strategy Glossary, Bibliography, and Index

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with chapters on integration, content standards, digital asset management (DAM), document management, and content migration, evaluation, validation, maintenance, analytics, SEO, security, infrastructure, and performance. The basics of enterprise search technologies are explored next, and address enterprise search architecture, advanced search, operations, and governance. Final chapters then focus on enterprise program management and feature coverage of various concepts of digital program management and best practices—along with an illuminating end-to-end digital program case study. Offers a comprehensive guide to the understanding and learning of new methodologies, techniques, and models for the creation of an end-to-end digital system Addresses a wide variety of proven best practices and deployed techniques in content management and enterprise search space which can be readily used for digital programs Covers the latest digital trends such as mobile-first strategy, responsive design, adaptive content design, micro services architecture, semantic search and such and also utilizes sample reference architecture for implementing solutions Features numerous case studies to enhance comprehension, including a complete end-to-end digital program case study Provides readily usable content management checklists and templates for defining content strategy, CMS evaluation, search evaluation and DAM evaluation Comprehensive and cutting-edge, Enterprise Content and Search Management for Building Digital Platforms is an invaluable reference resource for creating an optimal enterprise digital eco-system to meet the challenges of today's hyper-connected world.

content strategy for the web 2nd edition: Unternehmenskommunikation Claudia Mast, 2020-06-08 Vertrauen, Glaubwürdigkeit und Überzeugungskraft - im Wettbewerb der Unternehmen um die Aufmerksamkeit der Stakeholder entscheiden in erster Linie die Inhalte, also was gesagt wird, und die Wahl der Kommunikationswege. Mit welchen Themen und Storys sprechen die Firmen ihre internen und externen Stakeholder an? Content first. Das praxisorientierte Buch gibt einen Überblick über theoretische Ansätze des strategischen Kommunikationsmanagements und der Planung bzw. Evaluation von Kommunikationswegen. Neue Felder wie Content Management (Strategien, Storytelling), die Arbeitgeberkommunikation (Employer Relations) sowie der Umgang mit den unterschiedlichen Medienwelten werden ebenso behandelt wie klassische Aufgaben in Mitarbeiter- oder Markenkommunikation, bei Krisen- oder Veränderungsprozessen und auf internationalen Märkten. Das Standardwerk ist ein Must-have für (angehende) PR-, Kommunikations- und Marketingexperten.

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content inventory and layering in a qualitative assessment, the audit process allows content owners and business stakeholders to make informed decisions. Content Audits and Inventories, by veteran content strategist Paula Land, shows you how to begin with an inventory, scope and plan an audit, evaluate content against business and user goals, and move forward with a set of useful, actionable insights. This practical, tactic-filled handbook walks you through setting up and running an inventory using an automated tool, setting the stage for a successful audit. Specific audit tactics addressed include auditing for content quality, performance, global considerations, and legal and regulatory issues. You will also learn how to do a competitive audit and incorporate personas into an audit. Tips on presenting audit results to stakeholders will help you deliver effective strategies.

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content strategy for the web 2nd edition: Nicely Said Nicole Fenton, Kate Kiefer Lee, 2014-05-16 Whether you're new to web writing, or you're a professional writer looking to deepen your skills, this book is for you. You'll learn how to write web copy that addresses your readers'

needs and supports your business goals. Learn from real-world examples and interviews with people who put these ideas into action every day: Kristina Halvorson of Brain Traffic, Tiffani Jones Brown of Pinterest, Randy J. Hunt of Etsy, Gabrielle Blair of Design Mom, Mandy Brown of Editorially, Sarah Richards of GOV.UK, and more. Topics include: • Write marketing copy, interface flows, blog posts, legal policies, and emails • Develop behind-the-scenes documents like mission statements, survey questions, and project briefs • Find your voice and adapt your tone for the situation • Build trust and foster relationships with readers • Make a simple style guide “Writing is a skill that will hugely benefit anyone’s career, and luckily, it’s a skill that anyone can learn. Nicely Said is a wonderful guide to writing clearly and concisely for the audience you’re trying to reach. Whether you’re a professional or just getting started, you’ll find a ton to steal from here.” (— Austin Kleon, author of *Steal Like An Artist* and *Show Your Work!* Between them, Kate and Nicole have written for many of the web's most valuable and respected companies. Their commitment to clarity and kindness is the result of their experience, and it makes them extraordinary teachers. - Erin Kissane, author of *The Elements of Content Strategy*

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