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# Content Everywhere: Strategy And Structure For Future-Ready Content



## Synopsis

Care about content? Better copy isn't enough. As devices and channels multiply--and as users expect to easily relate, share, and shift information--we need content that can go more places, more easily. This book will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, and reusable.

## Book Information

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## Customer Reviews

Now here's a book that I loved reading. Lots familiar, lots new. The author's thesis is that the "content = web page" model is no longer the only approach to delivering content, and that you need a content strategy if you want content to be repurposed, in whole or in part, in different places within your organization, and even outside it. Oh, and by the way, here's how to do it. A lot of the book talks about breaking content down into smaller chunks that can be managed and deployed in new and useful combinations. Readers who have been an information architect, business analyst or developer will recognize the concepts and the lightweight notation used. And team members on the content or visual design side, and business sponsors, will pick it up easily enough. A major strength is the examples. Although not presented this way, they comprise a set of case studies that it is well worth studying and assimilating. Other sections of the book talk about how to repurpose content in a variety of ways, including discussions of markup, and responsive and adaptive design from the content perspective. Especially interesting to me was the discussion of web API, linked data, and mashups. I knew the concepts but hadn't realized just how far they had come. I recommend this

book without reservation. I found myself Googling many of the examples and references, making it a much broader (a.k.a. later night) learning experience than I first anticipated. Excellent job!

Your job is not to make web pages. (Nor is it your job to make brochures, PDFs, or apps.) Your job is to publish your content to whatever device or platform people want to use to read it. It gets worse: those platforms will keep proliferating. Today it's mobile: tablets and smartphones. Tomorrow it's Google Glass and connected appliances. Pretty soon it will be in-car audio systems and a plug that connects directly to your brain stem, like in the movie *eXistenZ*. You can't afford to be thinking of your content as if it's going to be stuck in a web page. It's going to go everywhere. This is one of the biggest challenges facing organizations today, and fortunately, Sara's book is here to help. It offers practical advice, useful tools, and insightful case studies about how to get your content ready for the future. If you're struggling to figure out what the best way is to create structured, reusable content, this book is a must-read.

I found *Content Everywhere* very helpful in learning how to think about managing content. Sara does a great job of 1) explaining the need for content reform, 2) taking account of the multiple organizational, technical, and editorial factors involved, 3) laying out a way forward that is broad enough and timeless enough to be helpful to most everybody, and 4) keeping the reader from getting overwhelmed and discouraged along the way. At multiple points the book prompted me to stop reading and take notes about how I could immediately act on what I'd read. I felt as if it had been written precisely for me in my role at a nonprofit that manages a large online library and has several mobile apps. I come away excited with numerous ideas on how we can better serve our readers. Thank you, Sara.

Rosenfeld Media has done it again: another provocative, insightful and actionable book for professionals who aim to create unforgettable digital experiences. I read *Content Everywhere* in December, and am having my content strategy team read it this month. I came to the book because of a content crisis: my organization has produced a fragmented landscape of websites, blogs and Google sites that don't relate to each other -- yet have value for our audiences if we could deliver the right content, on the right channel, at the right time. I've been dreaming about setting us up for a "create once, publish everywhere" world but didn't know where or how to start. Enter Sara Wachter-Boettcher. OMG, this book is my bible. Sara not only broke down the strategy and process, but she got me jazzed to take this on. This book is a fun, informative read -- a page turner, in fact. I

now feel prepared to take my team and our websites into the future.

As a content strategist, I anticipated this book for months before its release and found to be even more helpful and practical than I could have imagined. Sara covers a wide variety of topics and issues related to structured content and how to make it work for your project, including aspects of faceted content filtering, personalized content, related and contextual content, content relationships and functions, and even improving content reuse. I've used selections from Content Everywhere in discussions with our designers, our content creators, and even our developers, and each group has found it tremendously helpful in understanding how to \*do\* structured content. It's helped us practitioners understand what it will take to actually make structured content \*happen\*. This book will be our guide as we rebuild our CMS and content infrastructure from the ground up. Sara's voice and writing style makes the book easy to understand and entertaining to read for practitioners at all levels, with practical takeaway for all. If you're trying to figure out how to do content models and create structured content for your organization--or even if you're just trying to figure out how to make your content available for multiple platforms--this is a must-read.

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