

Class 03: Content strategy

Likening websites to the Copenhagen Interpretation of quantum theory

The user brings the website into existence, they initiate the dialogue

What is content strategy?

What is effective content?

A good content strategy and effective content creates *influence*

Rhetoric is the art of influence

- Credibility

- Logic

- Emotion

Consider the context in which content is experienced

User-centred content

Chunking content for skim and scan

New ways of thinking when engaging users

References

Elements of content strategy by Erin Kissane

Content Strategy for the Web (2nd Ed) by Christina Halvorson

Letting go of the words (2nd Ed.) by Janice Reddish

Clout by Colleen Jones

Content strategy

[The discipline of Content Strategy](#) – Kristina Halvorson for A List Apart

[Tinker, Tailor, Content Strategist](#) – Rachel Lovinger for A List Apart

Further reading:

Excellent articles at A List Apart: [Content Strategy](#)

Homework

Read: The elements of content strategy

OR the articles listed above.

Think about how you might apply the principles of content strategy to your small business website revision.

Continue the research for your seminar presentation.

Complete the JavaScript challenge if you didn't manage to during the session.