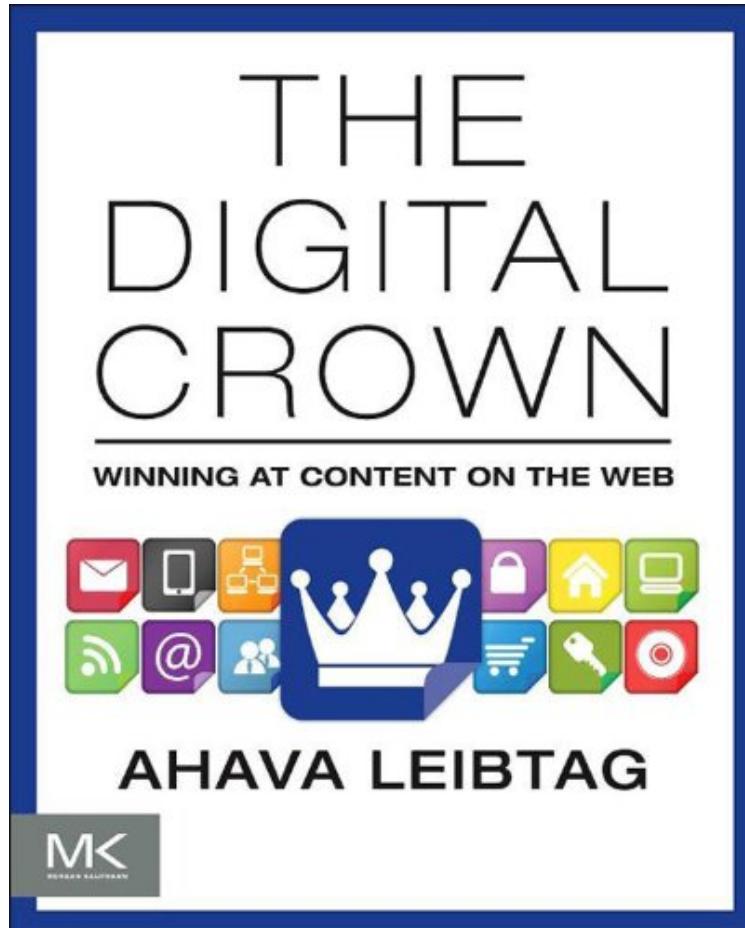


(Pdf free) The Digital Crown: Winning at Content on the Web

The Digital Crown: Winning at Content on the Web

Ahava Leibtag

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Ahava Leibtag : The Digital Crown: Winning at Content on the Web before purchasing it in order to gage whether or not it would be worth my time, and all praised The Digital Crown: Winning at Content on the Web:

3 of 4 people found the following review helpful. Relentlessly practical approach to producing contentBy James CallanContent strategy is rife with blue-sky manifestos, but pragmatic how-to guides are harder to come by. Ahava's book, however, gives you a seven-point system for creating effective content. ("Effective" = makes you money.)This book sits primarily on the content marketing side of the content strategy spectrum, but is very savvy about UX and working with your customers (why create content they're not going to use?) and the internal politics that almost all content initiatives involve.It's a generous book, full of insight that's been won in the real world. You will learn something mdash;nbsp;probably a lot mdash;nbsp;about how to make content more efficiently and effectively. (I teach a content strategy 101 workshop, and I will be stealing things from this book. With credit, of course.)0 of 0 people found the following review helpful. One of the best books on content strategyBy John BerndtOne of the best books on content strategy, period. I love the fact that it contains so many operational tip and tricks and mini-case studies.0 of 0 people found the following review helpful. Digital Crown Provides GuidelinesBy Adrienne GraciasWish there were

more graphical examples, and it was a little out of date -- this book was a great resource tool though, and very helpful for developing an online content strategy for my purposes.

In 1997, Bill Gates famously said "Content is king." Since then, the digital marketing world has been scrambling to fulfill this promise, as we finally shift our focus to what consumers really want from our brands: a conversation. The Digital Crown walks you through the essentials of crafting great content: the fundamentals of branding, messaging, business goal alignment, and creating portable, mobile content that is future-ready. Systems create freedom, and within this book you'll learn the seven critical rules to align your internal and external content processes, including putting your audience first, involving stakeholders early and often, and creating multidisciplinary content teams. Complete with case studies and experience drawn directly from global content projects, you are invited to observe the inner workings of successful content engagements. You'll learn how to juggle the demands of IT, design, and content teams, while acquiring all the practical tools you need to devise a roadmap for connecting and engaging with your customers. This is your next step on the journey to creating and managing winning content to engage your audience and keep them coming back for more. Discover easy-to-follow, simple breakdowns of the major ideas behind engaging with your customer. Learn both the theoretical and practical applications of content and communication on-line. Maximize on the case studies and real-world examples, enabling you to find the best fit for your own business.

"This is a sample chapter from Ahava Leibtag's new book, *The Digital Crown: Winning at Content on the Web*. 2014 Morgan Kaufmann." - Uxmatters.com, August 2014 "hellip;author Ahava Leibtag does a fantastic job on showing how to ensure that your web site has what it takes to get visitors to return, namely great contenthellip;The book is heavy on understanding requirements and has hundreds of questions that need to be asked before creating content. The book is well worth it for that content alone."--SlashDot online, January 13, 2014 "After reading the book, the way you look at web sites will be entirely differenthellip;the book is about as good as anything could get on the topic hellip;For firms that are serious about content and looking for an authoritative reference on how to build out their content and do it right, *The Digital Crown: Winning at Content on the Web* is certain to be an invaluable and necessary resource."--RSAConference.com, January 13, 2014

From the Back Cover

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About the Author

Ahava R. Leibtag has more than 15 years of experience in writing, messaging and marketing. Her unique specialty is creating marketing campaigns designed to reach your end-user, no matter how intricate your subject matter. Ahava is the Principal and owner of Aha Media Group, LLC, a full service Web consulting firm that has been in operation since October 2005. Clients include Johns Hopkins Medicine, Wake Forest University Baptist Medical Center, Washington Cancer Institute, Georgetown University Hospital, Franklin Square Hospital Center and Montgomery General Hospital. Ahava's position as a Communications Strategist for a government agency gave her unique perspective in writing customer-centric prose. Previously, she worked in the Corporate Communications department of Russell Reynolds Associates, a leading international executive recruiting firm. Ahava has also worked for two major advertising agencies and a commercial production company. Ahava received her M.A. from Georgetown University and her B.A. from Stern College for Women of Yeshiva University. She lives in the Washington, D.C., metropolitan region.