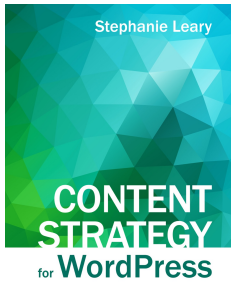


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## CONTENT STRATEGY FOR WORDPRESS EBOOKS 2019



Author: Stephanie Leary

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Content strategy is a plan for creating and maintaining web content that supports your organization's goals. Creating modular, reusable content is the only way to keep up with all the different ways your users are consuming content—but how do you do that when you're looking at a big blob of stuff in your page's visual editor? Content Strategy, WordPress Tactics In this book, you'll learn how to implement a complete content strategy in WordPress:

evaluating your site with a content audit

content modeling to create structured content

providing context-aware content like related posts and contextual sidebars

rearranging content for mobile layouts

creating a better authoring experience, with clutter-free editing screens, inline help, and a style guide right in the dashboard

workflows and email notifications

sharing data with RSS feeds and a REST API

...and more

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