



# Content Strategy for WordPress: Structured content and sustainable workflows for a future-proof site

*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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