CONTENTS

Acknowledgments ...................................................... xvii
Foreword by Michelle Manafy ................................. xix

Introduction
Content: The Missing Ingredient ................................. 1
Selecting Content-Smart Sites ............................... 2
Asked and Answered—Marketing on the Web ............... 4
The Web Isn’t TV .............................................. 5
Branding Is for Cattle ......................................... 6
The New Publishers .......................................... 7
Getting the Most Out of this Book ....................... 9

PART 1: E-COMMERCE

Chapter One
Crutchfield: A Friend in the Electronics Business ...... 13
Turning Complexity into Opportunity .................. 15
A Little Friendly Advice ...................................... 15
Car Stereo for Everyone .................................. 17
Creating Content That Sells ................................ 19
Customer Feedback ....................................... 20
Cashing In .................................................... 21

Chapter Two
Alloy: Generation Y Marks the Spot ................... 23
Like, Keep It Fresh ......................................... 24
Quizzes, Guys, and Style ................................ 26
My Bucket Is Your Taxonomy ................................. 100
Tagging Content Makes It Useful .......................... 101
Cashing In ...................................................... 102

Chapter Eleven
ServiceWare: Level the Playing Field with Content  ... 105
Are You a Call Center or a Help Desk? ....................... 107
Hard Data and Useful Information .......................... 109
If You Have Great Content, Get It Out There .............. 110
Cashing In ...................................................... 111

Chapter Twelve
Colliers: Commercial Real Estate for the World ......... 113
Content from Warsaw to Sydney ............................ 117
Real Content from All Over .................................. 117
Cashing In ...................................................... 120

Chapter Thirteen
Booz Allen: Career Content ................................. 123
The Right Fit for You? ........................................ 124
We Want You to Work Here ................................. 126
Please Complete Your Profile .............................. 127
Career Content Creation ................................. 129
Cashing In ...................................................... 130

Chapter Fourteen
UPS Investor Relations: Delivering Stock ............... 131
Airplanes and Those Funny Brown Trucks ................ 134
Environmentally Friendly ................................. 136
On-Time Delivery ........................................ 138
Cashing In ...................................................... 138
### PART 3: Nonprofit, Education, Healthcare, and Politics

#### Chapter Fifteen
**CARE USA: Content Fights Global Poverty**
- Content to Drive Donations
- Comprehensive Content in a Soundbite World
- Get Involved with Content
- Cashing In

#### Chapter Sixteen
**Tourism Toronto: Hit the Site and Hit the Town**
- Individuals, Groups, and Conventions
- Content to Book Trips
- Recovering from SARS
- Content Voyage
- Interactivity and Small Bits of Content
- Cashing In

#### Chapter Seventeen
**Kenyon College: A Literary Tradition on the Web**
- The Right Way to Rebuild a Web Site
- A Site That Speaks to All Constituents
- Literary Content
- Cashing In

#### Chapter Eighteen
**Sharp HealthCare: Putting Patients in Control with Content**
- I Need to Know Fast
- Viral Healthcare Content
- Healthy Demographics
- Creating Compelling Healthcare Content
- Cashing In
Best Practice #6: Push content to users to pull them back to your site ......................................................... 219
Best Practice #7: Don’t forget images—original photos are powerful content .................................................. 221
Best Practice #8: Consider making proprietary content freely available ....................................................... 223
Best Practice #9: If you serve a global market, use global content ................................................................. 225
Best Practice #10: Include interactive content and opportunities for user-feedback .................................... 226
Best Practice #11: Use content to trigger viral marketing ...... 229
Best Practice #12: Link content directly to the sales cycle ...... 231
Practices Make Perfect ................................................................. 233

Chapter Twenty-Two

Lessons Learned ................................................................. 235
  You’re a Publisher Now, So Think Like One ............................. 235
  Make Content the Focus of Your Site ..................................... 236
  Focus on Your Customer’s Problems ..................................... 238
  A Web Site Is More Art than Science ..................................... 239
  Content Drives Action ......................................................... 240
  A Special Note to Executives ............................................... 240
  What Content Means to Marketers ...................................... 241

About the Author ................................................................. 243

Index ................................................................. 245