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Paperback - December 11, 2012 by Sara
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and organised and filled with practical
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isn't just about making content look as good on phones and tablets as it does on the desktop. As Sara Wachter-Boettcher writes in her book, "Content Everywhere ", It's about creating portable, flexible content structures that go wherever your users are, without sacrificing quality.

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Content mapping is the process of identifying the types of content, while content modeling adds definition and structure. For example, the UX and

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content strategy team might work together, and design a product page with an image and caption, a short description of the product, and then a call to action.

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