



# Guide to Evergreen Content

How to Build a  
Successful  
Evergreen  
Content Strategy



# How Do You Evergreen Content Strategy Guide For Digital Nomads

**Kristina Halvorson, Melissa Rach**



## **How Do You Evergreen Content Strategy Guide For Digital Nomads:**

Create Once, Earn Forever Ava Mia Vance, 2025-04-10 Transform Your Content Creation with Timeless Strategies Step into the realm of content creation where time has no hold and discover how the digital world's best kept secret evergreen content can revolutionize your creative journey This isn't just about producing content it's about building a perpetual revenue machine that works tirelessly for you Imagine having content that never ages never fades and always engages Whether you're new to the field or looking to refine your strategies this book unravels the intricate art and science of crafting timeless materials Explore insights from the best content creators and learn to identify winning niches that promise maximum profitability With detailed strategies for planning crafting and marketing you'll find yourself ahead of the curve in no time As you dive deeper you'll unlock the potential of every conceivable platform be it blogging video content or social media Master SEO fundamentals visualize your impact through analytics and embrace the power of automation tools that bring ease and efficiency to your workflow You will also access powerful monetization techniques that extend beyond ad revenues paving the way for diverse income streams Your content creation business is not just a dream it's an impending reality Filled with real world case studies and future trends this book doesn't merely prepare you for today but tailors your vision for tomorrow ensuring your content remains relevant Join a global movement of influencers who are not just making noise but creating lasting echos in the vast digital labyrinth Ready to redefine what's possible with evergreen content Your journey to lasting success starts here

**Inbound Content** Justin Champion, 2018-04-16 Develop and implement an effective content strategy tailored to your business's needs Inbound Content is a step by step manual for attracting the right people turning them into leads and closing them into customers Today everyone knows that content is king It's how we engage how we inform and how we pass the time content is everywhere and if you're not leveraging its power to promote your business you've already been left behind Having a website and social media is not enough if you truly want to take advantage of unprecedented levels of connectedness you have to create content that draws customers in It's not about blindly expanding reach it's about reaching out to the right audience Today's marketplace is no longer about chasing the sale with the right approach to content your customers will come to you Your content must be valuable relevant and consistent but how should it be implemented at the actual content creation level This book shows you how to develop a unified strategy create compelling content tailored to your needs and utilize that content to its greatest advantage in order to build your brand Discover the power of storytelling and generate effective content ideas Plan a long term content strategy and a content creation framework Create great content promote it measure it and analyze its performance Extend your content's value become a more effective writer and develop a growth mentality Effective content is worth its weight in marketing gold It stands out from the noise and to the customer looks like an oasis in a desert of clickbait and paid reviews Inbound Content shows you how to plan build and implement your content strategy for unprecedented engagement and sales

Content

Strategy in Digital Marketing Cybellium,2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT AI Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you re a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey [www cybellium com](http://www.cybellium.com)

*How to Manage Content* Maeve Bennett,2021-02-06 How to Manage Content The Ultimate Guide to Successful Content Marketing Learn the Tricks on How to Create and Distribute Content That is Guaranteed to Build an Audience Any business needs a solid marketing plan in order to become a success One of the ways to know that your marketing plan is effective is to make sure it is current or ahead of the curve One of the most powerful things any business can add to its marketing strategy is content marketing This is usually done online mainly through the use of social media blogs videos and many more Content marketing is important because it helps your conversion rates Statistics show that content marketing provides six times higher conversion rate than other digital marketing methods This book will teach you how to come up with content that is designed to build an audience that would keep coming back for more You will discover how to plan a content marketing strategy that will work for your business You will discover how to create compelling content that can help your business build strong relationships with your customers You will learn the tips on how to come up with well crafted content that will bring targeted traffic to your site This book will discuss the following topics Developing Your Content Marketing Strategy Finding Your Audience Making the Right Offers Creating Your Content Distributing Your Content It is important to create engaging and high quality content in order to build your loyal audience that can help your business achieve even greater heights If you want to learn more about how you can have a successful content marketing strategy for your business scroll up and click add to cart now

[Content Marketing Tips & Tricks Guide](#) Scorpio Digital Press ,2025-08-02 Content Marketing Proven Strategies to Build Authority Attract Loyal Clients and Grow Your Brand Learn how to turn great content into your most powerful marketing asset This book is your essential guide to mastering content marketing equipping you with proven techniques to stand out from the competition build credibility and consistently attract the right audience Inside you ll discover how to Understand your customers needs values and behavior Align your message with what truly motivates your audience Create content that engages educates and converts Integrate your content across SEO social media PR and paid advertising Build a strategy that drives long term growth and brand loyalty You ll also explore how to tap into the psychology behind buying decisions and how to build content that speaks directly to your customer s journey from awareness to trust to action Why content matters Content is not just part of your

marketing it is your marketing Every successful campaign from SEO to social media to email funnels depends on quality content to deliver results Whether you re an entrepreneur marketer or small business owner this book gives you the blueprint to create content that works Click the BUY BUTTON now and start mastering your content strategy today

**The Freedom Blueprint for TikTokers** Barrett Williams, ChatGPT, 2024-12-05 Unlock a world where creativity knows no bounds and location is just a setting not a limitation Discover The Freedom Blueprint for TikTokers your ultimate guide to thriving as a digital nomad while mastering TikTok This eBook is your passport to merging the allure of travel with the dynamism of social media content creation Begin your journey with an insightful introduction that lays the groundwork for understanding TikTok s explosive growth and how it dovetails perfectly with the freedom of the digital nomad lifestyle Learn to carve out your unique space on TikTok by focusing on a niche that resonates understanding trending topics and aligning them with your personal interests Dive into content creation essentials where storytelling reigns supreme From capturing high quality videos to crafting narratives that captivate you ll learn how to engage and grow your audience authentically Get savvy with advanced strategies that leverage TikTok s features explore collaborations and dive into challenges that boost your exposure Discover the strategies behind monetizing your TikTok content Whether through brand partnerships the TikTok Creator Fund or selling your products find the path that aligns with your goals Learn to build a compelling personal brand that remains consistent across multiple platforms and deepen your relationship with your community Navigate the essentials of the digital nomad lifestyle with tips on packing maintaining productivity on the go budgeting and choosing ideal destinations Stay connected with reliable tech and internet solutions and discover ways to manage work life balance amidst the freedom of remote living Chock full of real stories this eBook offers insights from successful TikTokers who have embraced the nomadic way of life sharing lessons learned and inspiring journeys Prepare for the future of TikTok and digital nomadism with emerging trends and adaptability strategies Launch your TikTok nomad adventure today and embrace a lifestyle that promises exploration creativity and boundless freedom

**Building Brand** Marcos Lansing, 2021-07-30 There are nearly five billion active internet users and over four billion social media users worldwide simply put that s a ton of opportunity for your brand to engage with an audience and achieve massive growth for your business One of the most effective methods for spreading brand awareness and attracting new customers is through content marketing Content marketing is a marketing strategy that focuses on creating publishing and distributing valuable and relevant content online with the purpose of reaching a targeted audience and incentivizing profitable customer action Ultimately content marketing is a critical component for long term sustainable growth The marketers and brands who adapt to this changing environment will survive and thrive But those who fail to recognize this new shift and continue relying on outdated strategies like increasing brand awareness will wither away into obscurity Built on the 3I Framework this book teaches you a simple system for adapting to this New Shift in marketing so you can reach more people build new raving fans sell more products and explode your bottom

line You will discover step by step how to 1 Inspire With Insights Drive real engagement with real customers by leveraging Insight Marketing Strategies which work on both warm and cold prospects alike 2 Incite New Conversations Use new campaign channels and tools to amplify the reach of your content start and track new conversations leading to more leads and more sales 3 Cultivate Activist Marketers Understand the distinct difference between ineffective marketers and Activist Marketers and how to build your team focused on growth not brand awareness And much much more If you are a marketer struggling to stand out in the endless sea of indistinguishable me too brands this book is a must read guide Scroll up to the top and buy it now You ll impress your CEO and top management

**The Content Trap** Bharat Anand,2016 Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content Companies everywhere face two major challenges today getting noticed and getting paid To confront these obstacles Bharat Anand examines a range of businesses around the world from The New York Times to The Economist from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted and from talent management to the future of education Drawing on these stories and on the latest research in economics strategy and marketing this refreshingly engaging book reveals important lessons smashes celebrated myths and reorients strategy Success for flourishing companies comes not from making the best content but from recognizing how content enables customers connectivity it comes not from protecting the value of content at all costs but from unearthing related opportunities close by and it comes not from mimicking competitors best practices but from seeing choices as part of a connected whole Digital change means that everyone today can reach and interact with others directly We are all in the content business But that comes with risks that Bharat Anand teaches us how to recognize and navigate Filled with conversations with key players and in depth dispatches from the front lines of digital change The Content Trap is an essential new playbook for navigating the turbulent waters in which we find ourselves

*What Is Content Strategy? A Beginner's Guide To Standing Out Online* Sandra Shillington,2019-06-14 If you re looking for content marketing made easy this book gives you a simple plan to get started The companion guide to The One Year Content Strategy Workbook this book answers the basic questions many entrepreneurs have when they first think about digital marketing It guides you through the one year content planning journal so you can create client attracting to content for your business It will help you create an editorial blog calendar and develop a digital marketing strategy through defining your brand identity target market audience persona and content style guide It will help you develop a content plan and strategy for your business organize your ideas and create an editorial blog calendar

**The Content Strategy Toolkit** Meghan Casey,2023-05-11 In this essential guide Meghan Casey outlines a step by step approach for successful content strategy from planning and creating your content to delivering and managing it Armed with this book you can confidently tackle difficult activities like explaining clearly to your boss or client what s wrong with their content getting the budget to do content work and aligning stakeholders on a common

vision Having The Content Strategy Toolkit at your side is like hiring your own personal consulting firm You get a complete array of instructions tools and templates for most challenges you ll face In this practical and relevant guide you ll learn how to Identify problems with your content and persuade your bosses it s worth the time and resources to do it right Assemble a stellar team for your content project Prepare your organization for content transformation Make sense of your business environment and understand your audience Align stakeholders on business goals and user needs Set a compass for your content and decide how to measure success Create maintain and govern on strategy content You ll learn how to treat content like the strategic asset that it is Quality content increases value Poor quality content destroys value It s as simple as that Meghan s book has specific practical and immediately actionable ideas that will help you increase the quality of your content Gerry McGovern CEO Customer Carewords This second edition goes deep into three integral topics for content leaders assembling cross disciplinary teams evaluating processes and building a content playbook If you re looking to build a new practice or retool an existing one this book will help you succeed Natalie Marie Dunbar Author From Solo to Scaled Building a Sustainable Content Strategy Practice **Return on Engagement** Tim Frick,2013-04-26 First published in 2010 Routledge is an imprint of Taylor Francis an informa company **Content Marketing For 2020 Workbook** Paula Isaiah Panganiban,2020-03-31 This workbook will guide you towards creating an Online Content Marketing positioning for your brand and business You re here because you want to apply content marketing concepts to your business turning yourself into a lean and mean content marketing machine To start what is Content Marketing Content marketing is a strategic marketing and business process focused on creating and distributing valuable relevant and consistent content This content is meant to attract and retain a clearly defined audience and ultimately drive profitable customer action When done correctly content marketing helps create a relationship with your audience which leads to trust And if your audience trusts you they ll be more willing to do business with you when they re ready to make a purchasing decision Your content should attract the right people to your site convert those people into leads and nurture and help close them into customers But it doesn t stop there your content should always delight your customers turning them into promoters of your brand In a nutshell content marketing is really just the art of communicating with your prospects and customers without having to sell to them What You ll Learn in This Workbook he activities and readings in this workbook will help you fine tune and grow your content marketing capabilities Apply what you learned to your business If you need help feel free to send an email at paulaisworkingnow gmail com Lastly follow or like my page on facebook <https://www.facebook.com/digitalstreetagency> and feel free to ask questions Let me help you as you work through your content marketing transformation Please keep this workbook once accomplished This way your progress will be saved correctly as you complete each section About the Author Paula was a Digital Content Producer and Lead Content Specialist and Strategist for SAYS Malaysia a sister company of Mashable SEA and Stripe Reputation and Scenic Figure owned by Edelman Digital s former Senior VP Craig Kronenberger

and local news companies here in the Philippines GMA and ABS CBN Presently she is the resident Digital Content and Digital Marketing Trainer and Data Analyst for predictive descriptive and prescriptive analysis of Star News Group a 100 year old news producer in Melbourne Australia She is the manager of the Digital Marketing Agency Star Media Platform in Melbourne and the main trainer for Target Social a digital consulting company in Australia that trains Journalists the best practices for digital from Content Marketing to SEO She published two books under Digital Street Academy particularly the Social Media 101 Workbook A Beginner s Workbook to Applying Social Media to Your Business and the Content Marketing 101 Workbook Step By Step Guide in Creating Content Marketing Strategy for Your Brand Business     The Fundamentals of Content Strategy Cybellium Ltd,2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT AI Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you re a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey [www.cybellium.com](http://www.cybellium.com)     Mastering Web and Social Media with Content Strategy Emanuele M. Barboni Dalla Costa,2021-11-29 The Timeless Manual for Online Content Creation Success The Definitive Guide to Making Content Creation a Full Fledged Profession Are you ready to turn your passion for online content creation into a successful profession The most comprehensive and versatile Italian guide on the subject is now available ready to accompany you on your uncompromising journey towards achieving your editorial goals Discover the extraordinary benefits this guide offers you Maximize engagement Learn how to stimulate engaging conversations and grow your online community We reveal strategies that will turn your followers into true ambassadors of your success generating genuine word of mouth around your brand Increase brand visibility Our number one goal is to help you make your brand known worldwide Unlock the secrets to overcome obstacles preventing people from seeing your content and reach an ever expanding audience excited about what you have to offer Harness the power of social platforms Not all platforms are created equal but we will unveil the secrets to maximize success on each of them Learn the best practices for writing irresistible social media posts that cut through billions of other posts with persuasive and effective language Build a solid foundation of evergreen content Discover how to create timeless content that consistently attracts new readers regardless of platform or publication time Find your winning niche and construct an ideal customer avatar for extraordinary results Curate visually captivating details Understand the importance of high quality imagery in capturing readers attention We reveal secrets to creating simple immediate images using tools like Canva to add a professional touch to your online content Supercharge your copywriting Storytelling is crucial



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**Practical Content Strategy & Marketing** Julia McCoy, 2017-11-27 Finally a real life practical industry guide on content strategy and marketing Practical Content Strategy Marketing is your go to guide on a practical content strategy and marketing education created by author Julia McCoy as a written accompaniment to her new course the Content Strategy Marketing Course [www.contentstrategycourse.com](http://www.contentstrategycourse.com) If you run a business or if you re trying to break into a top dollar content marketing career you need to know the practical concepts involved in content strategy and marketing The how the why the where of content Content marketing itself involves so many platforms formats content types strategies tools and to get the most ROI from your approach to content marketing and strategy you have to know how to do the most important content marketing practices Forget FOMO and trying to figure out too many things This guide will teach you the most important foundations and skills you actually need in order to get far in our booming industry of content marketing For the first time in the industry Practical Content Strategy Marketing lays the hows of content marketing and strategy out in a step by step approach book form Each section has written exercises built to solidify what you re reading and learning you ll be able to fill these out with a pen Don t be afraid to mark up this book Why is this book different You re not going to find corporate birds eye mumbo jumbo fluff in this content marketing guide Quite the opposite The author Julia McCoy won her way to the top awarded as the top 33rd content marketer in 2016 the hard knocks way She dropped out of college and built a content agency Express Writers on nothing but 75 and the tenacity to go and follow her dream and see it through Five years later Julia s business has served over 5 000 clients and employs over 40 team members and her content consistently ranks at the top of Google and among the highest shared for guest publications Her go to marketing strategy A practical hands on content marketing approach that has ended up bringing her 99% of the clients her agency currently works with With Julia as your guide learn the principles and physical how to behind these six key cores of effective content marketing Module 1 Core Foundations of an ROI Based Content Strategy Module 2 Audience Persona Discovery Sales Funnel Content Mapping Style Guidelines Module 3 Understanding Keywords SEO Opportunities Creating Keyword Reports Module 4 How to Build Content Cores Your Content House for an Authority Presence Online Module 5 Practical Content Creation Your Site Guest Blogging Module 6 Content Promotion Setting a Budget Preparing Your Editorial Calendar Maintenance Along the way you ll get to

build a working content strategy from the ground up using the Brand Strategy Exercises in each module Have your pen and thinking cap ready and a brand you want to build an entire working strategy for Practical Content Strategy Marketing is a field guide for the smartest content marketers who know that strategy is the key to thriving in our world of new marketing through content Bonus leading business marketing expert Mark Schaefer joins Julia to write the foreword and guests Sujana Patel Michele Linn Steve Rayson and more appear in guest lessons throughout the book

**The Ultimate Guide to Digital Marketing for Content Creators** Windi Washington, 2023-09-03 The Ultimate Guide to Digital Marketing for Content Creators is a comprehensive resource designed to help content creators leverage the power of digital marketing to grow their online presence and reach a wider audience In this guide content creators will find a step by step roadmap that covers various aspects of digital marketing including content strategy search engine optimization SEO social media marketing email marketing influencer collaborations and analytics The Ultimate Guide to Digital Marketing for Content Creators serves as a comprehensive resource for content creators looking to maximize their online visibility engage their audience effectively and ultimately grow their brand and business through the power of digital marketing

Content Strategy for the Web Kristina Halvorson, Melissa Rach, 2012-02-28 FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS Your content is a mess the website redesigns didn't help and the new CMS just made things worse Or maybe your content is full of potential you know new revenue and cost savings opportunities exist but you're not sure where to start How can you realize the value of content while planning for its long term success For organizations all over the world Content Strategy for the Web is the go to content strategy handbook Read it to Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter achievable decisions about what content to create and how Find out how to build a business case for content strategy With all new chapters updated material case studies and more the second edition of Content Strategy for the Web is an essential guide for anyone who works with content

*Content Marketing* James Harris, 2017-08-19 Content marketing is the most important marketing strategy you will ever learn Whether you are struggling to successfully use content marketing to scale your business or if you have never heard of it before this guide is perfect for you This book will walk you through the exact process of identifying your audience generating unique content for them using that content to successfully convert viewers into leads and leads into clients and how you can analyze your success and use those results to increase your success even more Learning how to use content marketing in your business may seem difficult but truthfully it isn't In fact it may be one of the easiest things you ever do Content marketing ultimately takes the relationship between your business and your client and moves it online Since the majority of your clients will be in the online space it gives you an excellent opportunity to access them and build your connection and relationship with them In the old days customer relationships were built by you communicating with customers who attended your business These days it must go further than that If you want to have successful marketing

strategies in place and have a greater impact on your ability to maintain and grow your business you need to be taking advantage of content marketing and all of the amazing benefits it has to offer If you are ready to take your brand to client relationship to the next level increase your success and have a greater opportunity to build rapport in the industry you need to start using content marketing strategies Look no further because Content Marketing Do Things Differently with Powerful Strategies and Make Much More Money Online Easy and Simple Guide will help you do exactly that Get your copy of this powerful book today and start enjoying the full power of Content Marketing Get This Ebook for 100% Free When Buying The Paperback

Outside-In Marketing James Mathewson, Mike Moran, 2016-04-08 Supercharge ROI by Rebuilding Content Marketing Around Your Customer Marketing has always been about my brand my product my company That s inside out marketing Today customers hate it and ignore it What does work Customized messages they already care about Marketing that respects their time and gives them immediate value in exchange for their attention Marketing that s outside in Now two renowned digital marketing thought leaders show how to integrate content marketing with Big Data to create high ROI outside in marketing James Mathewson and Mike Moran share new practices techniques guidelines and metrics for engaging on your customers terms using their words reflecting their motivations Whether you re a content marketer marketing executive or analyst you ll learn how to Ease your customers pain solve what keeps them up at night with compelling content experiences Build content that s essential to clients and prospects in each step of their buyer journeys Integrate search and social data into all facets of content development to continually improve its effectiveness Build evergreen content that is continuously improved to better meet the needs of your clients and prospects Apply advanced machine learning text analytics and sentiment analysis to craft more discoverable shareable content Shape your messages to intercept your clients and prospects information discovery in Google Transform culture and systems to excel at outside in marketing

**The Ultimate Guide to Content Marketing and Digital PR** Charlie Marchant, Luke Nicholson, Tim Cameron-Kitchen, 2016-06-13 Ever wanted to get your business featured in publications like Forbes National newspaper websites magazines and trade journals Perhaps you ve noticed the rise of blogging and wondered how your business can tap into this ready made network of highly influential people to boost your credibility and get in front of your perfect target audience In this groundbreaking book the superstar Digital PR team from Exposure Ninja break down step by step their process for getting any business in any market coverage in the most relevant online publications Whether you want to build credibility to become an authority drive traffic to your website or attract the sort of links that turbocharge ranking this book will walk you through the process You will discover How businesses of all size from 1 person to 100 000 people can utilise Digital PR for free publicity How to identify the perfect market to maximise the impact of your Digital PR How to generate ideas and angles for stories that publications will bite your hand off for The secret underworld of Sponsored Content and how to utilise it for maximum profit How to use Content Marketing to spread your reach through infographics articles and videos How to find and connect with the most

influential bloggers in your market and have them sing your praises publicly to their audience How to use contests to boost your social media following including one example that generated over 3 000 entries for less than the price of three cups of coffee How and why to use live events to explode your online visibility clue the strategies in this section won t have even occurred to your competitors How to create and manage a workable digital PR campaign in whatever time you have available whether it s 20 minutes per week or 8 hours per day How to use two hashtags on Twitter to unlock a hidden world of journalists desperate to write about you clue see an example of this strategy where we sent 3 tweets which got us featured in Forbes The Telegraph and The Guardian websites in less than 2 weeks What most businesses don t realise is that journalists editors and bloggers are crying out for good stories to write about Provided that you understand exactly what they are looking for and how to position your business in a way that makes you interesting rather than have to push push push these gatekeepers will be coming to you asking for more About The Authors Charlie and Luke head up Exposure Ninja s Digital PR team With years of experience running campaigns for businesses in every imaginable market and even some unimaginable ones they have developed a set of simple easy to follow systems that mean any business can get the sort of visibility online that previously seemed out of reach Tim Cameron Kitchen is a 5 time bestselling author and Head Ninja at Exposure Ninja Having helped tens of thousands of businesses to improve their online visibility and attract more customers from the Internet he is one of the UK s leading Digital Marketing authorities and now runs the 65 strong digital marketing company Exposure Ninja Who Is This Book For Whether you are a solopreneur looking for free advertising or a large multinational wanting to develop a Digital PR strategy to tap into the new generation of online authorities this book will guide you through the processes that Exposure Ninja uses day in day out to get coverage for their clients in any market From e commerce stores to tradesmen the range of strategies covered in this book means that whatever you sell and to whomever you sell it you ll find the perfect angle for you Hidden Extras This book comes with FREE lifetime updates and a digital marketing review worth 198 Details inside

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## **How Do You Evergreen Content Strategy Guide For Digital Nomads Introduction**

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