

# SHORT VS. LONG

- May get more backlinks
- Easier to crawl
- Mobile-friendly
- Quick to consume; less risk of losing the reader's attention
- More focused and concise
- Encourages immediate action
- Faster and less expensive to produce
- Ideal for updates and topics that don't require in-depth explanations

- May increase organic traffic
- Tends to rank higher
- Helps brands establish authority and credibility
- Increases time spent on page
- May have more conversions
- Uses more keywords
- Is more likely to be shared or saved for future reference
- Requires more resources to produce
- Ideal for topics deserving a deep dive and pillar content

# How Do You Short Form Content Ideas For American Readers

**Beverly Ann Chin, McGraw-Hill  
Education**



## **How Do You Short Form Content Ideas For American Readers:**

**Resources in Education** ,1990      *A History of the Book in America* David Paul Nord,Joan Shelley Rubin,Michael Schudson,2015-12-01 The fifth volume of *A History of the Book in America* addresses the economic social and cultural shifts affecting print culture from World War II to the present During this period factors such as the expansion of government the growth of higher education the climate of the Cold War globalization and the development of multimedia and digital technologies influenced the patterns of consolidation and diversification established earlier The thirty three contributors to the volume explore the evolution of the publishing industry and the business of bookselling The histories of government publishing law and policy the periodical press literary criticism and reading in settings such as schools libraries book clubs self help programs and collectors societies receive imaginative scrutiny as well The *Enduring Book* demonstrates that the corporate consolidations of the last half century have left space for the independent publisher that multiplicity continues to define American print culture and that even in the digital age the book endures Contributors David Abrahamson Northwestern University James L Baughman University of Wisconsin Madison Kenneth Cmiel d 2006 James Danky University of Wisconsin Madison Robert DeMaria Jr Vassar College Donald A Downs University of Wisconsin Madison Robert W Frase d 2003 Paul C Gutjahr Indiana University David D Hall Harvard Divinity School John B Hench American Antiquarian Society Patrick Henry New York City College of Technology Dan Lacy d 2001 Marshall Leaffer Indiana University Bruce Lewenstein Cornell University Elizabeth Long Rice University Beth Luey Arizona State University Tom McCarthy Beirut Lebanon Laura J Miller Brandeis University Priscilla Coit Murphy Chapel Hill N C David Paul Nord Indiana University Carol Polsgrove Indiana University David Reinking Clemson University Jane Rhodes Macalester College John V Richardson Jr University of California Los Angeles Joan Shelley Rubin University of Rochester Michael Schudson University of California San Diego and Columbia University Linda Scott University of Oxford Dan Simon Seven Stories Press Ilan Stavans Amherst College Harvey M Teres Syracuse University John B Thompson University of Cambridge Trysh Travis University of Florida Jonathan Zimmerman New York University      **Reading Instruction in the Content Areas** Walter J. Lamberg,Charles E. Lamb,1980      **The Outlook** Lyman Abbott,Hamilton Wright Mabie,Ernest Hamlin Abbott,Francis Rufus Bellamy,1903      *Outlook and Independent* ,1903      **Outlook** ,1903      **New York Teachers' Monographs** ,1921      **Teachers Monographs** ,1921      **Harvard Law Review** ,1917      *Journal of Health, Physical Education, Recreation* ,1949      **Ideas and Suggestions for Curricular Adaptations at the Secondary Level** Janet Filbin,1993      *The Independent* Leonard Bacon,Joseph Parrish Thompson,Richard Salter Storrs,Joshua Leavitt,Henry Ward Beecher,Theodore Tilton,Henry Chandler Bowen,William Hayes Ward,Hamilton Holt,Fabian Franklin,Harold de Wolf Fuller,Christian Archibald Herter,1916      *The Saturday Review of Politics, Literature, Science and Art* ,1890      *Every Saturday* ,1871      **The Westminster** ,1909      **American Literature** Beverly Ann Chin,McGraw-Hill Education,2001-10      **Irish University Review** ,2006 A journal of Irish studies

*Proceedings of the ... Meeting of the American Association of Instructors of the Blind* American Association of Instructors of the Blind, 1926

**Prereading Activities for Content Area Reading and Learning** John E. Readence, David W. Moore, Robert J. Rickelman, 2000 Reading materials used during the study of subjects often contain unfamiliar concepts, strange terms, and unusual writing styles. Research has informed educators about the value of preparing students for reading in the content areas. This book provides practical activities that help teachers begin in the complicated task of planning effective pre-reading activities that maximize their students' learning.

Table of contents: Chapter 1 Preparing students to read in the content areas; Chapter 2 Asking and answering questions before reading; Chapter 3 Forecasting passages; Chapter 4 Understanding vocabulary; Chapter 5 Graphically representing information; Chapter 6 Writing before reading; Chapter 7 Combining pre-reading activities.

**Linking Literature with Life** Alexa L. Sandmann, John F. Ahern, 2002 Three significant changes have impacted the teaching of social studies to young adolescents in the past decade: 1. development of the curriculum standards for social studies by the National Council for the Social Studies (NCSS); 2. growth in the number of middle schools which are premised on the integration of content; and 3. expansive use of children's literature in social studies. This book is in response to those innovations which are explained in two parts: 1. provides a rationale for using trade books in social studies and details strategies for nurturing students' reading comprehension; and 2. provides annotations for more than 250 trade books along with ideas for classroom use and recommends 150 additional titles. An index by title and an index by subject are also included. BT

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