resources

# Lecture 8 – user analysis

**Here are some good online resources on how to create user personas when strategizing on content.**

1. The Problem with Personas and Some Solutions (by Kanupriya Vashisht and Atul Handa)

<https://www.uxmatters.com/mt/archives/2016/09/the-problem-with-personas-and-some-solutions.php>

1. **The Encyclopedia of Human-Computer Interaction, 2nd Ed.** (by Lene Nielsen)

<https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas>

1. **Personas** (usability.gov)

<https://www.usability.gov/how-to-and-tools/methods/personas.html>

1. **How to Create a Content Strategy That Actually Drives Organic Traffic** (by Neil Patel)

<https://blog.hubspot.com/marketing/create-content-strategy-drive-organic-traffic>

1. **How User Personas Can Improve Your SEO Strategy (Kissmetrics)**

<https://blog.kissmetrics.com/user-personas-for-seo/>

1. **Give Content a Meeting with Personas** (by Brittany Zerr)

<https://kickpoint.ca/give-content-a-meaning-with-personas/>

1. **How to Create Easy, Yet Actionable, Content Marketing Personas** (by Jodi Harris)

<http://contentmarketinginstitute.com/2015/04/content-marketing-personas/>

1. **How to Create Personas and Map Content to the Buyer Journey** (by Giuseppe Caltabiano)

<https://insights.newscred.com/how-to-create-personas-and-map-content-to-the-buyer-journey/>