

What is Content Strategy?

...and why should I
care?

A Cautionary Tale



The Winchester House, San Jose California

**OWNED BY THE HEIRESS TO
THE WINCHESTER ARMS
FORTUNE**



Winchester Mystery House

The Winchester House, Aerial View

- 160 Rooms
- 40 Bedrooms
- 47 fireplaces
- 2 Ballrooms
- 2 elevators
- 2 basements



Stairway to Nowhere



Front Door on the Second Floor

**“...BUILD A HOME, BUT
NEVER LET IT BE FINISHED,
FOR THEN YOU WILL LIVE.”**

Built just like many
websites are built.



Look Familiar?

That's Why You
Should Care.

Web Surfing Devices

- Computers
- Phones
- Tablets
- Game Consoles
- Digital Signs

Website Purposes

- Show
- Tell
- Report
- Persuade

Website Content

- Entertainment
- Information
- Education
- Participation
- Connection

What is the Foundation of Content Strategy?

Writing

Writing for the Web

- Shorter is better

JAKOB NIELSEN "HOW USERS READ ON THE WEB."

GERRY MCGOVERN "THE WEB CONTENT STYLE GUIDE"

Writing for the Web

- Be direct
 - Start with the Subject
 - Inverted Pyramid Style

JAKOB NIELSEN "HOW USERS READ ON THE WEB."

GERRY MCGOVERN "THE WEB CONTENT STYLE GUIDE"

Writing for the Web

- Create Headings That Work
 - Use Keywords
 - Use Powerful Language
 - Be Honest

Writing for the Web

- Use subheads
 - Meaningful
 - Intriguing

JAKOB NIELSEN "HOW USERS READ ON THE WEB."

GERRY MCGOVERN "THE WEB CONTENT STYLE GUIDE"

Writing for the Web

- Web paragraphs are different
 - One Idea
 - 3-4 Simple Sentences
 - Wordcount <50

Web readers are
much less
motivated than
readers of other
documents.

How People Read the Web



Finally...

Content Strategy

Definition:

**“CONTENT STRATEGY PLANS
FOR THE CREATION,
PUBLICATION, AND
GOVERNANCE OF USEFUL,
USABLE CONTENT.”**



KRISTINA HALVORSON,
“CONTENT STRATEGY FOR THE WEB.”

Content Strategy Identifies...

- Key themes and messages
- Recommended topics
- Content purpose
- Content gap analysis

Elements of Content Strategy

- Know what you have
 - content
 - structure
- Know what you want
- Know what the audience wants
- Organize for the audience

Know What You Have

- Content
- Structure

Know What You Want

- Keep the good stuff
- Ditch the old and tired

Know What The Audience Wants

- What's useful
- What's necessary

Organize For The Audience

- Site
- Sections
- Pages
- Widgets and sidebars

10,000 foot View



Web Content Has Structure

Basic

Acme Widgets

1. Products

1.1. Widgets

1.2. Whatsits

1.3. Wizzbangs

2. Services

2.1. Lube

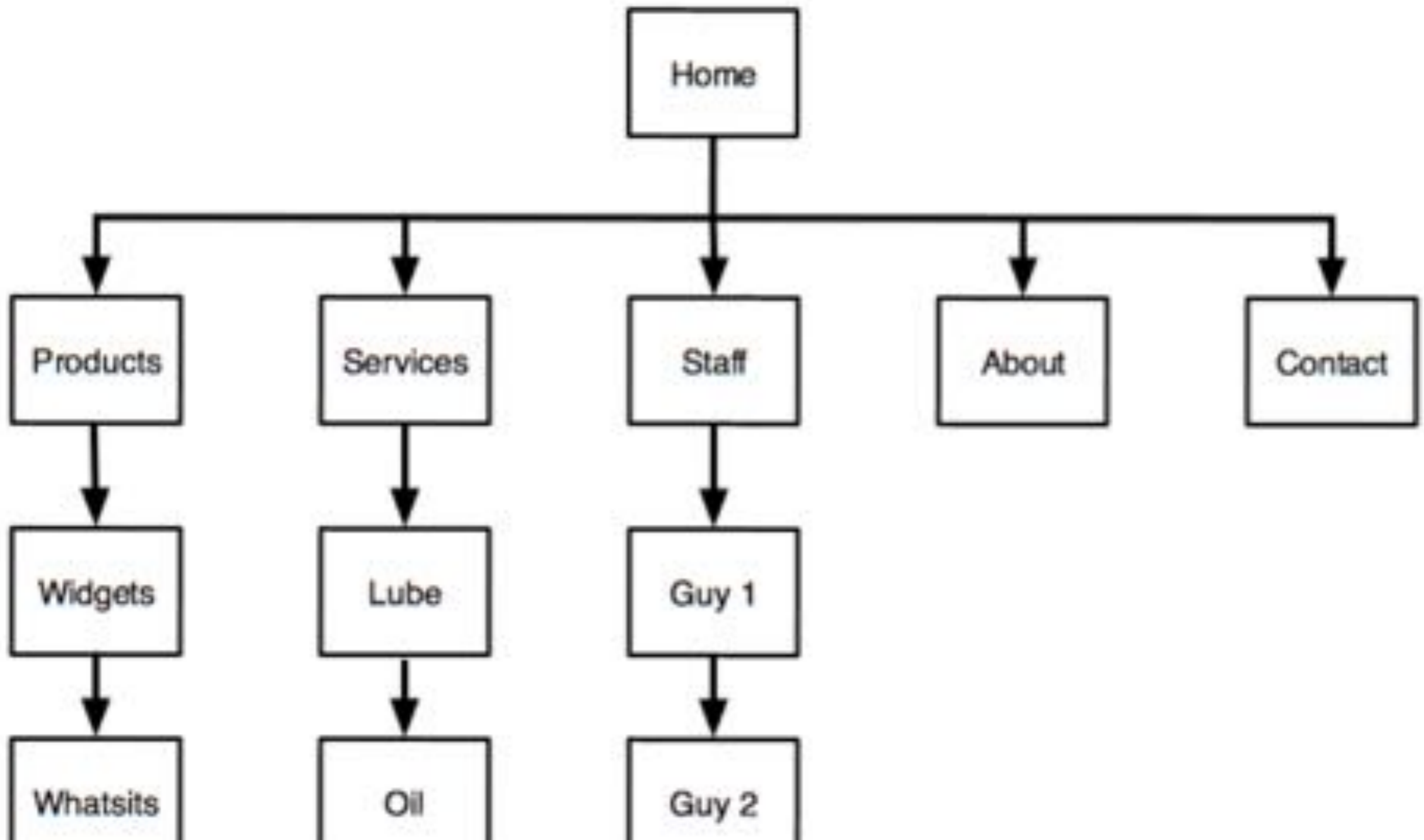
2.2. Oil

2.3. Filter

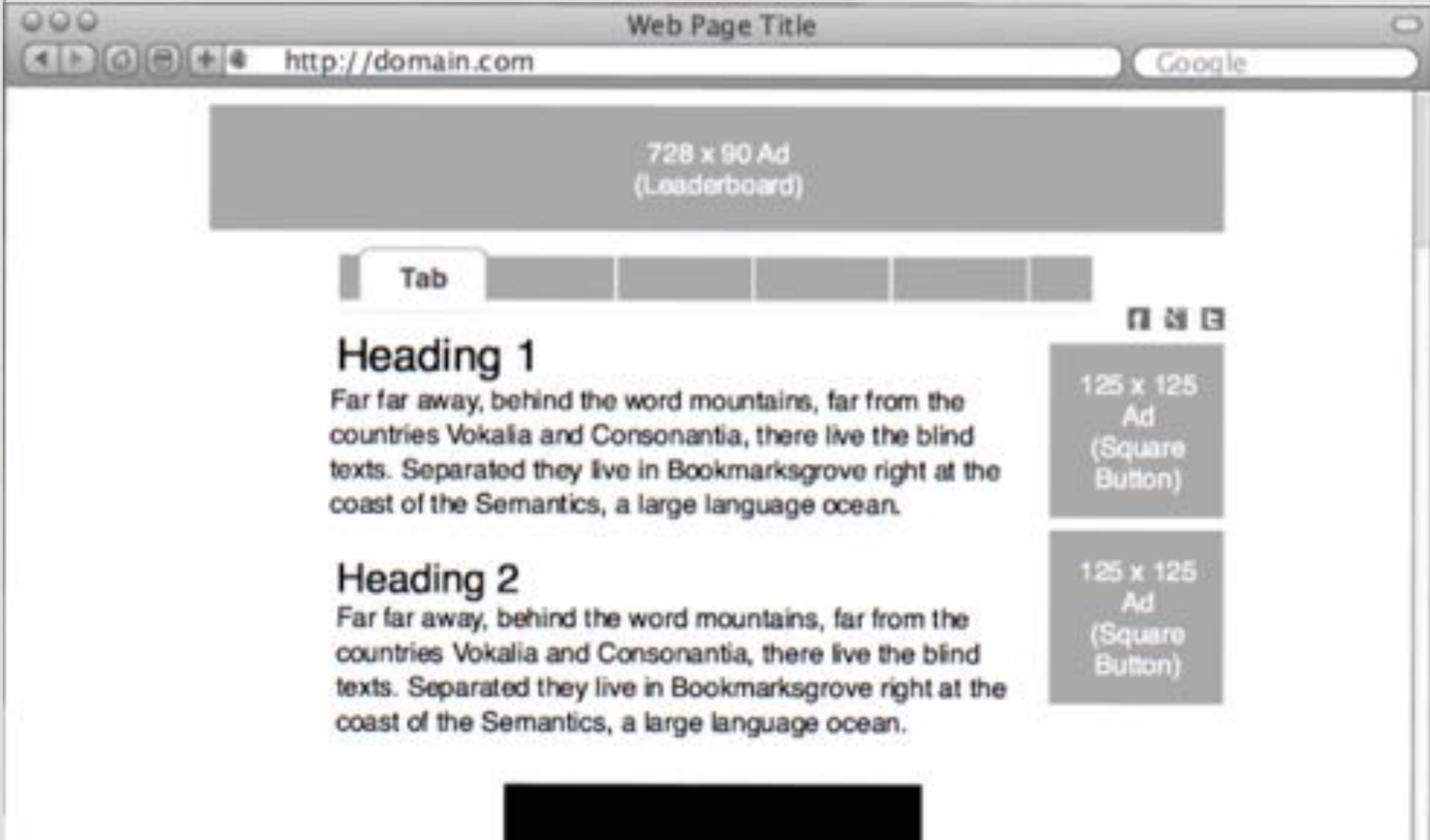
3. Staff

3.1. Guy 1

High Level



In the Trench



Tools & Deliverables

- Spiders
- Inventories
- Information Architecture Diagrams
- Wireframes
- Style Guide

Spider for Discovery

URL: <http://www.yemontoo.com>

Seed Progress: 100% Max Depth: 8 Index Links: 1337

Message: Complete

Pages Linking from: [] Zoom: []

Index	Location	Title	Size	Out Links	In Links	Type	Return Code	Link Type	Last Modified
1	/	EMC WTS Siemens	40250	133	240	text/html	300	absolute	
2	/wp-content/uploads/2011/01/	WTS profile	1842	0	240	text/html	300	external	
3	/wp-content/uploads/2011/01/		10984		240	text/css	300	absolute	Tue, 10 Jan 2012 22:47:30 GMT
4	/wp-content/uploads/2011/01/		42		240	text/plain	300	absolute	
5	/feed/		18		240	text/xml	300	absolute	Fri, 22 Feb 2013 00:20:22 GMT
6	/comments/feed/		293		240	text/xml	300	absolute	Thu, 25 Feb 2013 15:49:12 GMT
7	/wp-content/plugins/socialize/wp-content/uploads/2011/01/		1848		241	text/css	300	absolute	Mon, 18 Feb 2013 00:22:41 GMT
8	/wp-content/uploads/2011/01/				240			absolute	
9	/wp-content/uploads/2011/01/	Explore EMC EMC WTS	11444	91	239	text/html	300	absolute	
10	/student-resources/	Student Resources EMC	18251	90	239	text/html	300	absolute	
11	/student-resources/feed/		263			text/xml	300	absolute	Thu, 25 Feb 2013 15:49:12 GMT

SiteCrawler - Information for http://www.yemontoo.com

Site Scanned:	http://www.yemontoo.com
Total Nodes Scanned:	1337
Number of not found links:	401
Number of moved links:	50
Largest Node Found:	http://wp-content/uploads/2011/01/1098412794.css
Largest Node Size:	38817100
Smallest Node Found:	feed/
Smallest Node Size:	18
Newest Node Found:	http://wp-content/uploads/2011/01/184812794.css
Newest Node Date:	Sat, 23 Feb 2013 17:50:01 GMT
Oldest Node Found:	http://wp-content/uploads/2011/01/1098412794.css
Oldest Node Date:	Tue, 10 Jan 2012 22:47:30 GMT
Number of external links:	390
Number of external not found links:	4
Number of external resource moved:	49
Number of password protected links:	0

A robots.txt file was found, and the following directories were excluded in building the map:
 wp-admin/
 wp-includes/

General Information

To view a page, click on either the title above, or the node symbol on the map itself. This will cause the node to become selected. Bigger nodes represent a larger sized object. You can drag nodes around to make the map easier to understand.

There are several nodes in the map. When a node is selected, it is rendered in the browser, highlighted in the title and highlighted on the map. The map will also show what other nodes it links to. You can also view which nodes (pages) link to the selected node by clicking the "Selected | 247" option in "Link To". This selection is found above the map. [View](#)

User Agent: Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-us; Apple)

Display Mode: [] Tree [] Color Coded []

Inventory to Count

Content Inventory

Item No.	Item Description	Unit	Quantity	Value	Location	Remarks
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Style Guide for Format



Use Mixed Case with Prose Content

Document Type: Standard

Content: HHS must use mixed upper- and lower-case letters when displaying continuous prose text. This standard will apply to headlines, headers, and links, as well as the body of content.

If a phrase is intended to attract the users attention, display the phrase in bold or italics. Only use these methods to emphasize one or two words, or a short phrase, because they slow reading performance when used for extended prose. They also cease being eye-catching.

Reason: TEXT PRESENTED IN ALL CAPS IS DIFFICULT TO READ. Reading text is easier when capitalization is used conventionally to start sentences and to indicate proper nouns and acronyms.

Sources:

Related Web Standards and Usability Guidelines:

Calendar to Manage

