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

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."

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

- Requirements
- Personas, scenarios
- Governance
- Budget

- Acquire
- Author/Edit
- Version/Localize
- Metadata

Analyze   **Collect**

Publish   **Manage**

- Aggregate
- Transform
- Present
- Syndicate
- Revise/sunset

- Modeling/typing
- Configure/components
- Structure /standards
- Repository

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
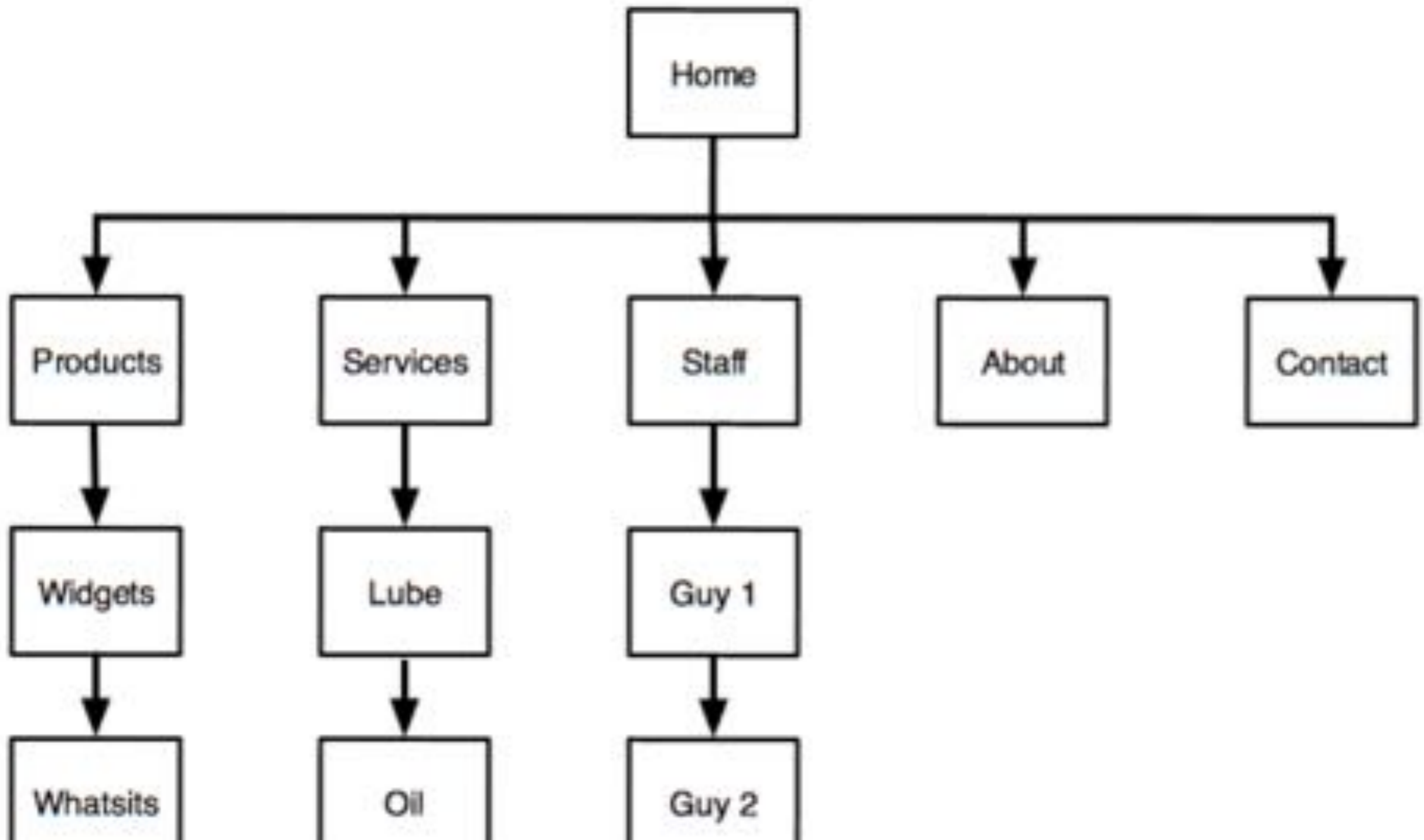
In the Trench
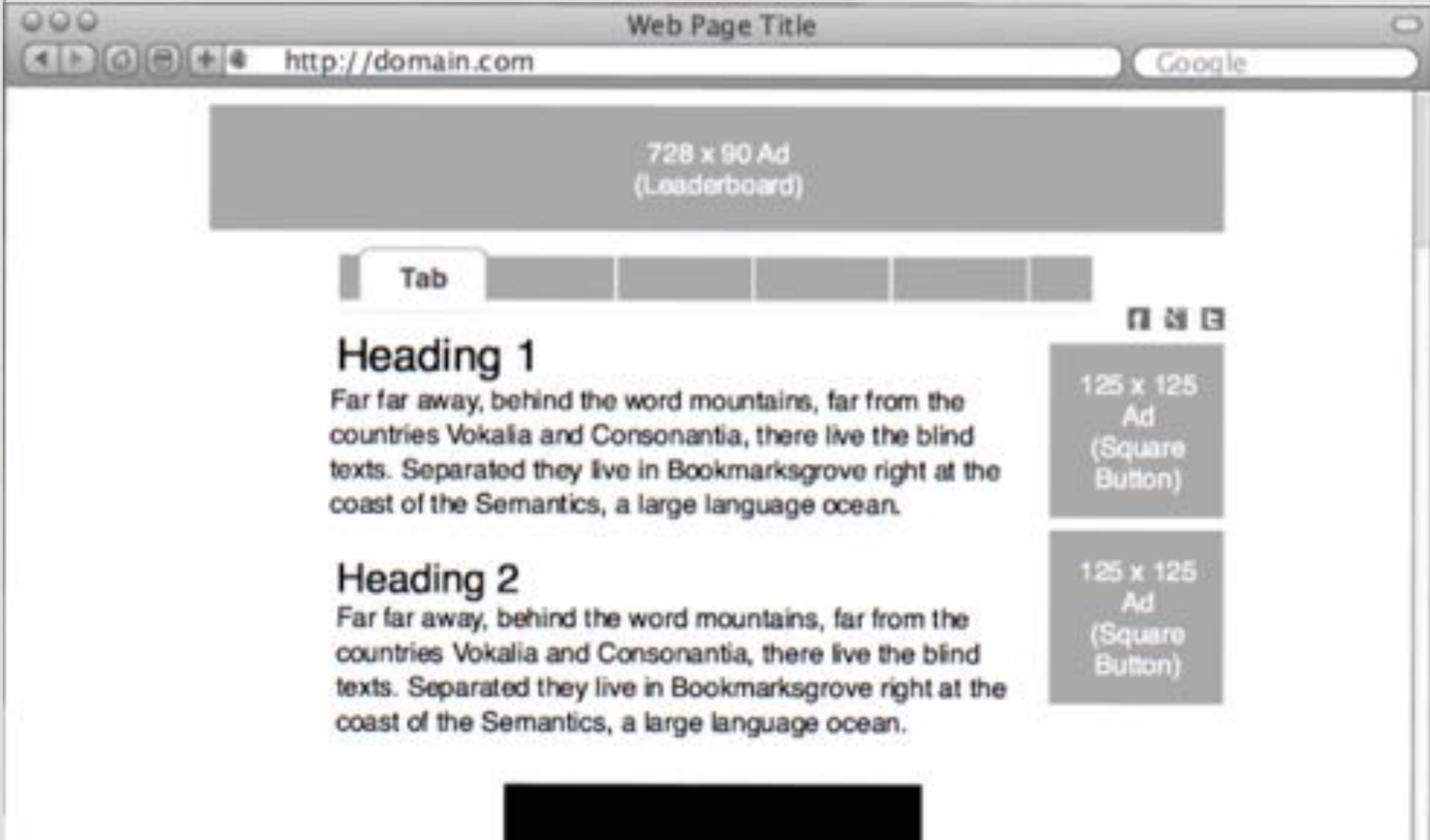
Tools & Deliverables

- Spiders

- Inventories

- Information Architecture Diagrams

- Wireframes

- Style Guide

Spider for Discovery

Inventory to Count

Style Guide for Format

HHS Home > Web Communications & New Media > Standards and Usability Guidelines > Use Mixed Case with Prose Content>

Text Size: A **A A**

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