CONTENT STRATEGY

for Designers

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HI, MY NAME IS JARED PONCHOT, AND I’M A DESIGNER

not a content strategist
WHAT IS CONTENT STRATEGY?
WHY IS CONTENT STRATEGY AWESOME?

for designers, developers, everybody!
I CAN HAZ CONTENT STRATEGY?
WHAT IS CONTENT STRATEGY?
ROLE CLARITY IS IMPORTANT
A CONTENT STRATEGIST "TAKES THE BUSINESS OBJECTIVES AND THE AUDIENCE OBJECTIVES AND ALIGNS THEM ACROSS ALL PLATFORMS AND CHANNELS."

— Shelly Bowen
WAIT, SO WHAT DOES A DESIGNER DO?
CONTENT STRATEGY IS PLANNING FOR THE CREATION, DELIVERY, AND GOVERNANCE OF USEFUL, USABLE CONTENT.

— Kristina Halvorson
CONTENT STRATEGY IS TO COPYWRITING AS INFORMATION ARCHITECTURE IS TO DESIGN.

— Rachel Lovinger
WE DEFINE CONTENT STRATEGY AS: GETTING THE RIGHT CONTENT TO THE RIGHT USER AT THE RIGHT TIME.

— Kevin P. Nichols
WHAT DOES A CONTENT STRATEGIST CARE ABOUT?

- Business Goals
- Audience Needs
- Message & Meaning
- Voice & Tone
- Relevance
- Delivery Channels
- Editorial Process
- Sustainability
PURPOSE, NOT PREFERENCE
PRIORITY, NOT PLACEMENT
SYSTEMS, NOT PAGES
DESIGN IS THE CONSCIOUS EFFORT TO IMPOSE A MEANINGFUL ORDER

— Victor Papanek
A CONTENT STRATEGIST ISN’T DISTRACTED WITH THE PRESENTATION.
WHY IS CONTENT STRATEGY AWESOME?

for designers, developers, everybody!
FORCE MULTIPLIER
9 WOMEN CAN’T MAKE A BABY IN 1 MONTH!

— Fred Brooks
GAP BRIDGER
SILO BUSTER
DETAILS

where the devil is
Plans are of little importance, but planning is essential. — WINSTON CHURCHILL
As we know, There are known knowns. There are things we know we know. We also know there are known unknowns. That is to say, we know there are some things we do not know.

—Donald Rumsfeld
But there are also unknown unknowns, the ones we don’t know we don’t know.

— DONALD RUMSFELD
OFTEN, AT FIRST GLANCE, WE SEE WHAT WE WANT TO SEE
GESTALT
THE CONTENT INVENTORY
Doing a Content Inventory (Or, A Mind-Numbingly Detailed Odyssey Through Your Web Site)

June 18, 2002 | By Jeffrey Veen

I’ve spent the last year working with clients on a variety of information architecture and design problems. One of the most strikingly consistent issues, however, has been how many of these companies still haven’t developed content management systems. I’ve spoken with enterprises in the Fortune 100 who find themselves sitting on top of 6 years’ worth of Web content trapped in static HTML files. They know they need to get this stuff into database and redesign their site into a template-driven system...
CONTENT INVENTORY

- Item ID
- Item Title
- URL
- Content Type
- Attributes / Meta Data

- Topics / Keywords
- Owner / Maintainer
- ROT
- Notes
A content inventory is a decidedly human task. In fact, we find that the process can often be as valuable as the final spreadsheet.
GO BEYOND THE WEBSITE
WHAT DOES IT GET YOU?

- Ready for a Content Audit
- Ready for Content Modeling
TREASURE!

findable in 1 out of every 100 projects
THE CONTENT AUDIT
WHAT TO AUDIT FOR?

・ Does it support a business goal?
・ Does it aid a user need?
・ Does it inspire action?
・ Does it pose a technical challenge for a responsive redesign?
THE CONTENT MODEL
THE CONTENT MODEL

Documents ...

- the types of content your project needs
- the discrete attributes that make up each content type
- the relationships between them
THE TYPES OF TYPES
### Partner
- Name
- Short summary
- Full text
- Logo
- Home page (optional)

### Testimonial/Interview
- Headline
- Byline
- Pull quote
- Image (Optional)
- Video (Optional)
- Transcript (Optional)

### Community Spotlight*
- Headline
- Pull quote
COMPONENT
INTENT MAPPING
PERSONA

SCENARIO A

CONTENT TYPE A
CONTENT TYPE B
CONTENT TYPE C
TA DA!
THANKS!