

CONTENT DOESN'T GROW ON TREES

AN INTRODUCTION TO CONTENT STRATEGY

THIS IS A WISHING TREE

- Please find a blank tag
 - Write your wish (for you, a loved one, the neighborhood, etc.)
 - Tie it to a nail in the tree
 - Read someone else's wish and hope it comes true.
- Thank you!

JAMIE SCHMID | WORDCAMP PORTLAND 2017

HI! I'M JAMIE SCHMID.

I'M A DESIGNER
WORDPRESS DEVELOPER
CHAMPION OF CONTENT STRATEGY
FROM PORTLAND, OR

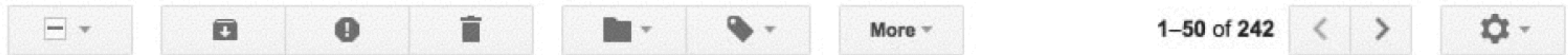
_TWEETS! @JAMIESCHMID

**CONTENT IS REGULARLY THE
MOST UNDERESTIMATED PART
OF A WEBSITE PROJECT.**

- THE CONTENT YOU RECEIVE **DOESN'T MATCH** THE STRUCTURAL LAYOUT OF THE SITE
- **CONTENT MESS:** UPLOADED TO FTP, EMAIL, HARD COPY, GOOGLE DOCS, FLATTENED PDF
- WRONG / NON-DESCRIPTIVE **NAMES ON ASSETS**
- CONTENT DELIVERED IN ONE CLUMP IN THE **11TH HOUR**
- HAVING TO REUSE **OLD CONTENT** BECAUSE WE FAILED

PROBLEMS.

LOOK FAMILIAR?



<input type="checkbox"/>		John A. Client	RE: Manufacturing Section - We didn't have time to finish this, please just use the copy from	Jul 23
<input type="checkbox"/>		John A. Client	Contact Us, some other content - I sent these back in April, you should have them already???	Jul 22
<input type="checkbox"/>		John A. Client	RE: Product pages - I will get this to you ASAP, I'm trying to get as much as I can before	Jul 22
<input type="checkbox"/>		John A. Client	Re: Site Content - Sorry, I forgot the About Us page and Jenny updated Members, reattach...	Jul 20
<input type="checkbox"/>		John A. Client	Site Content - I'm attaching the pages for Members, About Us, a couple events, and some im...	Jul 20
<input type="checkbox"/>		John A. Client	Re: Meetup images - I'm not sure which will work, just use whichever ones you think are good	Jul 18
<input type="checkbox"/>		Sally B. Client	Update: Homepage intro text - We've decided we need pictures of our dog in the intro because	Jul 15
<input type="checkbox"/>		John A. Client	Final final copy - Hi, I updated the second part of the Members page	Jul 12
<input type="checkbox"/>		Sally B. Client	Homepage intro text - I'm going to run this by Katherine, but it should be pretty good to go	Jul 10
<input type="checkbox"/>		Sally B. Client	Re: Logo - All I can find is a gif, can you just use this?	Jul 7
<input type="checkbox"/>		John A. Client	Meetup images: I'm attaching a bunch of images from our Meetup on Thursday that I think	Jul 4
<input type="checkbox"/>		Sally B. Client	Logo - Will this work?	Jul 4

WHY DOES THIS HAPPEN?

- NOBODY **ASSIGNED** TO DO IT
- NO CLEAR IDEA OF **EXISTING CONTENT**;
QUALITY, RELEVACY, DUPLICATION
- NO **CENTRAL LOCATION** TO KEEP TRACK
OF IT ALL / STORE IT
- **SOURCES** NOT CLEARLY IDENTIFIED
- YOUR CLIENT IS NOT A **WRITER**

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?

CONTENT STRATEGY

**PLANS FOR THE CREATION, DELIVERY,
& GOVERNANCE OF USEFUL, USABLE CONTENT**

- KRISTINA HALVORSON

IT CONCERNS

VOICE AND TONE

MULTICHANNEL CONSISTENCY

COMMUNICATION ACROSS DEPARTMENTS

CONTENT SCHEDULE

GOVERNANCE

EDITORIAL WORKFLOW

FRESH CONTENT

CONTENT ARCHITECTURE

WHY DO WE NEED IT?

- ANSWERS **WHO, WHAT, WHERE, WHY, HOW, WHEN**
- CONTENT IS MASSIVE, POLITICAL AND TIME-CONSUMING:
EVERYONE UNDERESTIMATES IT.
- YOUR WEBSITE SHOULD BE **BUILT AROUND YOUR CONTENT,**
NOT THE OTHER WAY AROUND!
- DO YOU WANT TO BE THE ONE RESPONSIBLE FOR **MAKING THE
ENTIRE DEPARTMENT STAY UNTIL 3AM WRITING/ENTERING
CONTENT THE NIGHT BEFORE THE WEBSITE LAUNCH?**

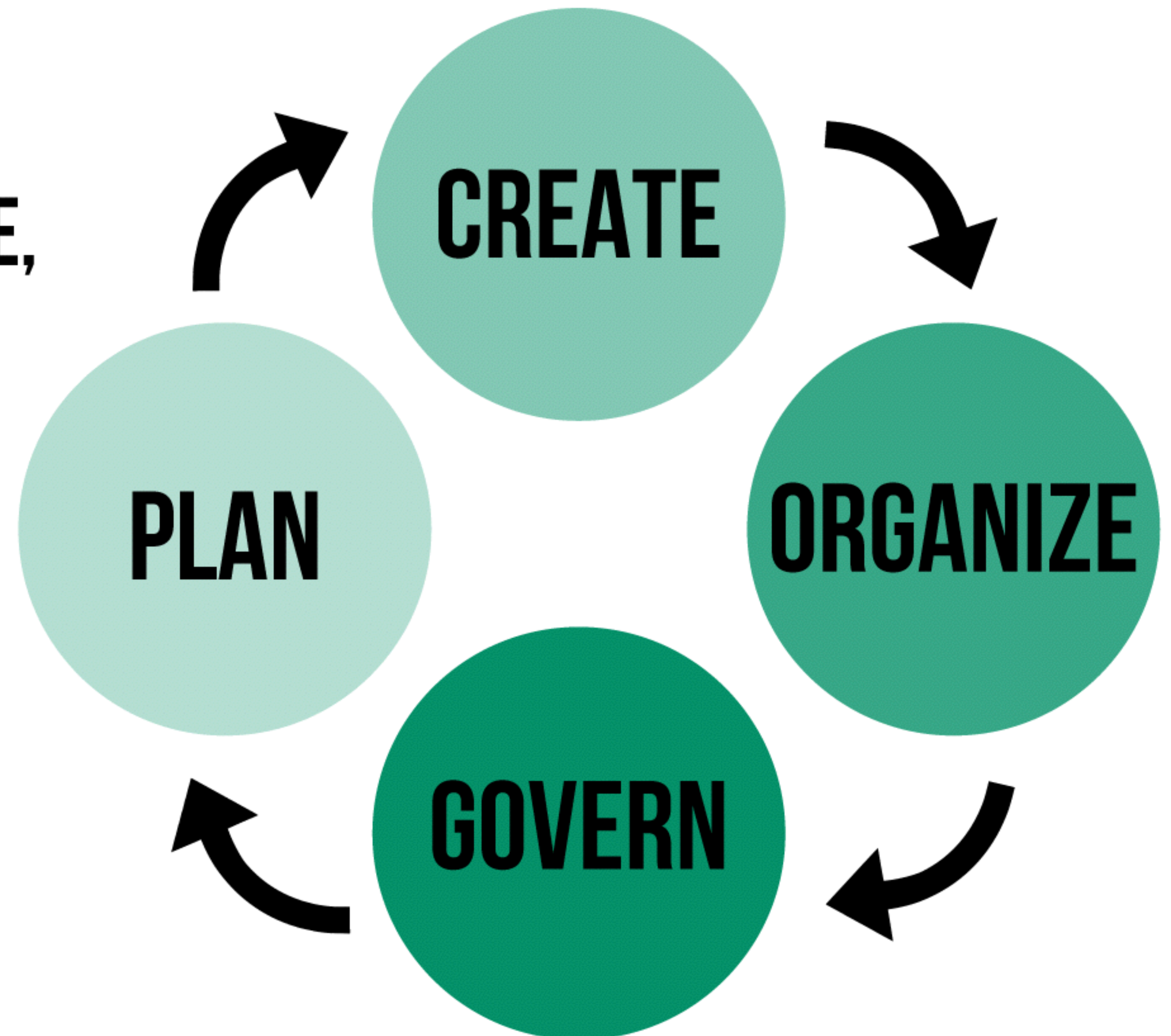
- **ACCURATE CONTENT ON TIME, IN THE RIGHT FORMAT,
IN THE RIGHT STYLE**
- **STREAMLINED WEB DEVELOPMENT PROCESS: REAL CONTENT,
LESS LAST-MINUTE REVISING OR RE-ARCHITECTING SITE;**
- **FIND CONTENT ISSUES EARLY**

THE PAYOFF.

HOW DOES IT WORK?

**YOUR WEBSITE IS A LIVING THING.
IT NEEDS FRESH, HEALTHY, ACCURATE,
TIMELY CONTENT TO SURVIVE.**

**GOOD CONTENT
IS AN ONGOING PROCESS.**



PLAN

WHAT DO YOU WANT TO SAY?

HOW DO YOU WANT TO SAY IT?

WHAT DO YOU NEED TO CREATE?

DEFINE REQUIREMENTS

AKA THE DISCOVERY PHASE

LEGAL • BUSINESS IDENTITY/BRANDING
CREATIVE • TECHNICAL

GOAL:

A SOUND UNDERSTANDING OF **BUSINESS GOALS AND OBJECTIVES**,
FOLLOWED BY A DETAILED UNDERSTANDING OF **FUNCTIONAL AND**
FEATURE REQUIREMENTS.



CONTENT MIND MAP

A FREEFLOWING BRAINSTORM
TO ITERATE THROUGH

FIND **WHAT** CONTENT
YOU NEED AND **WHY**

CONTENT MIND MAP



- CONTENT MARKETING INSTITUTE

SOURCE YOUR CONTENT

WHERE IS IT GOING TO COME FROM?

**ORIGINAL CONTENT, CREATED IN-HOUSE
CO-CREATED • AGGREGATED • CURATED
LICENSED CONTENT • USER-GENERATED**



CONTENT STYLE GUIDE

A GUIDE FOR YOUR CONTENT CREATORS
TO STAY ON TRACK

**DEFINE AND
SUPPORT YOUR
BRAND'S VOICE
THROUGHOUT ALL
CHANNELS**



**DOCUMENT
STANDARDS IN
STYLE, TONE,
LANGUAGE,
GRAMMAR, ETC.**



**LESS EDITORIAL
WORK, MORE
CONSISTENCY**



[Writing Goals and Principles](#)

[Voice and Tone](#)

[Writing About People](#)

[Grammar and Mechanics](#)

[Content Types](#)

[Web Elements](#)

[Writing Blog Posts](#)

[Writing Technical Content](#)

[Writing Legal Content](#)

[Writing Email Newsletters](#)

[Writing for Social Media](#)

[Writing for Accessibility](#)

[Writing for Translation](#)

[Creating Structured Content](#)

Style tips

Here are a few key elements of writing MailChimp's voice. For more, see the [Grammar and mechanics section](#).

- **Active voice** Use active voice. Avoid passive voice.
- **Avoid slang and jargon** Write in plain English.
- **Write positively** Use positive language rather than negative language.

A note about Freddie

Freddie is MailChimp's mascot. He's been around in various forms since the company's beginning, and he captures the spirit of our brand's personality. He smiles, winks, and sometimes high-fives, but he does not talk. Don't write in his voice. For more on how to use Freddie, see our [Brand Assets](#).

ORGANIZE

WHAT DO YOU HAVE?

WHAT DO YOU NEED?

WHERE WILL YOU GET IT FROM?



CONTENT INVENTORY

A SPREADSHEET THAT DOCUMENTS ALL
AVAILABLE CONTENT

WHAT DO YOU HAVE?

PRINT, IN-HOUSE-DIGITAL, WEBSITE, THIRD-PARTY

WHAT ARE ITS ATTRIBUTES?

FORMAT, LOCATION, OWNER, LENGTH, TOPIC, ...

CONTENT INVENTORY

		Section	Page/Object Name	Template/Content Type	URL	Owner	Last Update	Keywords	Size	Page Rank	Notes
	0.0	Home	Homepage	Homepage			4/17/2012				
	1.0	Our Products	Our Products Landing Page	Landing page			6/18/2011				
	1.0.a		Headings	Text					6@100 char		
	1.0.b		Body copy	Text					6@500 words		
	1.0.c		Images	PNG					6@300x250		
	1.0.d		Infographic	Flash							
	1.1	Our Products	Acme Cage Mousetrap	Product page			6/18/2011				All product pages contain description, image and specifications
	1.2	Our Products	Acme Snap Mousetrap	Product page			6/18/2011				
	1.3	Our Products	Acme Glue Mousetrap	Product page			6/18/2011				
	1.4	Our Products	Acme Mouse Poison	Product page			6/18/2011				
	1.5	Our Products	Acme Live-Catch Mousetrap	Product page			6/18/2011				
	1.6	Our Products	Acme Bucket Trap	Product page			6/18/2011				
	2.0	Our Services	Our Services Landing Page	Landing page							
	2.1	Our Services	In-home Consultation	Landing page							
	2.2.0	Our Services	Rodent Control Services	Landing page							
	2.2.1	Our Services	Trap Setting and Removal	Article Page							
	2.2.2	Our Services	Rodenticide Sprays	Article Page							
	2.2.3	Our Services	Mouse Contraceptives	Article Page							
	2.2.4	Our Services	Varmint Hunting	Article Page							
	2.2.5	Our Services	Cat Rental	Article Page							
	2.3	Our Services	Request a Brochure	Form							Sends to Excel
	3.0	News and Insights	News and Insights Landing Page	Editorially controlled page			4/17/2012				
	3.1.0	News and Insights	Pest Control Perspectives	Listing Page			4/17/2012				
	3.1.1	News and Insights	New Developments in Possum Monitoring	Individual Whitepaper			4/1/2012				
	3.1.1.a			PDF							
	3.1.2	News and Insights	Improving Pest Management and Reducing Pesticide Risks in Schools and Parks	Individual Whitepaper			3/1/2012				
	3.1.3	News and Insights	Is Pest Control for the	Individual Whitepaper			2/1/2012				

WHAT CHANNELS WILL YOU USE

ALL THE PLACES YOUR CONTENT NEEDS TO GO

IN-HOUSE DISTRIBUTION

EXISTING WEBSITE(S) • MOBILE • APPS

API • NEWSLETTER • RSS

TELEVISION/RADIO • PRINT



CONTENT AUDIT/ANALYSIS

USE YOUR CONTENT INVENTORY SPREADSHEET!

FIND THE R.O.T.

REDUNDANT,
OUTDATED,
TRIVIAL
CONTENT

WHAT NEEDS REVISION?

UNCLEAR,
INACCURATE,
WRONG-STYLE
CONTENT

WHAT CAN BE SHARED?

DON'T DUPLICATE...
COPE!
CREATE ONCE,
PUBLISH
EVERYWHERE

MIND THE GAPS

WHAT'S
MISSING?
WHAT DON'T
YOU HAVE?

GOVERN

ASSIGN OWNERSHIP.

PLAN DUE DATES.

CREATE A CENTRAL LOCATION FOR CONTENT.

CONTENT GOVERNANCE

DEFINING OWNERSHIP AND ROLES

**IDENTIFY YOUR CONTENT CREATORS.
DEFINE ROLES. ASSIGN OWNERSHIP.**



EDITORIAL CALENDAR

A SCHEDULE FOR YOUR CONTENT, AUTHORS,
DEADLINES AND DRAFTS

WHO

**OWNS
THE CONTENT**

WHAT

**NEEDS TO BE
WRITTEN &
WHAT VERSION
IT IS ON**

WHEN

**IT'S
DUE**


EDITORIAL CALENDAR PLUGINS

EDIT FLOW

View all statuses ▾ View all categories ▾ View all users ▾ [Filter](#) [Reset](#)

Sunday	Monday	Tuesday	Wednesday	Thursday
1 True Talk Published	2 Paperclips Published Netflix Website Redesign	3 Today Giganto Fly In Progress Pebbles Draft	4	5
8	9 WSU Mindstorms Challenge 2009 Adam Vector Assigned	10 Pending Review	11	12 Study Abroad covers Scheduled
15	16	17	18	19
22	23	24	25	26

EDITORIAL CALENDAR

 Posts Calendar

« April, 2012 - May, 2012 » [Show Today](#) [Show Drafts](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 01:00 pm Deadline Joyland	30 10:00 am Write the book Edit Quick Edit Delete View 10:00 am FTS Testing today	May 1 10:00 am We come in peace for cats and mice everywhere	2 10:00 am Popular spelling mistakes	3 10:00 am Better blogging through chemistry 10:00 am test9	4 10:00 am The 20 second work week 10:00 am Sean's test	5 10:00 am Just a note to remind you to do this. 10:00 am Session
6 10:00 am testing	7 10:00 am Scheduling the unscheduled	8 10:00 am Post 1	9 10:00 am Write the book Edit Quick Edit Delete View	10 10:00 am runmp 10:00 am Hello	11 10:10 am How I met your mother	12 10:00 am Test Draft



CONTENT REPOSITORY

A CENTRAL PLACE TO GATHER AND EDIT CONTENT

BASECAMP

TRELLO

GATHERCONTENT

GOOGLE DOCS

BOX

CREATE

**CREATE THE CONTENT.
CREATE CMS ARCHITECTURE.**

CONSTANT COMMUNICATION IS KEY.

- KEEP THINGS CONSISTENT BY **DISCUSSING DETAILS EARLY ON.**
- **KEEP EVERYONE INVOLVED:** CLIENTS, CONTENT STRATEGISTS, DESIGNERS, DEVELOPERS, ETC.
- HAVE REGULAR **PROGRESS CHECKUPS.**



CONTENT MODELING

DISCOVER AND PLAN

METADATA (CUSTOM FIELDS)
CONTENT TYPES • TAXONOMIES

IMPLEMENTING CONTENT STRATEGY IN YOUR ORGANIZATION

SOFT SKILLS

SUPPLEMENT EXISTING PROCESSES

OFFER NEW SERVICE(S)

SOFT SKILLS

- **STRESS HOW BIG THE CONTENT PHASE WILL BE UNDERSTAND THE CLIENT IS NOT A WRITER AND MAY NEED GUIDANCE.**
- **YOUR CLIENT WILL UNDERESTIMATE CONTENT. KEEP THIS IN MIND WHEN SETTING MILEMARKERS AND DUE DATES. SEND REMINDERS.**

OFFER NEW SERVICE(S)

- **EXPAND ON THE SERVICES YOU OFFER. HIRE AMAZING WRITERS AND CONTENT STRATEGISTS AND CREATE YOUR OWN CONTENT STRATEGY TEAM!**

SUPPLEMENT EXISTING PROCESSES

- **INSTALL AN EDITORIAL CALENDAR ON THE SITE AND ENCOURAGE THEM TO SCHEDULE AND ASSIGN CONTENT. CREATE SPECIFIC CONTENT DUE DATES.**
- **USE A CONTENT AGGREGATOR SERVICE SUCH AS GATHER CONTENT TO KEEP ALL CONTENT ORGANIZED AND IN THE SAME FORMAT.**
- **PUSH CONTENT ARCHITECTURE TO A STAGING SERVER SO CLIENT CAN ENTER IN REAL CONTENT WHILE YOU DEVELOP. YOU CAN SEE EARLY ON WHAT STRUCTURES WORK AND WHAT DESIGN ISSUES MAY ARISE.**

RESOURCES

CONTENT STRATEGY

Karen McGrane

<http://karenmcgrane.com/>

The Elements of Content Strategy Book

<http://abookapart.com/products/the-elements-of-content-strategy>

Content Everywhere Book

<http://rosenfeldmedia.com/books/content-everywhere/>

Content Strategy for the Web Book

<http://contentstrategy.com/>

Lynda.com Video Tutorial Series

<http://www.lynda.com/Web-User-Experience-tutorials/Foundations-UX-Content-Strategy/114880-2.html>

Confab - The Content Strategy Conferences!

<http://confabevents.com/>

Brain Traffic's Content Strategy Blog

<http://blog.braintraffic.com/category/content-strategy/>

INVENTORIES & AUDITS

Adaptive Path's Content Inventory Tutorial

<http://adaptivepath.org/ideas/doing-content-inventory/>

UX Mastery's Content Audit Tutorial

<http://uxmastery.com/how-to-conduct-a-content-audit/>

EDITORIAL CALENDAR

Creating an Editorial Calendar using Google maps

<http://blog.hubspot.com/marketing/create-robust-editorial-calendar-ht>

COPE!

NPR's "Create Once, Publish Everywhere"

<http://www.programmableweb.com/news/cope-create-once-publish-everywhere/2009/10/13>

PLUGINS & SERVICES

GOVERNANCE PLUGINS

User Role Editor

<http://abookapart.com/products/the-elements-of-content-strategy>

Role Scoper (advanced role mgmt)

<http://rosenfeldmedia.com/books/content-everywhere/>

ONLINE SERVICES

Gather Content

<http://alistapart.com/article/content-modelling-a-master-skill>

Blaze Content

<http://www.clevegibbon.com/content-modeling/>

EDITORIAL CALENDARS

Editorial Calendar plugin

<https://wordpress.org/plugins/editorial-calendar/>

Edit Flow

<http://editflow.org/>

CoSchedule plugin

<http://contentstrategy.com/>

AUDITING

Content Audit plugin

<http://wordpress.org/extend/plugins/content-audit/>

THANK YOU!

QUESTIONS?

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