



A Content Strategy Framework for Managing Content throughout its Lifecycle

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Framework

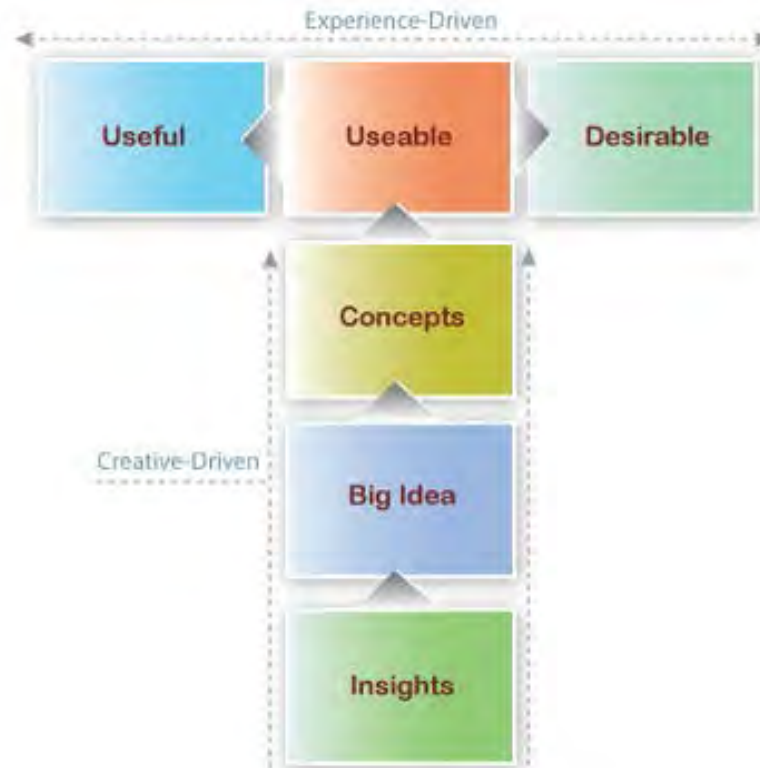
Content strategy:

Repeatable system that governs management of content throughout the entire content lifecycle

Content Strategy: convergence of disciplines and technologies



Content Strategist: convergence of skills and abilities



T-Shaped Creativity

- Design/planning
- Requirements
- Personas, scenarios
- Governance
- Budget

Analyze

- Acquire
- Author
- Edit
- Metadata

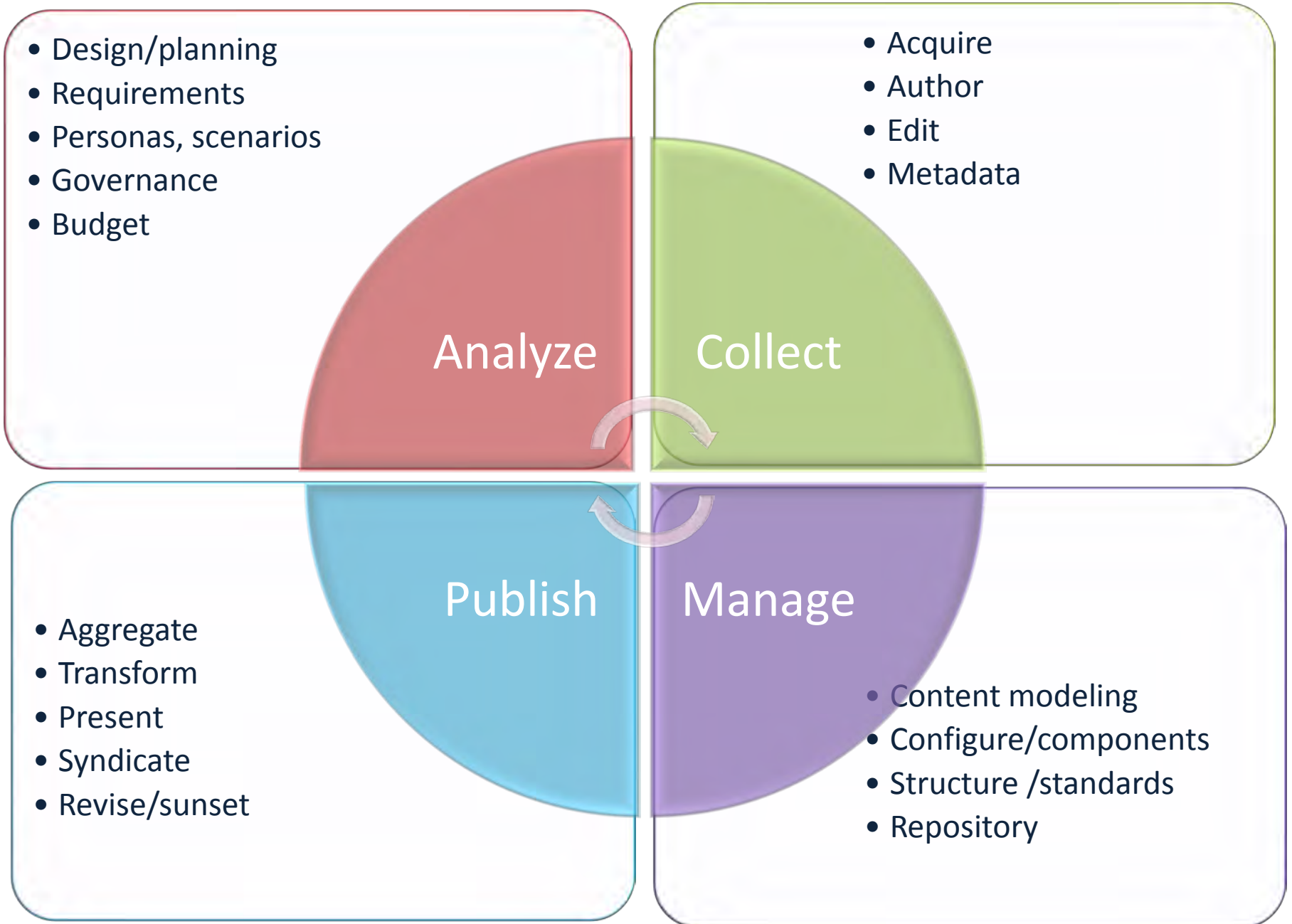
Collect

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

Publish

- Content modeling
- Configure/components
- Structure /standards
- Repository

Manage



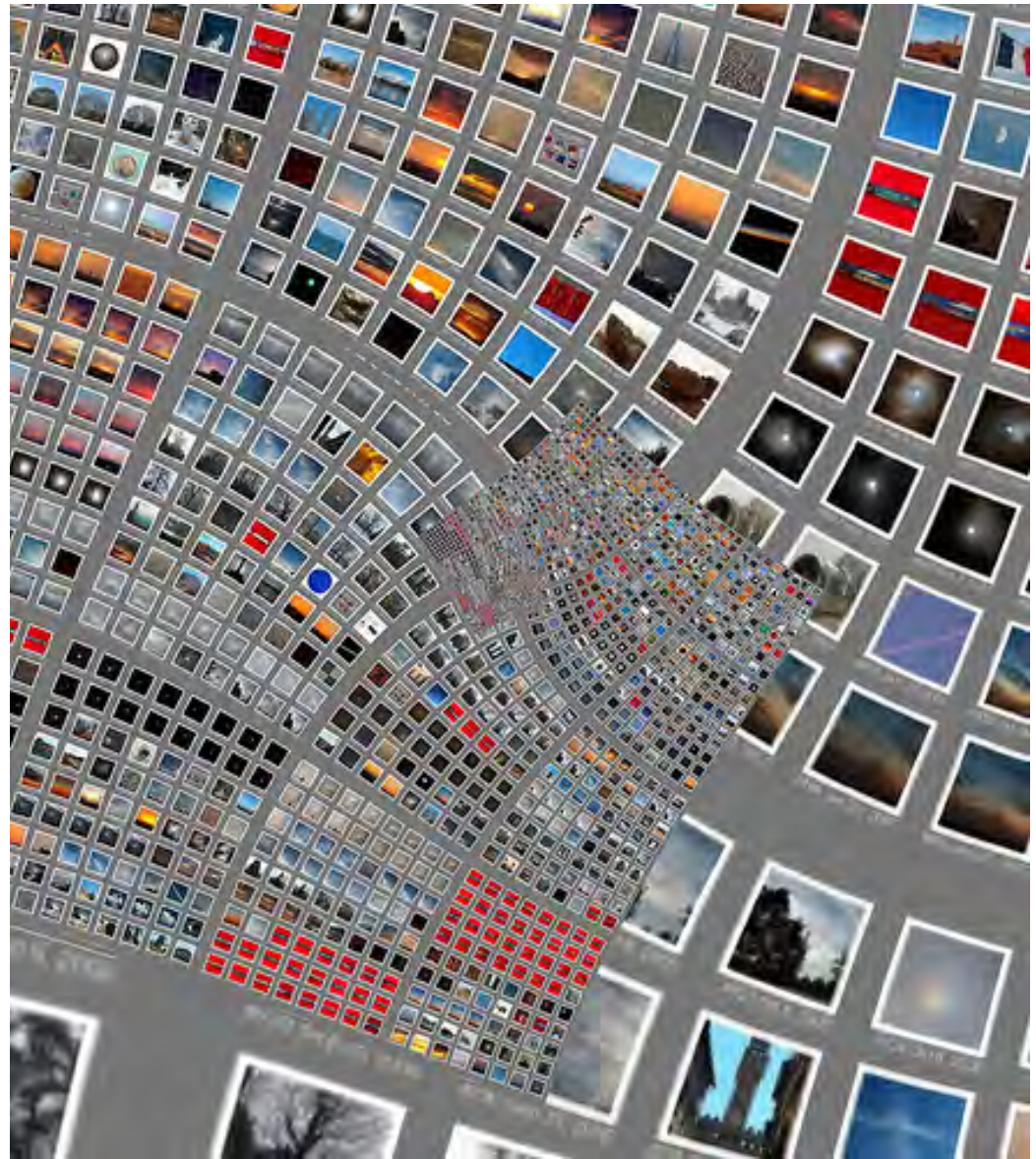
Pushing content to its full potential

Potential ROI:

- Extend market reach
- Better decision-making for sales
- Better customer support
- Better info for Industry analysts

Potential IRR:

- Easier management of content
- Reduce production time
- Increase accuracy
- Support risk management



You can deliver this

Step-by-Step Configuration of a PC Acting as a PPPoE Client

Your Internet Service Provider (ISP) has provided you with a Point-to-Point Protocol over Ethernet (PPPoE) connection and you are using a PPPoE client application on your PC.

Step-by-Step Configuration

Important: Before you begin, close all programs on the PC that might be monitoring your COM port. Devices such as PDAs and digital cameras often place programs in the system tray that will render your COM port unusable for configuring your Cisco DSL Router.

Connect the Cisco DSL Router and Your PC

A console connection is made with a rolled cable and connects the console port of the Cisco Digital Subscriber Line (DSL) Router to a COM port on a PC. The console cable that is included with the Cisco DSL Router is a flat light blue cable. For more information on the pinouts of a rolled cable, or the pinouts of an RJ-45 to DB9 converter, see [Cabling Guide for Console and AUX Ports](#).

1. Connect the RJ-45 connector on one end of a Cisco console cable to the console port of the Cisco DSL Router.
2. Connect the RJ-45 connector at the other end of the console cable to an RJ-45 to DB9 converter.
3. Connect the DB9 connector to an open COM port on your PC.

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Training Resources

Routing & Switching Training

Organizations of all sizes need qualified professionals who can plan for, design, implement, operate, configure, and troubleshoot Cisco switches and routers in multiprotocol internetworks. To complement Cisco routing and switching solutions, Cisco has developed a range of learning offerings for IT professionals in these organizations.

Training Courses

Authorized Cisco Learning Partners provide a number of training courses available in instructor-led or live e-learning lab-based formats as well as a variety of custom and online learning options.

[Basic Routing and Switching](#)

[Advanced Routing and Switching](#)

[Routing](#)

[Switching](#)

[Optimizing](#)

[Router Product Training](#)

[Switch Product Training](#)

Self-Study Options

[Cisco Press: Routing & Switching](#)

Review these titles from Cisco Press, many of which include online chapter previews.

[Cisco Learning Network](#)

The Cisco Learning Network brings you the latest in social networking, certifications content, games, blogs, discussion forums and more.

Description	Scheduled Classes	Related Certifications ¹
Routing and Switching		
Introduction to Cisco Networking Devices (INTRO)	Offerings	CCNA
Configuring Cisco Network Devices	Offerings	CCNA
OR		
Configuring Cisco Networking Devices (1)	Offerings	CCNA and CCENT
Configuring Cisco Networking Devices (2)	Offerings	

Training material

Support articles

Technical manuals

Or this

hp Support for HP Designjet T1100 Printer series

- » Graphic Arts
 - » Products & Offers
 - » Support & Drivers
 - » HP Designjet
 - » HP Photosmart
 - » HP LaserJet
 - » HP Scitex
 - » HP Indigo
 - » Supplies & Accessories
 - » Share & Learn
 - » Events



- Product downloads
 - » Drivers & software
 - » System maintenance (Firmware)
 - » Media profiles

- Self-help
 - » Manuals

- Product information
 - » Summary
 - » Key benefits
 - » Accounting for HP Designjet T1100 Printer Series
 - » HP Solutions for Technical Applications

- How to | Training and guides
 - » Key Highlights
 - » How to avoid cutting prints
 - » How to manage paper type changes
 - » How to maintain your printer easily
 - » How to get the colors you want
 - » How to reprint generated files easily
 - » Step by step guides

Support

Support

Social network

Technical manuals

Training material

Marketing

Now, broken experiences can damage brands faster than ever.

“Nothing can deter confidence quicker than a broken experience.”*

* Christopher Cashdollar,
Creative Director,
Happy Cog Studios

Same content, two content strategies

The screenshot shows a credit union website with a red header for 'Vancity'. A green arrow points to the header with the text 'Little credit union'. A blue arrow points to the navigation menu with the text 'BIG credit card company'. The main content area is titled 'Transactions' and includes a date selection dropdown menu. Below the menu is a table of transactions with columns for Date, Transaction Description, Debits, and Credits. To the right, there is an 'Account Activity Request' form with fields for Account, Start Date, End Date, Account Activity Filter, Activity Format, and Transaction Order. A 'Cancel' and 'Submit' button are at the bottom of the form.

Date	Transaction Description	Debits	Credits
2009	EARL'S BRIDGE PARK	\$69.92	
2009	PAYPAL *PNDESIGNS	\$3.79	
2009	WORKSPACE CAFE INC	\$432.33	

1 “This Visa interface is great. I can download each statement, by month, for the last year.”

2 “Vancity is great. I can enter the dates and download a whole year at a time, for the last two years – in a single transaction.”

3 “Visa’s monthly download is driving me bananas. Why doesn’t Visa get it together?”

2:00 PM

2:15 PM

2:18 PM

Content drives the user experience.

Rather than designating content as something that is plugged into a decorated shell, why not endeavour to put it at the centre?

- Dorian Taylor

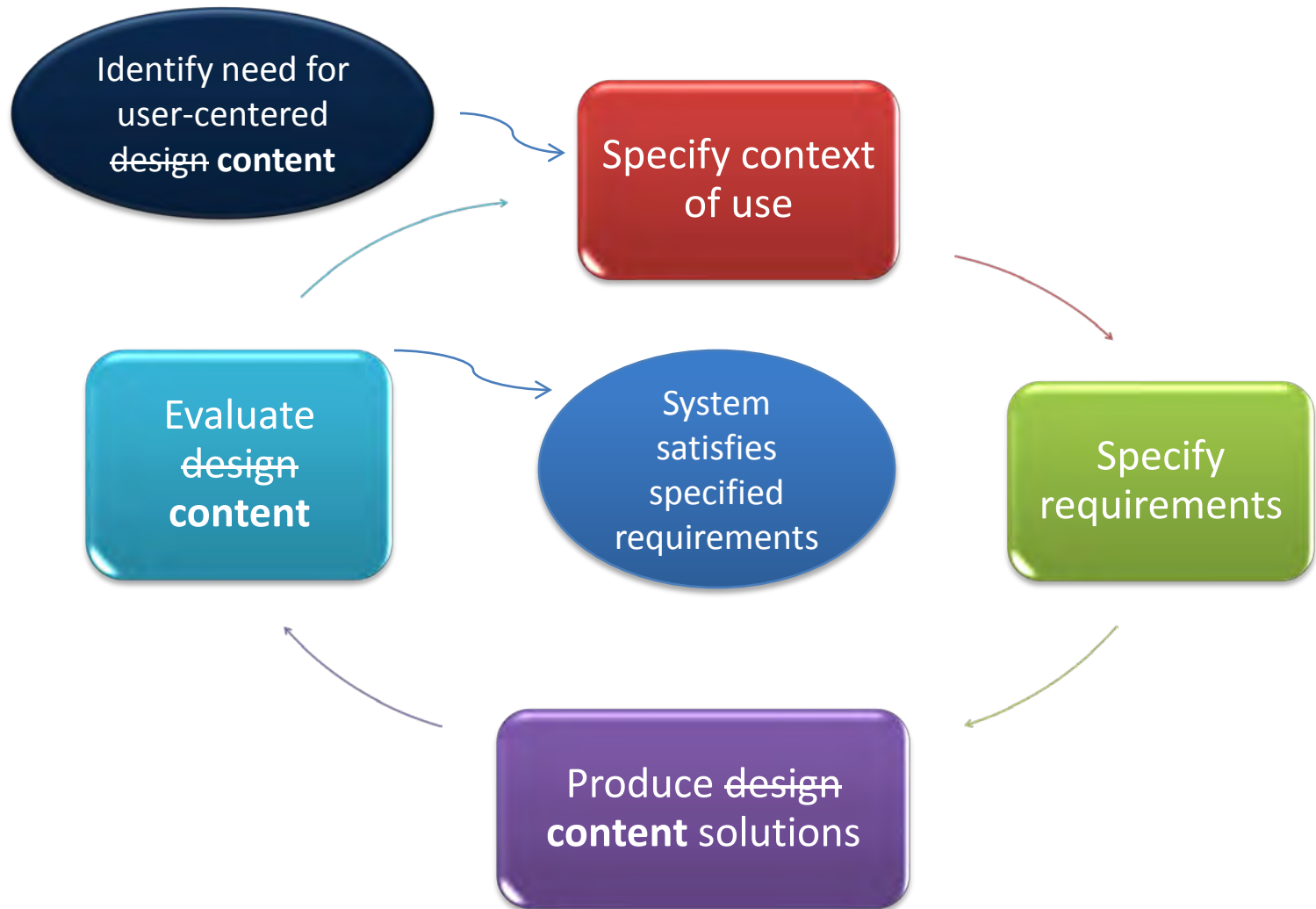
Universal user goal

Get content:

1. Find it.
2. Consume it.
3. Act on it.



Content strategy: extension of the experience design



- Design/planning
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- Personas, scenarios
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Manage

We consume content like music: in context.



The move away from single-use, linear content is happening fast.



Portable content: reduce, re-use, recycle



Properties of portable content

Qualitative:

- Brand consistent
- Minimalist
- Audience-appropriate
- Translation-ready

Technological:

- Structured
- Standards-based
- Semantic
- Interoperable



Portable content creates value

Convergence:

- Airline bookings
- Hotel bookings
- Car rental bookings
- Google maps
- Weather networks







Integration:

- Automatic integration
- Get instant, custom itinerary

Syndication:

- Share with trusted contacts
- Auto-notifications

Bottom line: Good Value

Friday, October 31, 2008	 Burlington, MA (Edit) Avg: Sunny / Hi 15°C / Lo 4°C	Add Plans
Saturday, November 1, 2008	 Honolulu, HI (Edit) Avg: Sunny / Hi 29°C / Lo 22°C	Add Plans
 HOTEL	Burlington Marriott (check-out) Check out time 13:35	edit delete copy move
13:35 EDT		
 FLIGHT	Flight from Boston (BOS) to San Francisco (SFO) Rahel Bailie United Airlines 181 depart Boston (BOS) 14:35, arrive San Francisco (SFO) 18:05 Conf. # Q28DRU	edit delete copy move
14:35 EDT		
 FLIGHT	Flight from San Francisco (SFO) to Honolulu (HNL) Rahel Bailie United Airlines 1059 depart San Francisco (SFO) 18:35, arrive Honolulu (HNL) 20:57 Conf. # Q28DRU	edit delete copy move
18:35 PDT		
 MAPS	Map of Honolulu, HI Honolulu, HI VIEW DETAILS	delete
21:07		

Move to experience design

Google Map Search [dropdown] [+][x]

Ping.fm for iGoogle [dropdown] [+][x]

To-Do List [dropdown] [+][x]

Google Reader (1000+) [dropdown] [-][x]

All items (1000+) [dropdown] refreshmark all as read

- ★ [Building a Stronger eZ Systems North American](#) from [CMSWire.com - All News](#)
- ★ [Bioabsorbable stents show promise](#) from [PhysOrg.com - latest science and](#)
- ★ [Blogging: Alive or Dead?](#) from [Content Here](#)
- ★ [US lawmakers move to ban baby bottle chemical](#) from [PhysOrg.com - latest science and](#)
- ★ [NASA: Good shot at Sunday shuttle launch](#) from [PhysOrg.com - latest science and](#)
- ★ [Contamination under boats no worse than](#) from [PhysOrg.com - latest science and](#)

Fast Company [dropdown] [-][x]

- + [25 Ways to Jump-Start the Auto Business](#)
- + [B-Cycle Sharing Makes a Bow at SXSW](#)
- + [Big Blue Sees Green, Plunges into Water Management](#)

Quotes of the Day [dropdown] [-][x]

Any war that requires the suspension of reason as a necessity for support is a bad war.
- [Norman Mailer](#)

Gmail [dropdown] [+][x]

STC Westcoast Job Postings [dropdown] [-][x]

- + [#792: Technical Writer](#)
- + [#791: Senior Technical Writer/Instructional Designer](#)
- + [#790: Document Control Supervisor](#)

STC Westcoast News [dropdown] [-][x]

- + [Announcing the 2008/2009 Julia Broderick Scholarship](#)
- + [Seasons Greetings to members and visitors!](#)
- + [SFU Extends 10% Discount to STC Members on Upcoming Course](#)

Weather [dropdown] [-][x]

Vancouver

8°C
Current: Light Rain
Wind: SE at 3 km/h
Humidity: 53%

	Fri	Sat	Sun
8° 4°	7° 3°	7° 1°	

Palm Springs, CA

20°C
Current: Clear
Wind: NW at 26 km/h
Humidity: 32%

	Fri	Sat	Sun
23° 8°	23° 9°	22° 10°	

Bristol, England

9°C
Current: Partly Cloudy
Wind: W at 21 km/h
Humidity: 88%

	Sat	Sun	Mon
12° 3°	14° 4°	14° 4°	

CBC | Canadian News [dropdown] [-][x]

- + [Waves of sorrow: Search ends for 16 missing in chopper crash](#)
- + [Will try to bring up sunken helicopter, TSB says](#)
- + [Launching rescue chopper from N.S. delayed search by 1 hour: officials](#)

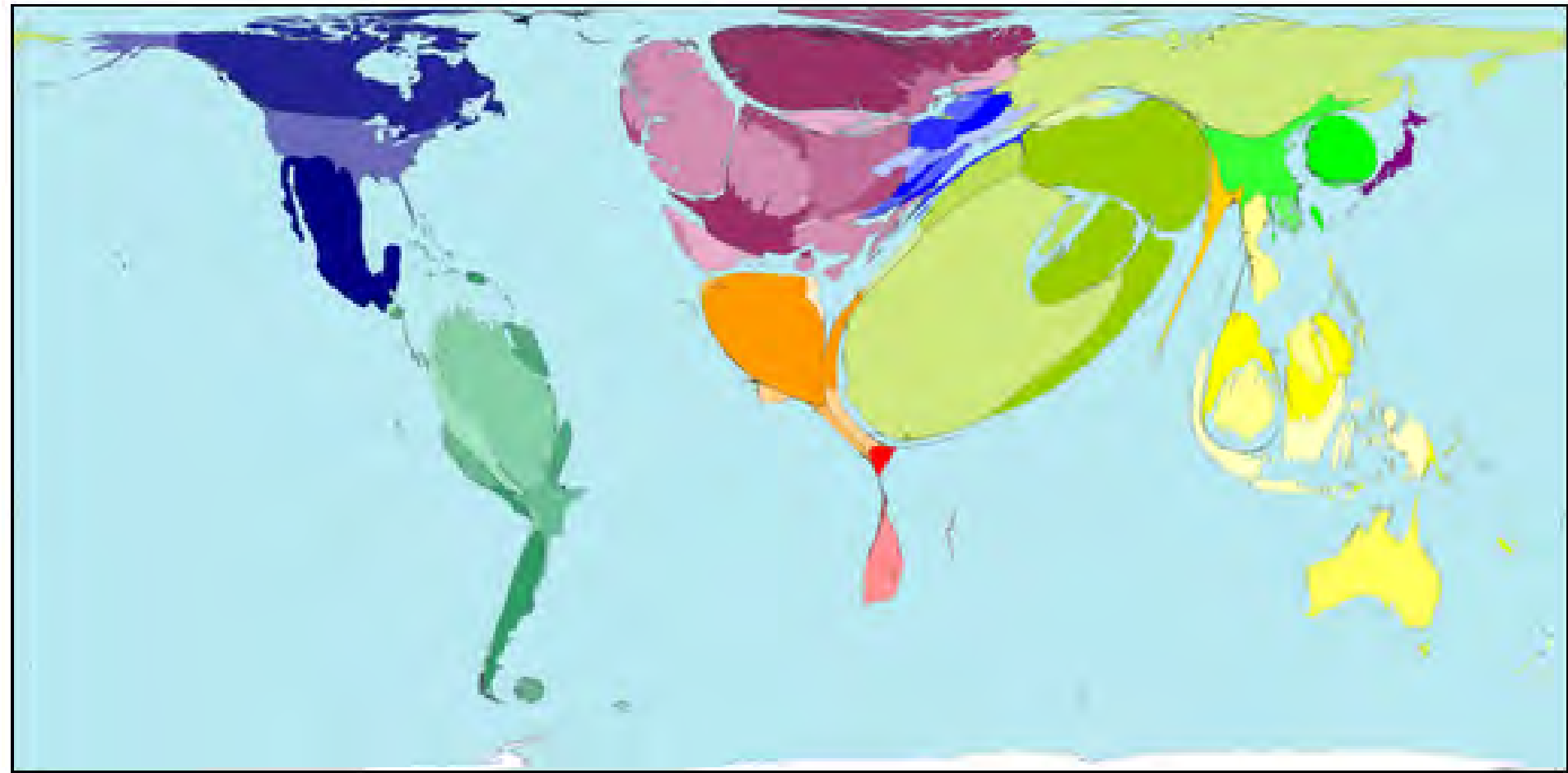
Think beyond content; think experience

The image shows a screenshot of the AllMusic website with several callout boxes pointing to specific features:

- Navigation:** Two red arrows point to the search bar and the genre navigation bar (POP/ROCK, JAZZ, R&B, RAP, COUNTRY, BLUES, ELECTRONIC, LATIN, REGGAE, INT'L, CLASSICAL).
- Ad:** A blue arrow points to a United.com advertisement for Economy Plus.
- Instructions:** A green arrow points to a 'Where Did Login Go?' message.
- Cover art:** A blue arrow points to the album cover for 'All-American Rejects' by Mark Hoppus and Will.i.am.
- Music files:** An orange arrow points to the 'Play Video' button and the album title 'All-American Rejects'.
- Editorial:** A purple arrow points to the 'THE ALLMUSIC BLOG' section, specifically to a post about a 'Video Dance Party'.

Other visible elements include a 'site menu' with categories like 'New Releases', 'Top Searches', and 'Moods'; a 'new releases' section with album listings; and an 'editors' choice' section at the bottom left.

We can create more interesting ways to present content.



<http://www.worldmapper.org>

We can create more interesting ways to present content.



Current Search:

Search for Pipes...

Refine your search

Formats (50) [more](#)

- [csv](#) (1217)
- [georss](#) (5698)
- [media](#) (12004)
- [media-application](#) (810)
- [media-audio](#) (604)
- [media-image](#) (3576)
- [media-video](#) (429)
- [mediaapplication](#) (482)
- [mediaaudio](#) (264)
- [mediaimage](#) (1974)

Tags (99) [more](#)

- [blog](#) (782)
- [feed](#) (463)
- [flickr](#) (619)
- [google](#) (501)
- [music](#) (519)
- [news](#) (2039)
- [rss](#) (869)
- [search](#) (596)
- [twitter](#) (713)
- [video](#) (406)

Sources (99) [more](#)

- [api.flickr.com](#) (8328)
- [blogspot.com](#) (6628)
- [feedburner.com](#) (14097)
- [feeds.feedburner.com](#) (12711)

Browse Pipes



Title Mangler by [Ramblurr](#)

Lets you add text before and after the title in a feed.
267 clones



Add Feed Label to Each Item Title by [Randy \(rockman\)](#)

If you are aggregating multiple feeds, sometimes its nice to be able to tell which source an item is coming from. I like to add a tag or description of the blog or feed name to each item's title. This pipe is useful when inserted into another pipe and you can hard code the feed URL and the label...
1235 clones



Title Mangler - improved by [Christopher](#)

I just took out some mistakes and exchanged Prefix/Postfix to make it more handy. Lets you add text before and after the title in a feed. Use for blanks between Prefix or Postfix and URL.
Tags: feed feeds prefix editing improve +3...
91 clones



Update Maker for Lifestreams by [Kingsley](#)

If you would like to post lifestream updates like "Kingsley listened to 'Like You Used To' by J.J Cale on Last.fm", then this is the pipe for you! Give it a feed url. Then give it a prefix (like "Kingsley listened to ") - it will be added in front of the title of each...
Sources: twitter.com
209 clones



YouTube tags to RSS by [Eric](#)

A building block for the more advanced YouTube filter Pipe
Tags: rss youtube subpipe
Sources: youtube.com
960 clones



Search EZTV for TV Shows by [ChesterC](#)

Searches EzTV's RSS for TV Shows that you specify and returns a RSS feed. Season and Episode Number not required.
Tags: rss tv shows eztv
Sources: ezrss.it

Consumers don't care about your silos



Text only Help

 Search

Explore the BBC



Choose a language

Audio and video courses for beginners and intermediates in 36 languages:

- | | |
|-------------------------|----------------------------|
| French | German |
| Spanish | Italian |
| Greek | Portuguese |
| Chinese | Other |




Get set for the big game... **France v. England** on 15th March

- | | | | |
|--------------------------|--------------------------------------|------------------------------|-------------------------------|
| Japanese | Angleterre c. France | Mi Vida Loca | French videos |
|--------------------------|--------------------------------------|------------------------------|-------------------------------|

Languages in 12 weeks

• **Beginners' courses**
Learn all the basics and get a certificate with the help of weekly e-mail tips. Available in French, Spanish, German and Italian

Teachers and tutors



• **Teachers' homepage**
For syllabuses, TV guides and worksheets to print out.

Your Say

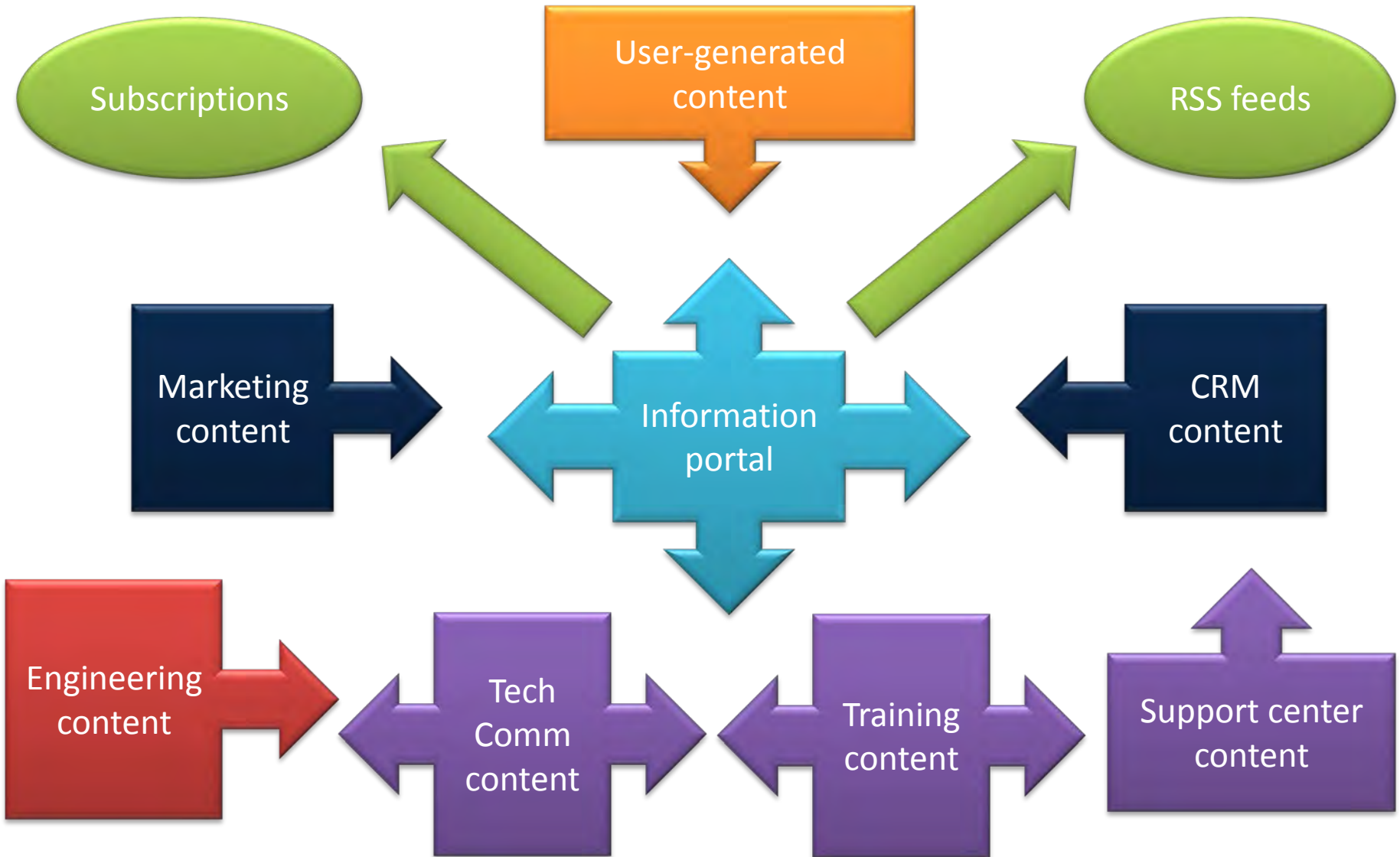


- **Your Say**
- **Lost for words**
- **Tongue twisters**



Bonus: We can do more, better, faster.

When architected well, it happens seamlessly.



- Design/planning
- Requirements
- Personas, scenarios
- Governance
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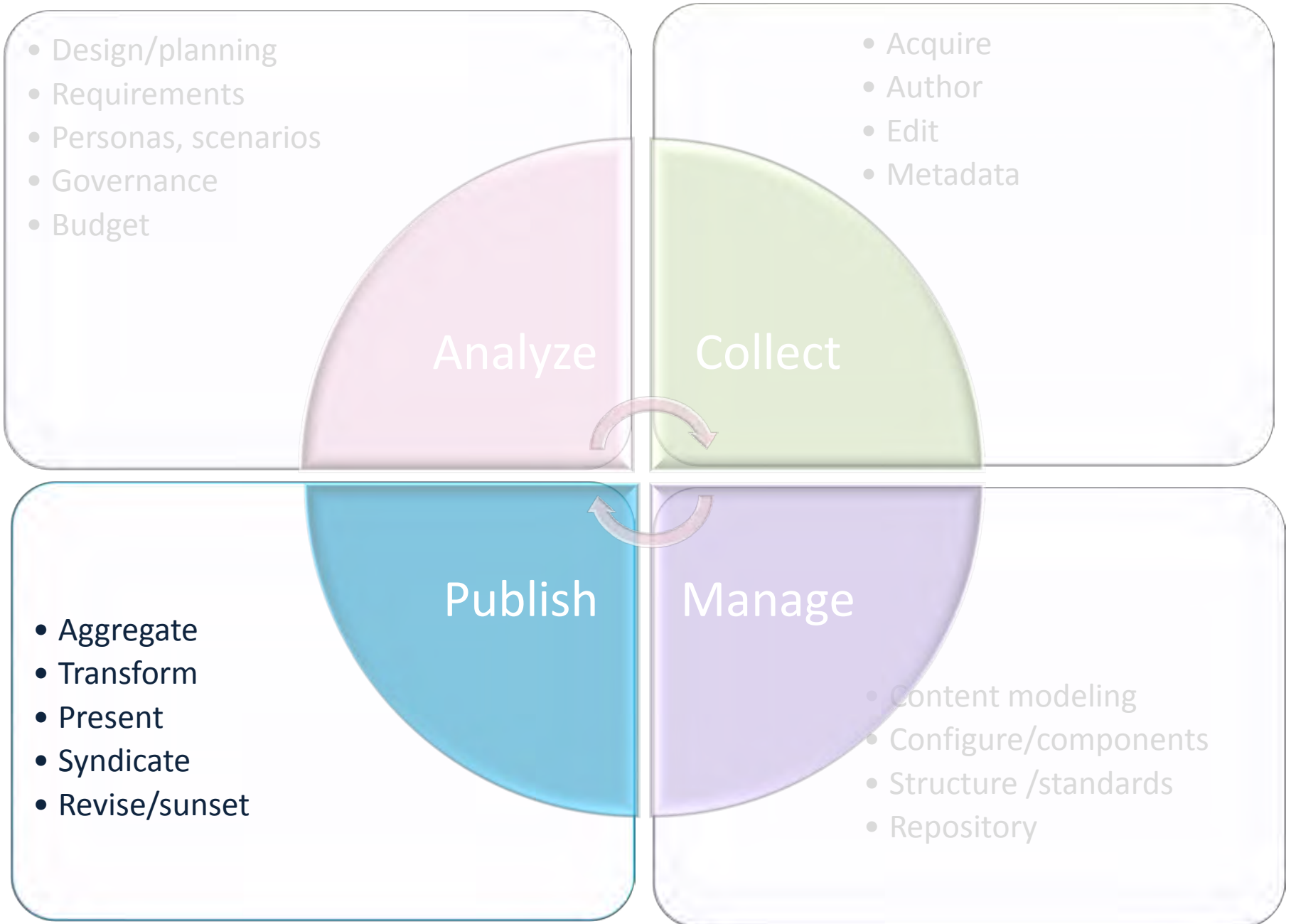
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Manage



Can you fill a user value gap?

The first impression of a site is made within 50 milliseconds

Exploit the potential of your content

- Is it structured?
- Can it be re-used?
- Can it be filtered?
- Can it be searched (more importantly, found)?
- Can it be personalized?
- Can it be integrated?
- Can your content converge?
- Can it be syndicated?
- Can it interoperate with other systems?

Shoot for the moon, to land amongst the stars.



Think outside the site

- What are the touch points?
- What can be automated for users?
- What are the preferences of your audiences?
- Are you contributing to an engaging user experience?
- How creative can you be?
- What is the best you can hope to provide, logistically?



Contact Info, Acknowledgements, Resources

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