

traction.

The Learn Phase: A Content Strategy Toolkit

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August 18th, 2010

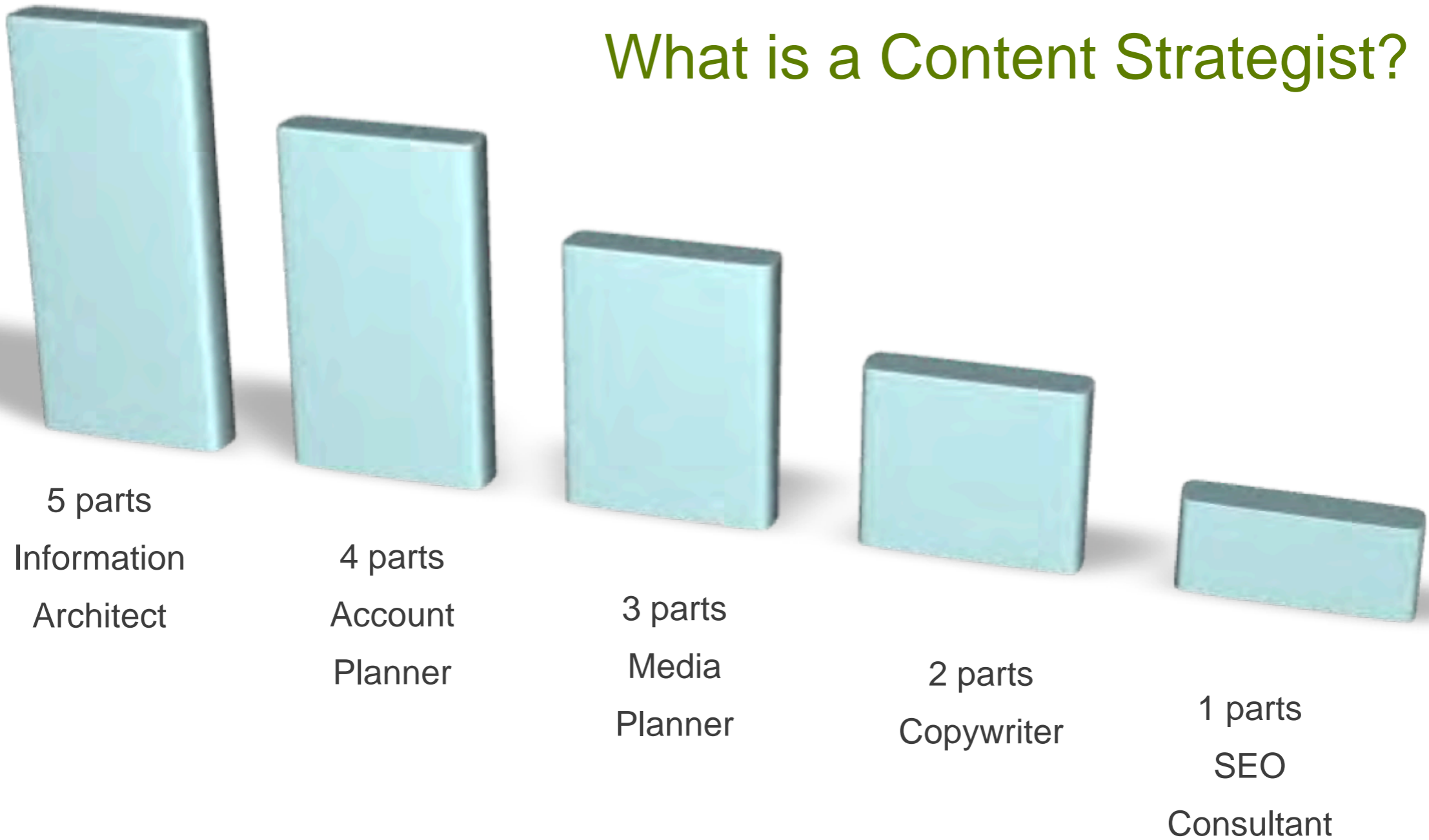


What is Content Strategy?

“Achieving business goals by maximizing the commercial impact of content.”

– “Dan” from Contentini

What is a Content Strategist?



Friction refers to the friction between a drive member and the surface it moves upon, where the friction is used to provide motion. For the purposes of driving a wheeled vehicle, high friction is generally desired, as it provides a more positive connection between the driving and driven members.

What does a Content Strategist do?



Business Objectives



Content Plan



Target Needs

what needs to be created/edited/removed, how, when, by who, and where.

Source: <http://contentini.com/content-strategists-what-do-they-do/>

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What does a regular Strategist do?

1. Define Objectives



2. Understand Brand, Target, Marketplace



3. Identify Strategy to Achieve Objectives



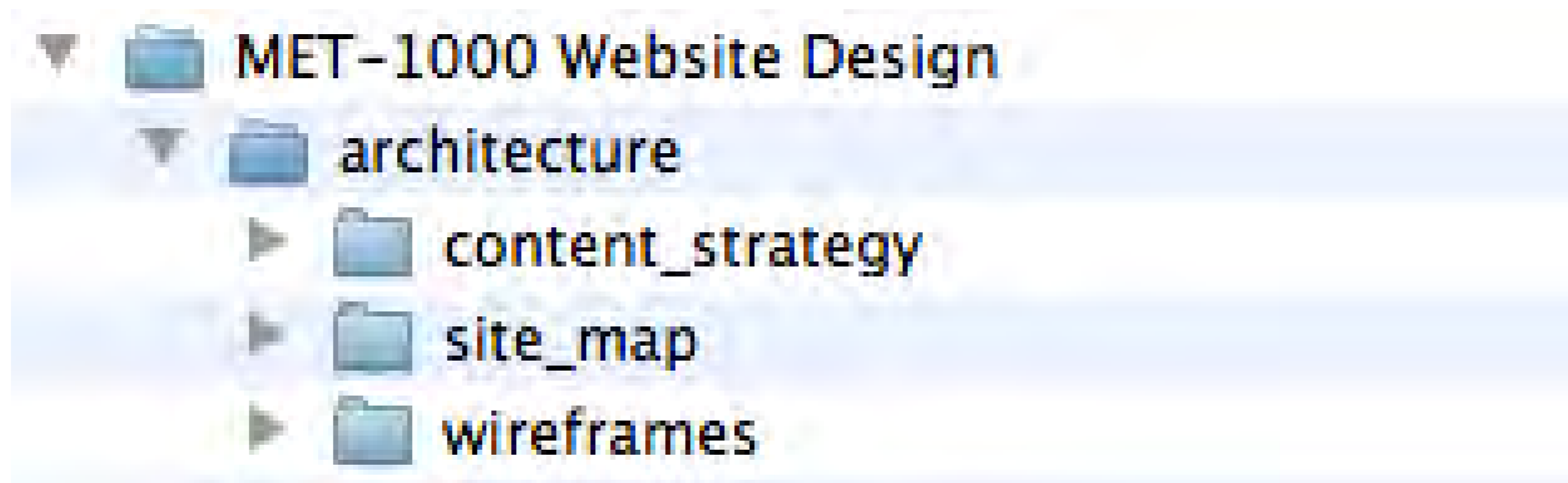
4. Create Plan to Execute Strategy



5. Measure Progress



Where does Content Strategy fit in?



And beyond. Today, must consider distribution beyond your website.



The Content Plan

- 1 Editorial strategy. Guidelines for voice, tone, legal and regulatory concerns, UGC, etc., Defines online editorial calendar, including content life cycles.
- Web writing. More than smart copywriting. An effective web writer must understand the basics of UX design, be able to translate IA documentation, write effective metadata, and manage an ever-changing content inventory.
 - Content Architecture. Providing a foundation for information architecture.
 - Metadata strategy. Well-structured metadata helps publishers to identify, organize, use, and reuse content in ways that are meaningful to key audiences.
 - SEO. Editing and organizing the content on a website
 - Content management strategy. Publishing infrastructures, content life cycles and workflows are key considerations of this strategy.
 - Content channel distribution strategy how and where content will be distributed.

Content Strategy Toolkit

Content Strategy Business Brief

What's the background?
What do we hope to accomplish?
How will success be measured?

Achieve clarity on business objectives.

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Target Identification

Tools like Comscore, Quantcast, Compete allow you to profile your site audience.



Updated May 2010 • Delayed - Next: Aug 2010



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Content Audit

What makes a good spreadsheet?

Page ID	Page Name	Link	Document Type	Topics, Keywords	Owner/Maintainer	ROT?	Notes
2.0.0	Research Products	http://www.iremodel.com/Research/	home_page.php	All pages in this section use Standard Meta Tags.	Products coordination - Peter Hallis <ph@iremodel.c		Peter deals with applications,
2.1.0	Kitchen	http://www.iremodel.com/Research/Kitchen/	home_page.php		Products coordination - Peter Hallis <ph@iremodel.com>		
2.1.1.0	Appliances	http://www.iremodel.com/Research/Kitchen/	home_page.php		Products coordination - Peter Hallis <ph@iremodel.com>		
2.1.1.1.0	Dishwashers (built-in)	http://www.iremodel.com/Research/Kitchen/	facet_browse.php		Products coordination - Peter Hallis <ph@iremodel.com>		
2.1.1.1.1	Product Overview	http://www.iremodel.com/Research/Kitchen/	content_shell.php		Editorial - ad@iremodel.com		managed with AtoCms Publish

URL	Title	Keywords	Primary Purpose	Effectiveness (Scale 1-10)	Secondary Benefit	Effectiveness	Type	Style	Audience It's Attracting	Target Audience
example.com/home.php	The Blue Widgets You've Been Dreaming Of	Blue Widgets, blue widget maker	Conversions, move traffic to sale page	6 -- Conversion Rate of 15%	Brand Familiarity	5 -- Below the fold needs tweaking	web copy	funny, friendly	Entrepreneurs, small biz, freelancers	Small - Med biz
example.com/guest-post-title.html	How To Use Blue Widgets In Your Next Social Media Campaign	Blue Widgets, Value of Blue Widgets	Expand reach, traffic	8 -- 4,200 visits and 3,600 click-thrus	Build familiarity, conversions	6 -- Familiarity good, but conversions down	blog post	friendly, informative	small to medium biz	small to medium biz

- Must-Haves
- Page ID
- URL
- Page Title
- Content Type
- Content Owner
- Notes

- Nice-to-Haves
- Purpose
- Effectiveness
- Notes
- Style
- Audience

Source: <http://www.adaptivepath.com/ideas/essays/archives/000040.php>
<http://www.alistapart.com/articles/content-templates-to-the-rescue/>

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Content Templates

Define what you have, what you need to edit, what you need to create.

Source: <http://www.alistapart.com/articles/content-templates-to-the-rescue/>

PAGE TITLE:

Example: Widget-o-Rama: FancyWidget No. 5

PRODUCT DESCRIPTION—ANSWERS THE QUESTION, “WHAT IS IT?”

Product Name:

Name of Product Line:

Short Description (two sentences):

Guidelines: The product description should answer the questions “What is it?” “Who is it for?” and “What does it do?” The description must include at least one real, actual m besides the name of the product.

Example description: Widget-o-Rama’s FancyWidget No. 5 is an inverse reactive current supply mechanism used for operating nofer-trunnions and reducing sinusoidal dep when used in conjunction with a drawn reciprocating dingle arm. Note: This is where you would provide actual, approved copy for each chunk of content—examples the clie use as live content.

Sales contact information:

Guidelines: For the products you can buy immediately, this is just a link to the first step of the purchasing process. For product packages with variable volume discounts, this include telephone and electronic contact info for the relevant sales team.

PRODUCT BENEFITS—ANSWERS THE QUESTION, “WHY SHOULD I BUY IT?”

Benefit/feature pairs:

- Benefit/feature pair #1
- Benefit/feature pair #2

Content Strategy Toolkit

Annotated Wireframes

Content strategy feeds into information architecture and annotated wireframes.

The wireframe is for the Alibaba.com homepage. It features a top navigation bar with links for 'Why Alibaba.com', 'Learning Center', 'Top Products', and 'Community'. A search bar and a 'Visit Alibaba.com' button are also present. The main content area is divided into several sections: 'Community' with a headline, 'Real Success Stories' with three story cards and a PDF download link, 'Entrepreneur News', 'Forums', 'Safety Center', 'Events', and 'Fedex offer'. A footer contains copyright information and social media links.

ARCHITECTURE
 © 2009 Alibaba.com. All rights reserved. 30 July 2009
 10 October 2008

- 1 Omnipresent navigation: campaign logo, sub-page links, search bar and "go to Alibaba.com"
- 2 Page identifier
- 3 Headline and SEO intro copy
- 4 Copy and descriptions for three real success stories content
- 4a Links to real success stories with related success story
- 5 PDF download link
- 6 Latest Twitter post with link to Alibaba.com Twitter page
- 7 Latest blog post with link to the AlBlog
- 8 Topline copy and image about entrepreneur news
- 9 Link to entrepreneur section on Alibaba.com
- 10 Topline copy and image about forums
- 11 Link to forums on Alibaba.com
- 12 Topline copy and image about Safety Center
- 13 Link to Safety Center on Alibaba.com
- 14 Events listing from the existing microsite
- 15 Fedex offer from the existing microsite
- 16 Universal footer and legal copy

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Editorial Calendars & Editorial Style Guides

Organize and govern how content will be created and distributed.



Target Publication Date

Author

Topic

Status

Syndication



Style and Tone

Metadata formatting

Legal

Governance

Terminology

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Google AdWords

The screenshot shows the Google AdWords 'Find keywords' interface. The search criteria are 'innovation consulting' and the website 'www.tractionco.com'. The results are sorted by Relevance. The table below shows the top keyword ideas with their respective search volumes and trends.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
innovation consulting firm	Low	210	-	-
innovation consulting	High	9,900	3,600	Stable
business innovation consulting	Low	390	-	-
innovation consulting companies	Low	73	-	-
innovation management consulting	Low	480	-	-
innovation consulting firms	Low	260	-	-
innovation consultants	Medium	2,900	1,600	Increasing
innovation consultant	Medium	4,400	1,900	Increasing
innovations consulting	Low	590	-	-
business model innovation	Medium	8,100	2,400	Increasing

Including keyword best practices in your content and code is great, but make sure they're the right keywords.

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Target Profiling

Nielsen @Plan Profiling Report

Audience:	Female AND 35-54 AND HHI: \$100K+ AND One+ Children
Indexed By:	Online 18+
Profiled By:	Internet Access & Activities - All Subcategories
Release:	Nielsen @Plan Winter 2009/2010



Subcategory	Name	Online 18+		Female AND 35-54 AND HHI: \$100K+ AND One+ Children		
		Comp%	Reach	Comp%	Index	Reach
Access Location - Any	Access from Home (any)(includes work from home)	96.4	145,634,000	98.5	102	5,614,000
Access Location - Any	Access from Internet cafe/coffee shop (any)	7.1	10,771,000	8.8	124	548,000
Access Location - Any	Access from both home and work	40	60,411,000	62	155	3,266,000
Access Location - Any	Access from cellular phone (any)	13.2	19,964,000	17.3	131	1,002,000
Access Location - Any	Access from cellular phone/wireless device (any)	18.4	27,821,000	27.6	150	1,622,000
Access Location - Any	Access from friend's/family's home (any)	18.8	28,372,000	19.8	106	1,113,000
Access Location - Any	Access from home (any)	95.6	144,477,000	98	103	5,586,000
Access Location - Any	Access from home (no work access)	55.6	84,066,000	36	65	2,320,000

moves upon, where the friction is used to provide motion, for the purposes driving a wheeled vehicle, high friction is generally desired, as it provides a more positive connection between the driving and driven members.

Understand media consumption habits to decide what channels to distribute content to.

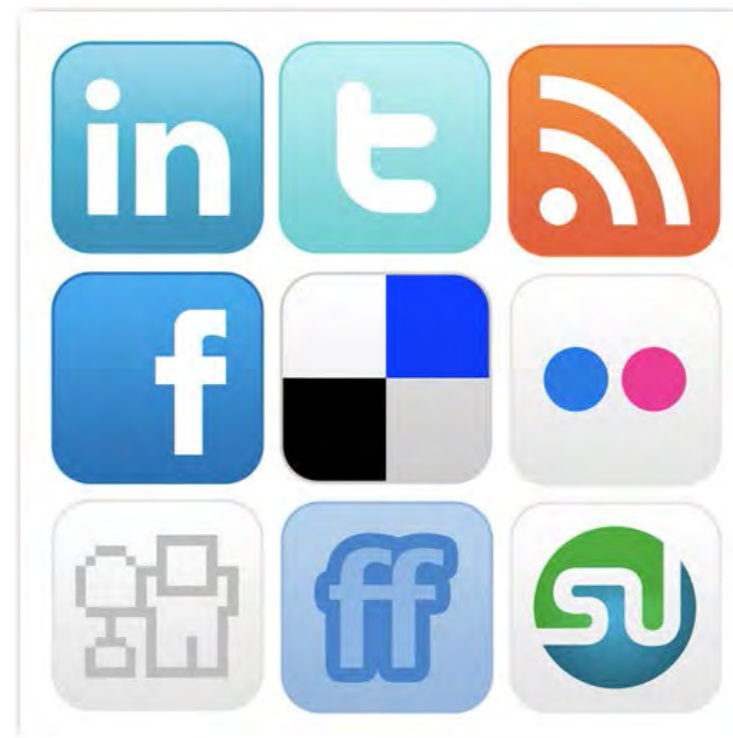
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Channel Syndication

Google feedburner

tumblr.

tubemogul
empowering online video

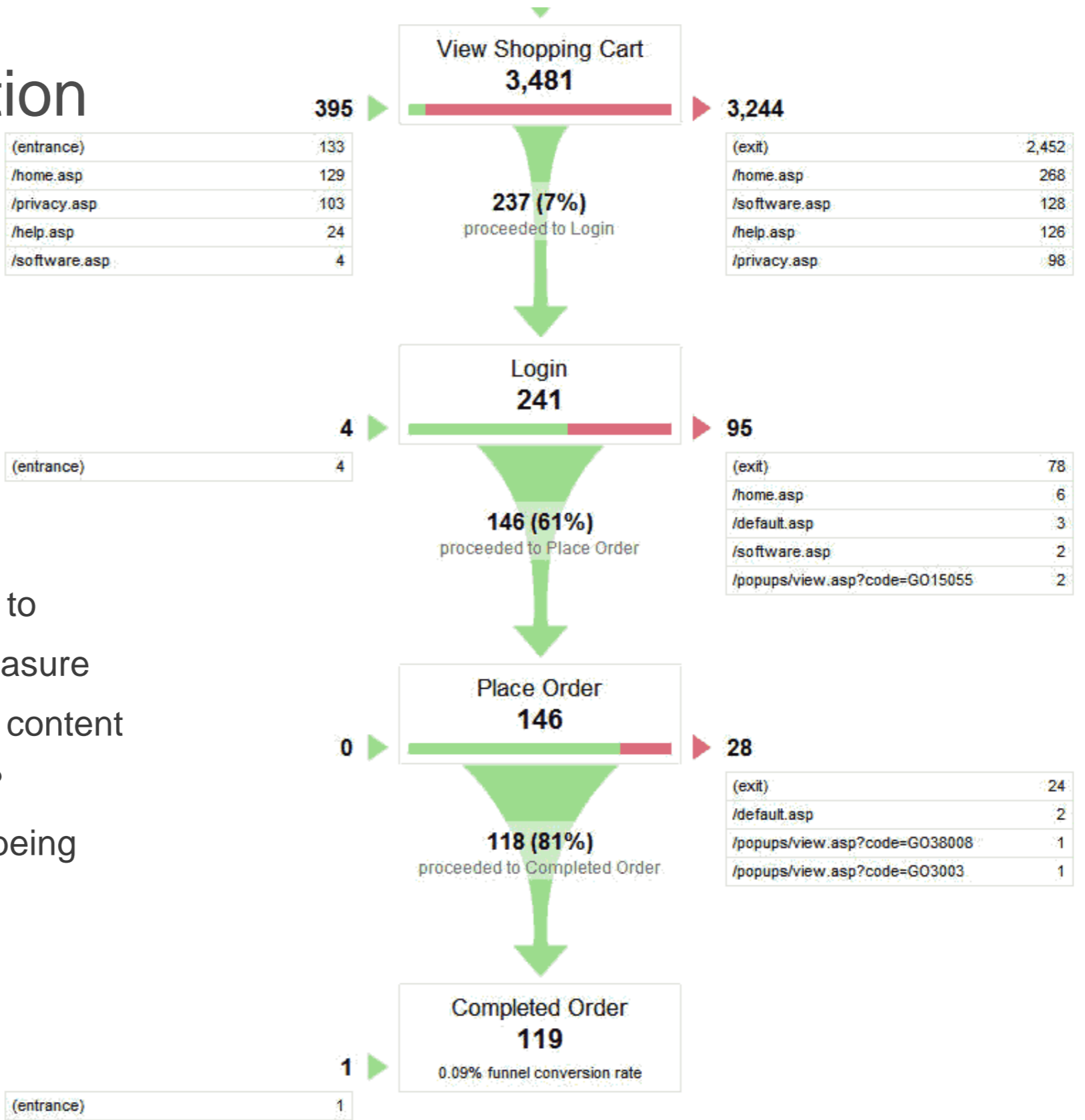


A variety of tools can simplify the act of content distribution.

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Funnel Visualization



Tools from Google Analytics to Omniture allow you to measure funnel performance. Is your content meeting your goals? Is your content strategy being optimized?

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Thx.

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