Content Workflows

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1. Intro

2. Workflow dos & don'ts

3. Guides

Q & A

Hi, I'm Dani!

- Spent six years in Healthcare as a **merchandiser-turned-content-strategist,** then at Wells Fargo, and am now at Liberty Mutual.

- Advise teams how to build better content using **user research + content frameworks**

- **AEM, Sitecore, Wordpress, Squarespace, Proprietary CMS**
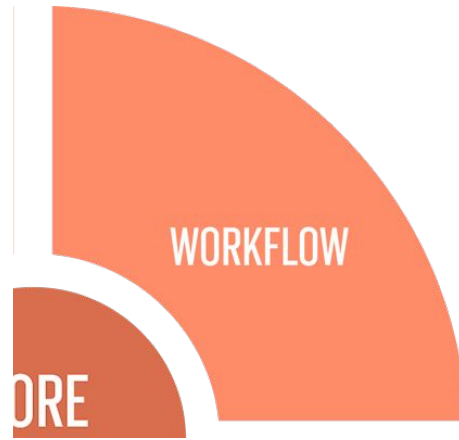
Today's objectives:

- Understand how content workflows impact users
- Learn about user-centric tools to achieve better content

First, what is content strategy?

Content & people

SUBSTANCE

WORKFLOW

CORE STRATEGY

STRUCTURE

GOVERNANCE

People:
Who & how

Workflow dos & don'ts

Top 3 workflow dos & dont's

- <u>Do</u> define who owns content
- <u>Don't</u> let your planning be lazy
- <u>Don't</u> forget to audit

1. Do define who owns content

Yale School of Art

Yale School of Art
1156 Chapel Street, POB 208339
New Haven, Connecticut, 06520-8339

YALE SCHOOL OF ART

Home
About the School
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Exhibitions
Publications
News
Public Events

Pause animations ⏸

This website exists as an ongoing collaborative experiment in digital publishing and information sharing. Because this website functions as a wiki, all members of the School of Art community—graduate students, faculty, staff, and alums—have the ability to add new content and pages, and to edit most of the site's existing content.

Content is the property of its various authors. When you contribute to this site, you agree to abide by Yale University academic and network use policy, and to act as a

The Yale School of Art is a **graduate school** that confers MFAs in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students. Our website exists as an **ongoing collaborative experiment** in digital publishing and information sharing. It functions as a wiki—all members of the School of Art community have the ability to add new, and edit most existing content.

Editor details

QUICK LINKS —

Current Students >

Faculty & Staff >

Wiki Sitemap >

Knowledgebase >

Facilities >

Courses >

Opportunities >

Resources >

School of Art in the World >

NEWSLETTERS & CALENDARS

Sign up for School of Art newsletters >

Community Calendar >

Academic Calendar >

It's all about
content advocacy.

How do we fix it?

- Content development is the continuous **creating, maintaining, evaluating content**
- **Common tasks include:**
    - Planning
    - Scheduling
    - Creating content
    - Editing, Revising
    - Approving, rejecting
    - Testing
    - Publishing
    - Evaluating
    - Recording results
    - Expiring

Someone needs to be making decisions at the high level

2. Don't let your planning be lazy

Lings Cars (UK)

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Nissan Juke 1.0 DiG-T Acenta (114bhp) Hatchback 5dr Petrol Manual Petrol Manual CAR LEASING

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WE ARE LINGS YOU CAN TRUST US

LINGsCARS > Nissan > Nissan Juke > 1.0 DiG-T Acenta (114bhp) Hatchback 5dr Petrol Manual 3+35

Menu

- Home
- Cars / Vans
- Customers
- About Ling
- Fun stuff
- Live staff

"One of the best websites ever made is for a car-leasing company in England, LINGsCARS. It's a work of art ... and she leases tons of cars" **15th Dec 2016**

Newsweek

"[Ling's] website has attracted much attention for its retro design, and she has leased ... £86.3m worth of new cars in the UK in 2015" **27th Dec 2016**

INDEPENDENT

Nissan Juke

FAST JUKIE!

NISSAN

Ling's Deal ID = 4179713

1.0 DiG-T Acenta (114bhp) Hatchback

Fuel Petrol

Paint Non-metallic
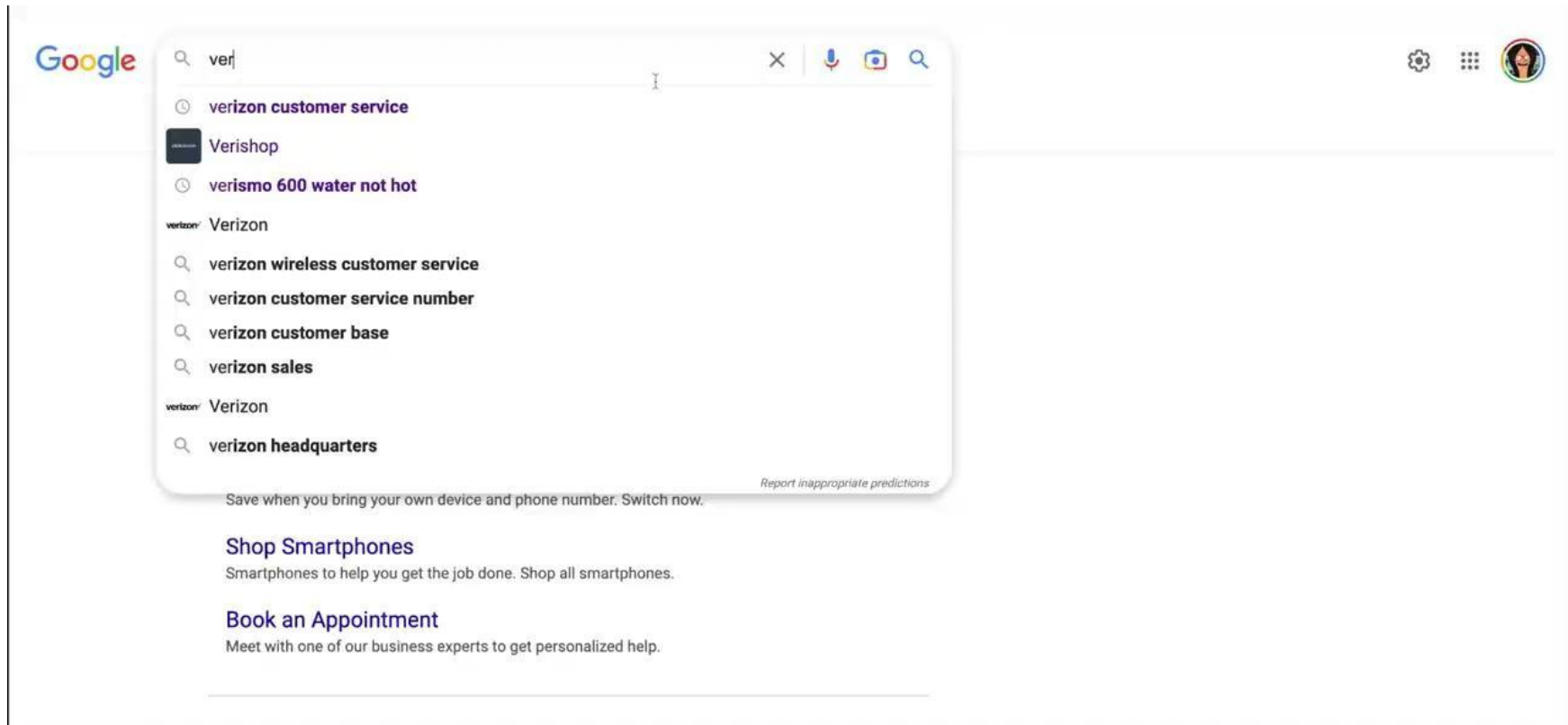
End content waste with an editorial calendar.

How do we fix it?

Date	User					Creation			
Go live	**Funnel**	**Profile**	**Pain point(s)**	**Channel**	**Details**	**Template/component**	**Copy**	**Owner**	**Other teams**
2/1	Top	Jake	Affordability	Web	Homepage	Spotlight #1	Newly discounted hatchbacks	Bob	Sales, SEO
2/1	All	Sarah	Browsing ease	Web	Homepage	N/A	N/A	Sue	Brand, analytics
2/7	Middle	Jake	Affordability	Web	Homepage	Main banner	Sweet car deals	Sue	Sales
2/14	Middle	Patty	Browsing ease	Web	Homepage	New component	Category labels	Sue	Product

3. Don't forget to audit

Verizon support

One of the most powerful tools to make a business case is a **content audit.**

How do we fix it?

URL	Content type	Topic	Category	Target keyword	User intent	Avg time on page
https://www.verizon.com/support/account-management/	Spotlight, links	Help	Consumer help	verizon support	Get answers for account management	##
https://www.verizon.com/support/	Links, search	Help	Consumer help	verizon support	Get answers for consumer products, speak to human	##
https://www.verizon.com/business/?cmp=vcgref	Lists + contact info	Help	Business help	customer service verizon	Get answers for business, speak to human	##

Workflow guides

Outsource vs. in-house

Outsourcing is best if:

- Want more time to focus on your core competencies
- Have an unexpected or short-term need to focus on content

What will you need to do:

- A collaborative spirit
- Definition of challenges that need to be addressed

In-house resources are best if you:

- You're passionate about and have time for content
- Have an ongoing need for content
- Have budget to hire

What will you need to do:

- Alignment on priority of content in your organization
- Empower to make & implement decisions
- Definition of roles + responsibilities

Building an editorial calendar

- **Define your purpose**
  - fulfill user needs
  - improve quality
  - track creation process
- **Don't forget to consider**
  - who will use it
  - how will it be shared
  - how often updated
  - how will you know it's working
- **Pick & prioritize variables -** eliminate bottom priority variables

Choosing qualitative or quantitative

- **Set clear goals**
  - What do you want to learn and why
  - What you need to prove and to whom
  - How long will you have to get audit done
- **Quantitative**
  - Just the facts
  - By a robot
  - Number of pages, content types, dynamic modules, etc.
  - Source, metadata, traffic, last updated, language
- **Qualitative assessment**
  - Deeper dive
  - Human
  - Measures against user-needs (usability, findability, actionability, accuracy)
  - Where are the gaps

Questions