



# Content Strategy for Ultra-Large Digital Presences

Marianne Kay | Aarhus, Denmark | 9 November 2017

# Marianne Kay



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University of Leeds

Previously:

- Analyst at Digital Clarity Group
- Web Development Lecturer at the University of Bradford
- Web Developer at Yorkshire Building Society
- Web Designer at Delete digital agency

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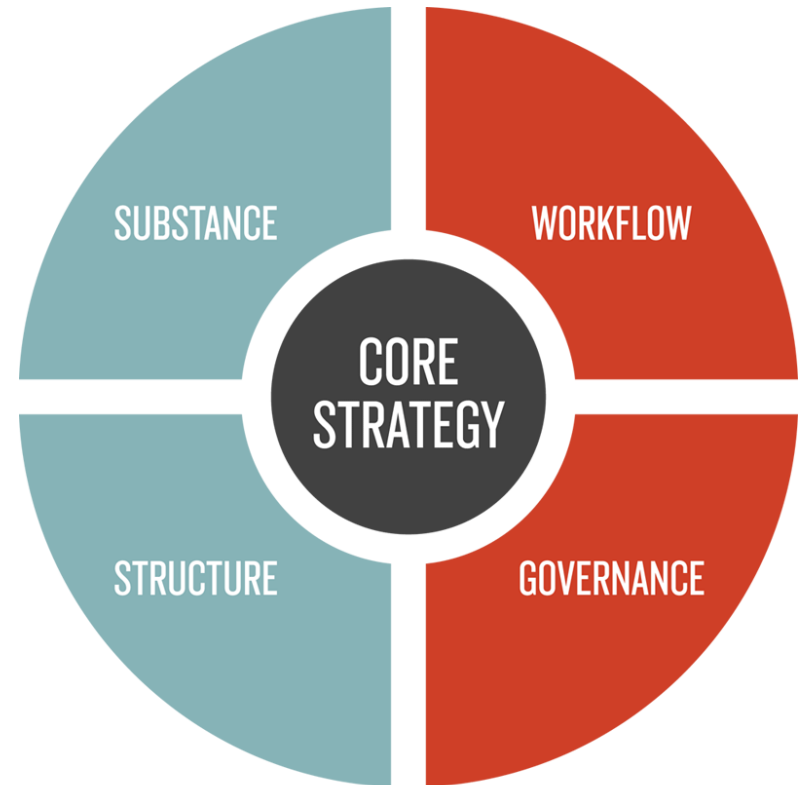
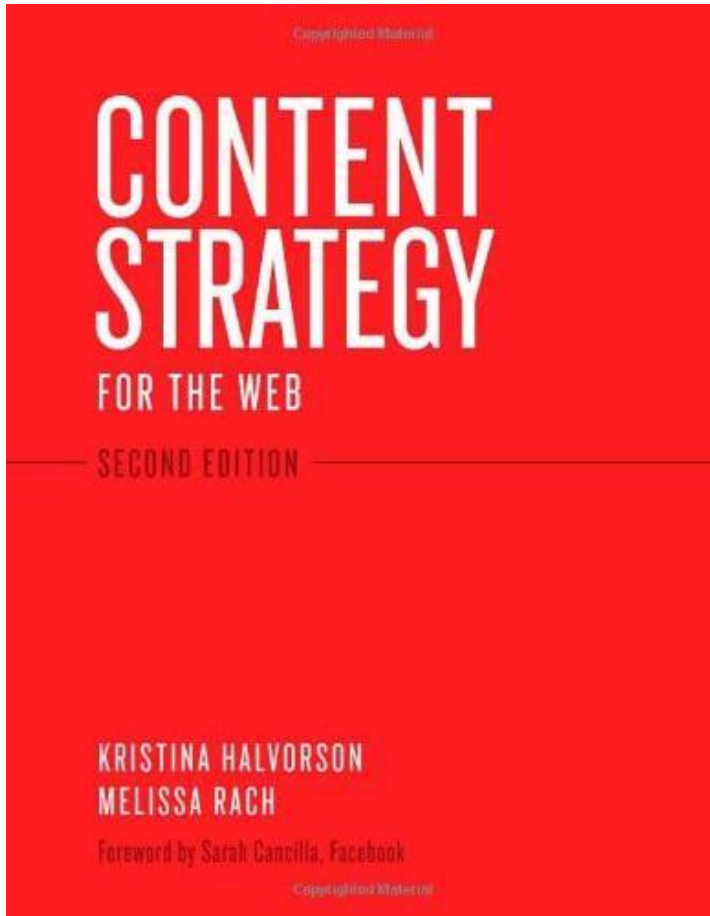
“Content strategy is **planning** for the creation, delivery, and governance of useful, usable **content**”

-- *Kristina Halvorson, Brain Traffic*

# Content Strategy



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CONTENT COMPONENTS

PEOPLE COMPONENTS

Copyright 2010 Brain Traffic



“There is nothing so **useless** as doing **efficiently** that which should not be done at all.”

*-- Peter Drucker*



The need for useful and valuable content

# Content Strategy: what's involved?

## The WHAT?

Content audit, training needs, recruitment.

## The HOW?

Quality content. Content modelling. Technology.

## The WHO?

Decentralised vs centralised content editing.

## The WHY?

Goals, KPIs, success criteria.

## The NOW WHAT?

Governance, analytics, editorial calendar.



# The WHAT?

## Evaluating what you have

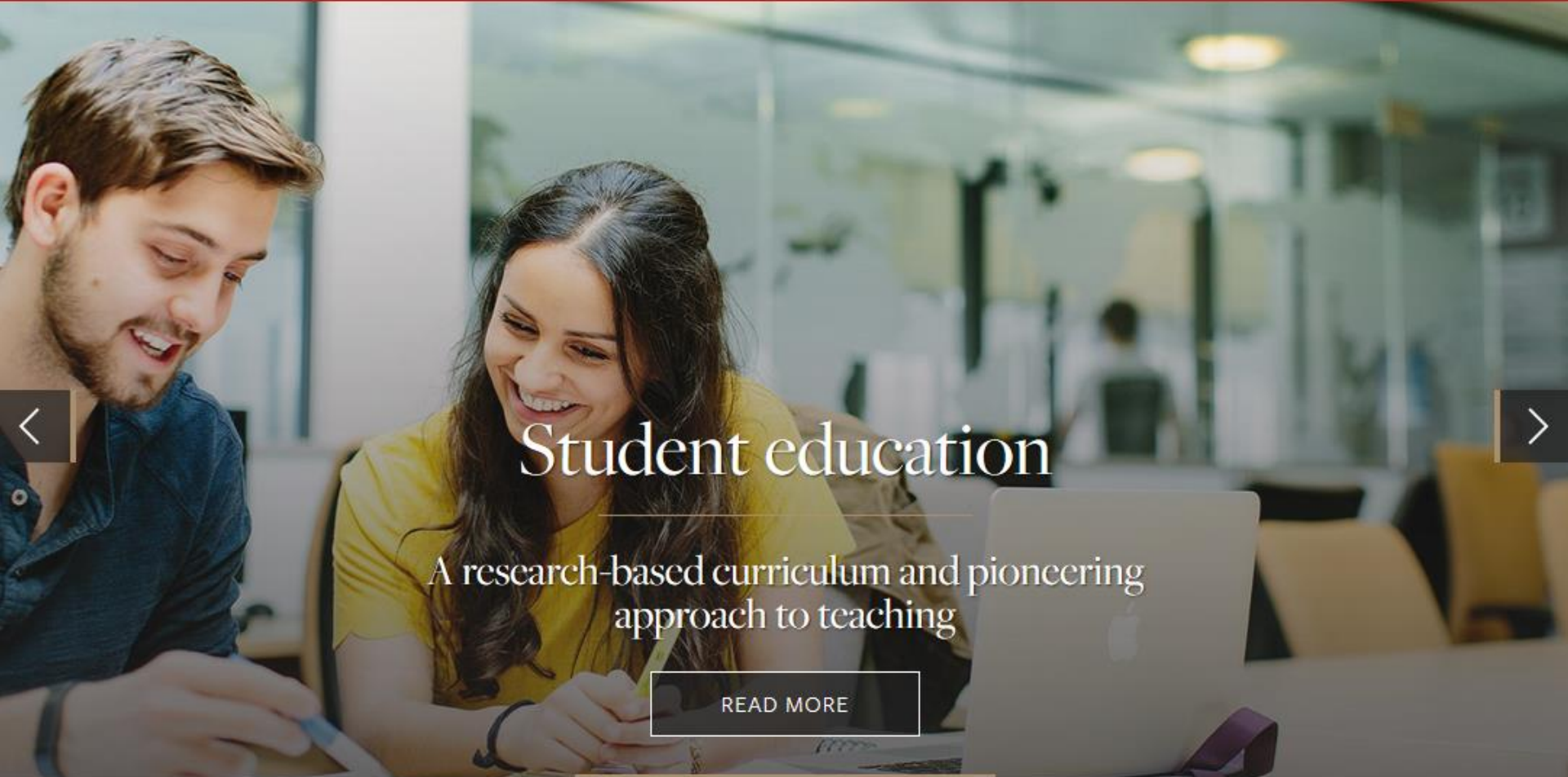
Britain's Biggest Hoarders documentary <http://www.mirror.co.uk/news/uk-news/pictured-inside-home-one-britains-4977503>





The University of Leeds is a Russell Group university in Leeds, UK.

- 33,000 students from 151 countries
- 8,000 members of staff



# Student education

A research-based curriculum and pioneering approach to teaching

READ MORE

COURSES

STUDENT EDUCATION

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# Skeletons

get out of the closet at JBoye

# Content Audit



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## What is there and is it any good?

Content Audit								
URL	Requirements be	Analytics	Analytics -	Content Owner	Authorized	Last updated	Last meeting	Comments
Websites currently in development								
Websites to be archived / deleted				met				not updated in the last year
Low traffic - less than 10 sessions a day on average (4000 per year).								
Not updated in the last 12 months								
Conferences								
www.xyz.leeds.ac.uk		UA-21237340-13	126	John Smith	Yes			
www.xyz.leeds.ac.uk		Not set up	n/a	None	No			
www.xyz.leeds.ac.uk	none	UA-21237340-30	15,410	John Smith	Yes			GA account same as abc
www.xyz.leeds.ac.uk	none	UA-21237340-30	15,410	John Smith	Yes			GA account same as abc
www.xyz.leeds.ac.uk		UA-22301305-2	n/a				n/a	GA not registered
www.xyz.leeds.ac.uk		UA-21237340-8	62	John Smith	Yes			
www.xyz.leeds.ac.uk	none	UA-21237340-22	909	John Smith	Yes			
www.xyz.leeds.ac.uk		Not set up	n/a	John Smith	No			
www.xyz.leeds.ac.uk	none	Not set up	n/a	John Smith				
Conferences, new sites								
www.xyz.leeds.ac.uk				John Smith			2017	
www.xyz.leeds.ac.uk	possibly payments			John Smith			2017	
Research centres, research groups, research projects								
www.xyz.leeds.ac.uk	none	n/a	n/a	John Smith	Yes		15/01/2017	
www.xyz.leeds.ac.uk		UA-21237340-21	273		No		06/03/2015	Looks out of date.
www.xyz.leeds.ac.uk		UA-21237340-25	11		Yes		02/02/2015	Looks out of date.
www.xyz.leeds.ac.uk	none	UA-21237340-26	1,014	John Smith	Yes		05/05/2015	
www.xyz.leeds.ac.uk		UA-21237340-9	7,026				08/09/2016	
www.xyz.leeds.ac.uk	Members area	UA-21237340-15	1,667		Yes		11/09/2014	
www.xyz.leeds.ac.uk		UA-21237340-28	129		Yes		08/02/2016	Remove. This is now hosted externally
www.xyz.leeds.ac.uk	Members area htt	UA-21237340-5	2,961	John Smith	No		27/01/2017	
www.xyz.leeds.ac.uk	none	UA-21237340-18	3,166	John Smith			12/04/2016	GA account same as abc
www.xyz.leeds.ac.uk	none	UA-21237340-18	3,166		Yes		24/03/2016	GA account same as abc



# Digital graveyard

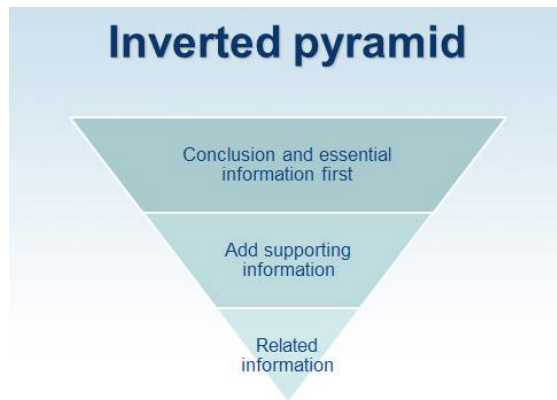
Volumes of content is a symptom



The HOW?

Producing great quality content

1. Who's your audience? (It's not you).
2. Inverted pyramid (front-load the most powerful content)
3. Users scan, not read – bullet points, headings, images & video
4. Call to action. **What should the user think, feel or do?**
5. Persuasive language is specific, factual, and has many voices



<http://www2.warwick.ac.uk/services/its/service-support/web/sitebuilder2/goodsites/content/>

# Structured Content



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Conference considerations:

1. Size
2. Format
3. Content
4. Networking and social
5. Value for money

<https://www.linkedin.com/pulse/what-expect-from-jboye-aarhus-conference-2016-marianne-kay>



## What to Expect from JBoye Aarhus Conference 2016

Published on October 12, 2016



Marianne Kay

Web Content Management, Digital Governance, Digital ...



19



5



6



As much as attending industry conferences is considered a must for mid- to senior-level digital professionals, few can afford to go to more than two or three events a year. In this article, I will go through five key considerations that web managers and digital leaders can use to help them determine whether an industry conference is worth their time and money. I will then explain what [JBoye Aarhus Conference 2016](#) delivers in





# Next University Conference

JULY 27-29, 2017 | UNIVERSITY OF LEEDS

REGISTER

## Featured Speakers



Bart Simpson  
Springfield University



Marge Simpson  
Springfield University



Mr Burns  
Springfield University



Dr Hibbert  
Springfield University

# Website Types



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## Corporate marketing content: Jada

- Corporate website
- Faculty/school websites
- Major service websites (careers, library)

## Rapid content delivery: WordPress

- Research groups, research projects
- Conferences and events
- Campaigns

## Secure internal content: Sharepoint

- Intranet
- Document sharing
- Health and Safety



“Technology doesn’t change things,  
people do.”





A headless CMS is a “content-focused datasource,” from which you can build content-based applications.

**The State of the Headless CMS Market** by Deane Barker

<https://gadgetopia.com/post/9926>

- GatherContent (UK/Europe)
- Contentful (Germany)
- Wagtail (UK)
- Built.io (USA/India)
- Prismic (France)

A photograph showing two people from the waist down, standing at a table. They are looking at a large document spread out on the table. The document has several sections and is marked with several bright pink and yellow sticky notes. The person on the left is wearing a green and white checkered shirt and green trousers. The person on the right is wearing a white t-shirt and blue jeans. The scene is brightly lit, suggesting an office or meeting environment.

The WHO?

Who is responsible for web content?

# Centralised vs decentralised



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Centralised: hopeless bottlenecks

Decentralised: rapid publishing of low quality content

- Trust not control
- Training
- Motivation
- Progress reports vs comparison reports

**Strive for balance! #WinningTogether**

# Content garden



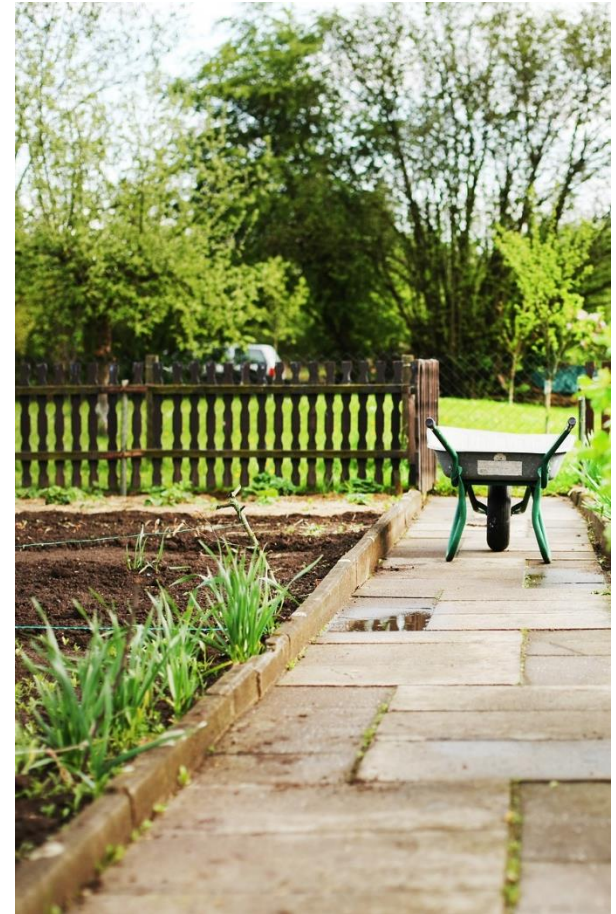
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**Walled garden** is the content that's really important and requires careful consideration.

**Wildflower garden** is developed with guidance and direction from the web team.

**Meadows** are websites that are free to grow and develop naturally, with only minimum requirements imposed.

Oliver Weedon, digital transformation manager at the University of Westminster (UK)



# Digital Quality Tools

Quality Assurance Siteimprove

Lancaster University <http://www.lancaster.ac.uk/> No group selected

**QA Overview**

- Summary
- My Sites
- Groups
- Priority Pages
- Single Page Check
- Check History

+ Links NEW

+ Spelling

+ Inventory NEW

? Support & Video Tutorials

Broken Links **6**  $\pm 0$  7 pages affected

Misspellings **42**  $\pm 0$  182 pages affected

593 pages

### Important Highlights

- ! One of the broken links affects 2 pages
- ! Misspellings affecting the most pages: **focussed** e.g. Yr
- ! One of the broken links affects 2 PDFs

### Priority Pages

Page title   URL	Page score
English Language in the Media (Stu... <a href="http://www.lancaster.ac.uk/study/undergra...">http://www.lancaster.ac.uk/study/undergra...</a>	7.6
French Studies and Theatre (WR41) ... <a href="http://www.lancaster.ac.uk/study/undergra...">http://www.lancaster.ac.uk/study/undergra...</a>	7.6
Spanish Studies and Theatre (WR44... <a href="http://www.lancaster.ac.uk/study/undergra...">http://www.lancaster.ac.uk/study/undergra...</a>	7.6





Excellence is not an act, but a habit

-- Aristotle

parkrun

A hiker with arms raised on a mountain peak. The hiker is wearing a red shirt, black shorts, and a backpack, standing on a rocky ledge with their arms raised in a 'V' shape. The background shows a vast mountain range under a blue sky with large white clouds. Below the hiker, a valley with green fields and a small town is visible.

# The WHY?

Goals, KPIs, success criteria

# Digital Metrics Cheat Sheet

## Web and Mobile

- Page views/Unique visitors
- Bounce rate
- CTA conversion rates
- Email marketing subscriptions, unsubscribes, open and click-through rates
- SEO and Google ranking

## Customer Experience

- Customer engagement
- Customer satisfaction
- Usability (completion rates, number of errors, efficiency, satisfaction)

## Site Quality and Performance

- Standards compliance
- Server response time
- Server availability

## Social Media

- Friends/followers/subscribers
- Traffic
- Interactions
- Channel ad campaign cost
- Sentiment
- Share of voice
- Referred traffic and conversions

# Results that matter



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- Customer engagement and satisfaction
- Strategic success beyond your project/task
- Sales, conversion rates, business KPIs
- Digital quality



# The NOW WHAT?

Governance, standards, security, editorial calendar.

# Content management is never a done job

## Content Quality:

- Useful, usable, up-to-date, accurate

## Security:

- Systems upgraded / patched as required

## Data protection, GDPR:

- Privacy by design

## Analytics

- Optimization, ongoing improvement

## Archival



### MDN Content Team Status

Public

#### On Hold (committed but no work on it for the moment)

- MercrediDocs/WednesdayDocs /MittwochDoks Q2 2015  
0/3
- Learning Area: 1st PathWay  
2/28 Nov 30, 2014
- Refactor HTMLElement  
6/19
- Refactor HTML "global attributes" documentation  
29/31
- Auto-generating API reference docs  
2
- CSS Tutorial  
3 Jun 30
- JS Tutorial  
1 Sep 30
- Review Web Animations API docs  
1/21

#### Doing (Task committed and actively worked on this week)

- Q1: Overhaul JavaScript guide  
11/18
- Follow-up triage meeting 2015-02-17/24 +03-03/10  
2/15
- Content Kits prototype content  
5/12 Feb 6
- Follow-up triage meeting 2015-02-10  
5/8 Feb 17
- Follow-up triage meeting 2015-02-03  
1/12 Feb 10
- Follow-up triage meeting 2015-01-27  
1/13 Feb 3
- Web Components - Custom Elements  
1/8

#### Review needed

- Document Fetch API  
5/57/57
- Channel messaging API  
6/6
- Service Workers (Review and complete docs)  
3/23/23
- Apps quickstart (formerly Recroom)  
2/7/7
- Update Web workers  
5/25/25
- CSS help in DevTools  
4/1/5

#### No update in the last 14 days. PLEASE UPDATE

- Contribution Pathways  
1/0/4 Dec 1, 2014

#### Completed in March 2015

- Write community blog article about MDN curriculum fellowship  
2
- MercrediDocs/WednesdayDocs /MittwochDoks Q1 2015  
5/6/7 Apr 1
- MDN 10th Anniversary Plan & brief  
5/6 Jan 30
- Content Kits meeting with tech evengalism  
1/27 Mar 27
- Social Media Plan for MDN  
6/8
- Inheritance Diagrams

#### Completed in February 2015

- FOSDEM talk  
Feb 1
- jFokus Conf Florian Feb 2 - 4  
6/6
- Web Compat Summit Mt. View  
1
- Mt. View sprint APIRef / sidebar  
1/2/2
- Firefox 36 for developers  
5/6 Feb 24
- Follow-up triage meeting 2014-11-25  
4/14/14 Dec 9, 2014
- Glossary: Guidelines for using the glossary template  
3/3
- Update Learning Area Meta documentation  
7/7
- Follow-up triage meeting 2014-12-09



“ In **strategy** it is important to see distant things as if they were close and to take a distanced view of close things. ”

-- *Miyamoto Musashi*



# Content Strategy



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- Purpose of the document
- Vision
- Content creation process
- Content quality
- Editorial calendar
- Style guide
- Content ownership responsibilities
- University-specific content
  - Research
  - Events
  - Staff profiles
- Usability and Accessibility
- Navigation
- Analytics
- SEO
- Content archival
- Content Management Systems
- Security and Data Protection
- Training, Documentation and Support

# Conclusion



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- Evaluate what you have
- Impose structure
- Treat content as a business asset
- Measure success
- Establish good habits

# Find out more...



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- **Content Strategy for the Web**  
*Kristina Halvorson and Melissa Rach*  
<http://contentstrategy.com/>
- **The Ten Principles Behind Great Customer Experiences**  
*Matt Watkinson*  
<https://www.matt-watkinson.com/the-ten-principles>
- **A List Apart**  
<https://alistapart.com/>
- **Gadgetopia**  
<https://gadgetopia.com/>
- **Gerry McGovern**  
<http://gerrymcgovern.com/>
- **Econsultancy**  
<https://econsultancy.com/>
- **EcontentMag**  
<http://www.econtentmag.com/>

# Thank You!



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