

Panlogic

Digital Engineering
Web | Mobile | Applications

Our approach to

content
strategy



The content challenge

A key challenge for any digital service development (e.g. websites, Apps, mobile services etc.) lies around the service's 'content'. If working on a green-field website, what content should be developed, in what form and to what specification (length/style/tone of voice etc.). If migrating content from an old instance to a new service then decisions need to be made around which content to keep, which to throw-away and which to create.

Additional decisions must be made about who in the organisation has rights to create and delete content, in which form the content should be provided (HTML, PDFs etc.) and any periodicity.

All of the above decisions are supported by a content strategist whose roles could include; over-arching content strategy, content development and auditing and overseeing multiple editors within an organisation functions.

What is a content strategist?

A content strategist works directly with a client to plan the development of the site content whilst feeding into the architecture of any new development. Key skills include:

- Developing style and tone
- Content development planning
- Copywriting as required
- Managing internal content teams
- Workflow for content development
- Best practice

How much content?

The straightforward answer is 'half of what you think and then half again (and then halve that again!)'. Website content development lies in the realm of brevity and directness. As Mark Twain once wisely said "If I'd had more time I would have written a shorter letter".

What content should be developed, in what form and to what specification.

Our approach to content

We undertake our proven RACK process (Review; Amend; Create; Keep): a *Review* of existing content via an audit; *Amending* any content that requires revision; *Creating* any required content that is missing; and *Keeping* any other content that will not be used for now in an archive.

Our approach to content is a three-fold one:

1. Define the 'as-is' content via an audit. This will define a matrix of things such as the:

- Content type and format (HTML, Word, PDF, Excel, text, rich media, images etc.)
- Content sections
- Content pages
- Content modules (sub-page elements)
- Content module headings / sub-headings
- Content module summaries (for search results or section homepages etc.)
- Meta-data
- Form items (Type; Name; Validation)

2. Create the 'to-be' content matrix. Defining the content the new service requires and mapping the as-is content against this. This will add the following *additional* items (as well as the elements from #1 above):

- Mapping to target audiences
- Any campaign message areas
- Content creation time
- Content deployment time
- Resource requirements to support the content plan
- Whether the content requires revision (and also specifying when and how regularly future revisions might be required)
- Whether the content is missing
- Whether the content is suitable as is or not
- Existing format vs. desired format
- Any associated content
- Whether the content will be searchable or not

3. A content engine. This consists of specifying the following:

- The final content matrix: with iteratively, worked-up content
- A content process: including workflows; style-guide; brand guidelines etc.
- The required resources to develop the final content (copywriters; designers; illustrators; rich media developers; meta-data analysts etc.)

Review,
Amend,
Create,
Keep.

Conclusions

Content is a long involved process for any digital service, but it is often a neglected area that falls between the client and the consultancy or agency. We believe that content is absolutely critical to getting a service that people want to use. And getting it written is not the same as getting it finessed and presented in an appealing manner and/or an appropriate tone of voice. We believe that this journey is best started as early in the specification and development process as possible.

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About Panlogic

Established in 1999, Panlogic is an independent, dedicated digital agency offering a full range of services, from idea through to execution.

Digital consultancy

Our consultancy offer provides independent scoping and definition services for digital (web/mobile/tablet) devices for applications/websites etc.

Digital support

Our second core offer provides long term, SLA backed hosting/support and maintenance contracts across a wide and certified set of technologies which we run up to 24x7x365 for clients.