



**DRUPAL CAMP**

SAINT LOUIS



JUNE 20-21

## Site Building Room

SESSION:

# Age of Content: Building Meaningful Content Strategies

SPEAKER:

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# Hello.

I am a business owner, digital strategist, UX designer, brand cultivator, marketer, husband, Chihuahua owner, Zach Galifianakis body double.



SpryDigital







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Content is ~~EVERYTHING~~









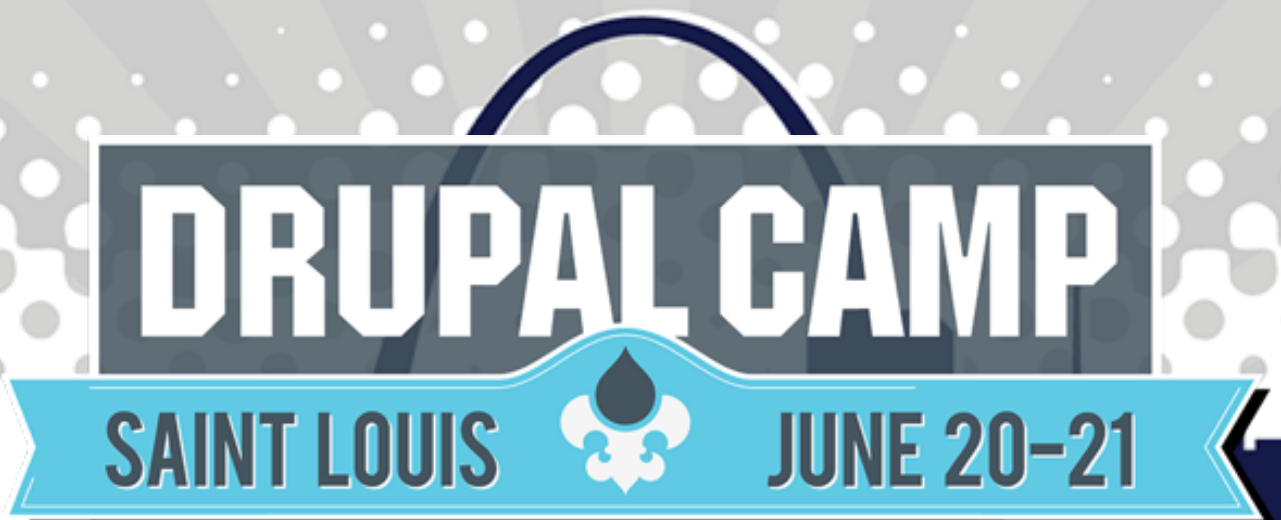


[pointnorth.io](https://pointnorth.io)  
[intake.center](https://intake.center)

“Content strategy is the process by which content is analyzed, sorted, constructed, and placed. Users come to a site for its content first and foremost, so it is the most important part of the site.”



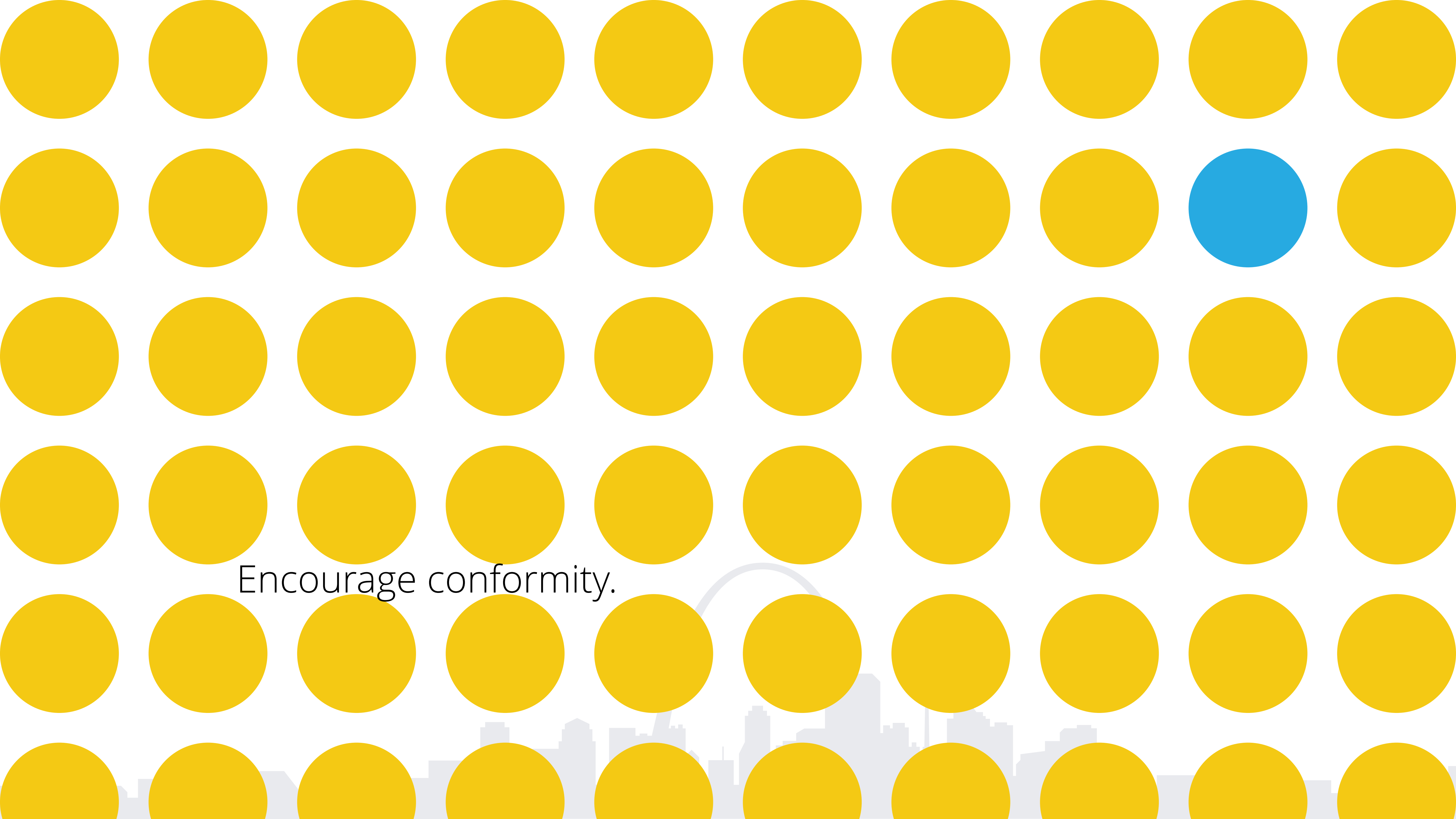
# Why Do We Need Content Strategy?











Encourage conformity.



“Here is one of the few effective keys to the design problem — the ability of the designer to recognize as many of the constraints as possible — his willingness and enthusiasm for working within these constraints. Constraints of price, of size, of strength, of balance, of surface, of time and so forth.”

– Charles Eames





Define constraints.





Create buy in.





# Who Does Content Strategy?





# Content Strategy Roles

- Owner/stakeholder
- Project Manager
- UX Designer
- Content Strategist
- Copywriter
- Anybody







**DO IT!**



# When?

- As early as possible
- Before touching any visual design
- With UX design team
- Continue through life cycle of product, be agile.





# The Approach





# Content Inventory



Keep it raw.





# Common Inventory Items

Unique content ID

Meta Description

Title

Meta Keywords

URL

SEO Titles

Headings

Categories / Tags

File Format (HTML, PDF, DOC, TXT...)

Dates (created, revised, accessed)

Author

Redirects

Physical location (where stored in CMS,  
server, etc.)

Screenshots

Analytics

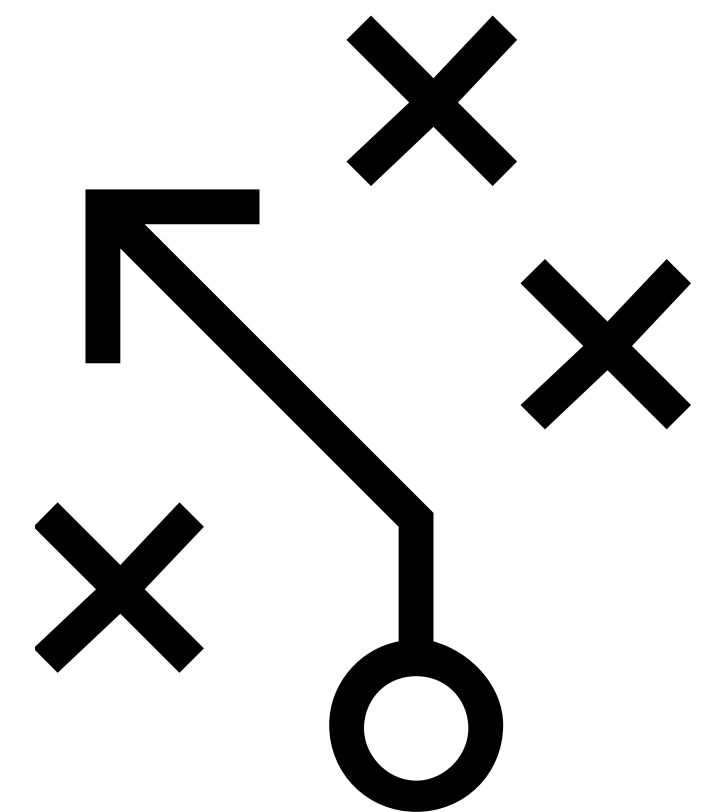
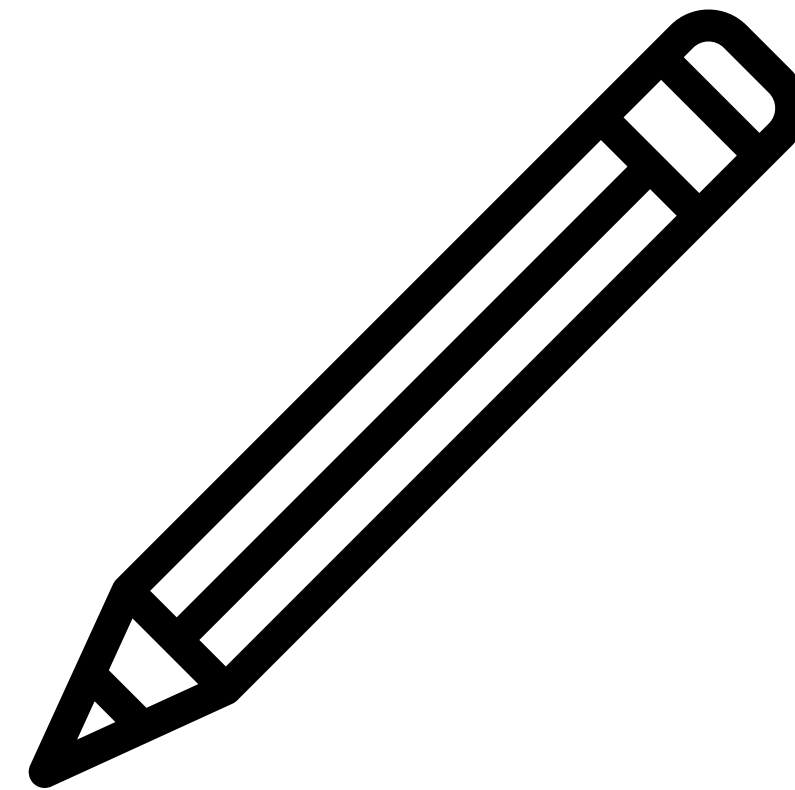
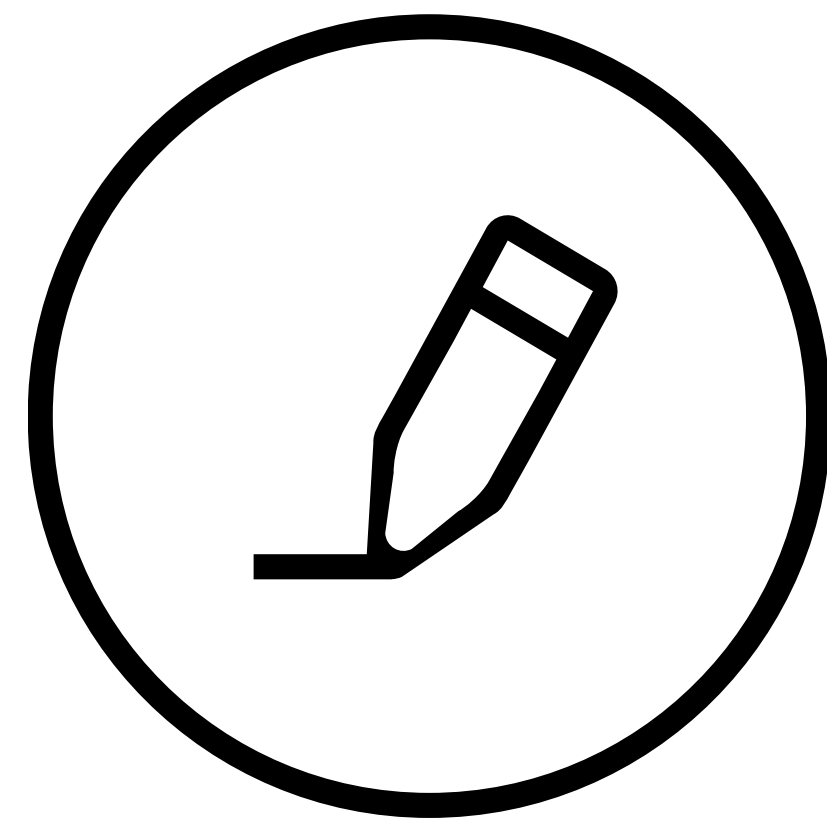
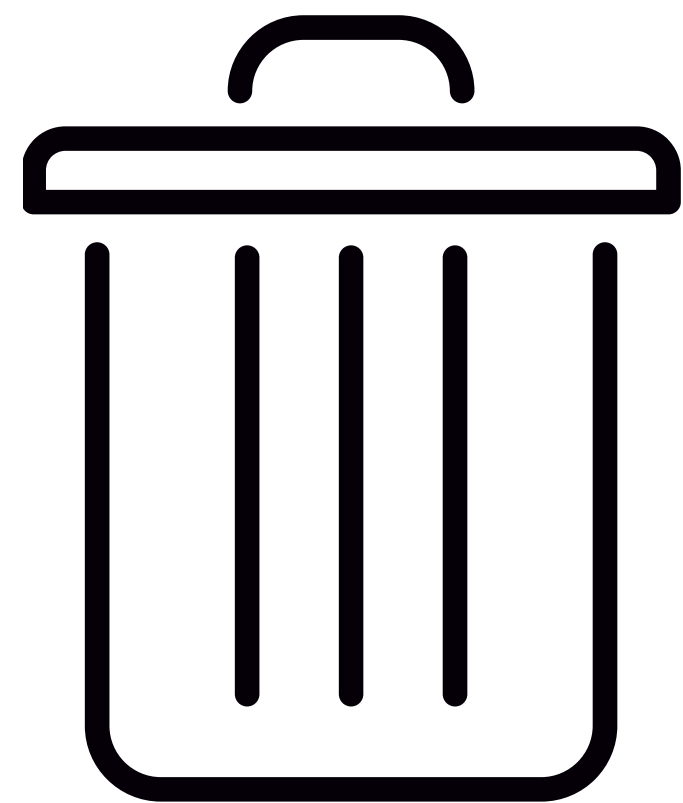




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1							
2		primary-navigation					
3							
4		sub-navigation					
5							
6		sub-sub-navigation					
7							
8		individual ideas/pages					
9							
10							
	Navigation title	Page title	URL	Files	Last updated	Owner	Comments
12	0.0 Home	<a href="#">WCMS @ IU</a>	<a href="https://wcms.iu.edu/home.php">https://wcms.iu.edu/home.php</a>				
13	1.0 Success stories	<a href="#">Success Stories</a>	<a href="https://wcms.iu.edu/success-stories/index.php">https://wcms.iu.edu/success-stories/index.php</a>				
14	1.1 Testimonials	<a href="#">Testimonials</a>	<a href="https://wcms.iu.edu/success-stories/testimonials/index.php">https://wcms.iu.edu/success-stories/testimonials/index.php</a>				
15	1.1.1 Beth Van Gordon	<a href="#">Beth Van Gordon</a>	<a href="https://wcms.iu.edu/success-stories/testimonials/bethvangc">https://wcms.iu.edu/success-stories/testimonials/bethvangc</a>		11/15/10	Comm	
16	1.1.2 Robin Roy Gress	<a href="#">Robin Roy Gress</a>	<a href="https://wcms.iu.edu/success-stories/testimonials/robingress">https://wcms.iu.edu/success-stories/testimonials/robingress</a>		11/15/10	Comm	
17	1.1.3 John Stammerman	<a href="#">John Stammerman</a>	<a href="https://wcms.iu.edu/success-stories/testimonials/johnstamr">https://wcms.iu.edu/success-stories/testimonials/johnstamr</a>		11/15/10	Comm	
18	1.1.4 Jennifer Witkemper	<a href="#">Jennifer Witkemper</a>	<a href="https://wcms.iu.edu/success-stories/testimonials/jenniferwi">https://wcms.iu.edu/success-stories/testimonials/jenniferwi</a>		11/30/10	Comm	
19	1.2 Featured Sites	<a href="#">Featured sites</a>	<a href="https://wcms.iu.edu/success-stories/featuredsites.php">https://wcms.iu.edu/success-stories/featuredsites.php</a>				
20	1.3 Sites using WCMS	<a href="#">Sites using WCMS</a>	<a href="https://wcms.iu.edu/success-stories/using.php">https://wcms.iu.edu/success-stories/using.php</a>				
21	2.0 Learn more	<a href="#">Learn more</a>	<a href="https://wcms.iu.edu/learn/index.php">https://wcms.iu.edu/learn/index.php</a>		9/16/11	WebTech	
22	2.1 Roles	<a href="#">Roles</a>	<a href="https://wcms.iu.edu/learn/roles/index.php">https://wcms.iu.edu/learn/roles/index.php</a>		9/16/11	WebTech	
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24	2.1.2 Webmaster	<a href="#">Webmaster</a>	<a href="https://wcms.iu.edu/learn/roles/webmaster.php">https://wcms.iu.edu/learn/roles/webmaster.php</a>		9/19/11	WebTech	
25	2.1.3 Decision maker	<a href="#">Decision maker</a>	<a href="https://wcms.iu.edu/learn/roles/decision-maker.php">https://wcms.iu.edu/learn/roles/decision-maker.php</a>		9/19/11	WebTech	
26	2.2 WCMS in the KB	<a href="#">WCMS in the KB</a>	<a href="https://wcms.iu.edu/learn/kb.php">https://wcms.iu.edu/learn/kb.php</a>				
27	2.3 Videos	<a href="#">Videos</a>	<a href="https://wcms.iu.edu/learn/videos/index.php">https://wcms.iu.edu/learn/videos/index.php</a>				
28	3.0 Getting started	<a href="#">Getting started</a>	<a href="https://wcms.iu.edu/get-started/index.php">https://wcms.iu.edu/get-started/index.php</a>				
29	3.1 Request a WCMS account	<a href="#">Request a WCMS account</a>	<a href="https://wcms.iu.edu/get-started/account-request.php">https://wcms.iu.edu/get-started/account-request.php</a>				
30	3.2 I have an account. Now what?	<a href="#">I have an account. Now what?</a>	<a href="https://wcms.iu.edu/get-started/now-what.php">https://wcms.iu.edu/get-started/now-what.php</a>				
31	4.0 IU Site Builder	<a href="#">IU Site Builder</a>	<a href="https://wcms.iu.edu/sitebuilder/index.php">https://wcms.iu.edu/sitebuilder/index.php</a>				
32	4.1 Why use Site Builder?	<a href="#">Why use Site Builder?</a>	<a href="https://wcms.iu.edu/sitebuilder/why-use-site-builder.php">https://wcms.iu.edu/sitebuilder/why-use-site-builder.php</a>				
33	4.2 Site Builder features	<a href="#">Site Builder features</a>	<a href="https://wcms.iu.edu/sitebuilder/site-builder-features.php">https://wcms.iu.edu/sitebuilder/site-builder-features.php</a>				
34	4.3 Sample layouts	<a href="#">Sample layouts</a>	<a href="https://wcms.iu.edu/sitebuilder/Sample-layouts/index.php">https://wcms.iu.edu/sitebuilder/Sample-layouts/index.php</a>				
35	4.3.1 Full Banner	<a href="#">Full Banner</a>	<a href="https://wcms.iu.edu/sitebuilder/Sample-layouts/full-banner.php">https://wcms.iu.edu/sitebuilder/Sample-layouts/full-banner.php</a>				
36	4.3.2 Logo with tall banner	<a href="#">Logo with tall banner</a>	<a href="https://wcms.iu.edu/sitebuilder/Sample-layouts/logo-with-ti">https://wcms.iu.edu/sitebuilder/Sample-layouts/logo-with-ti</a>		10/11/11	WebTech	
37	4.3.3 Logo with short banner	<a href="#">Logo with short banner</a>	<a href="https://wcms.iu.edu/sitebuilder/Sample-layouts/logo-with-si">https://wcms.iu.edu/sitebuilder/Sample-layouts/logo-with-si</a>		10/11/11	WebTech	
38	4.3.4 No banner	<a href="#">No banner</a>	<a href="https://wcms.iu.edu/sitebuilder/Sample-layouts/no-banner-i">https://wcms.iu.edu/sitebuilder/Sample-layouts/no-banner-i</a>		10/11/11	WebTech	
39	4.3.5 Two columns	<a href="#">Two columns</a>	<a href="https://wcms.iu.edu/sitebuilder/Sample-layouts/two-columr">https://wcms.iu.edu/sitebuilder/Sample-layouts/two-columr</a>		10/11/11	WebTech	
40	4.4 Using Site Builder	<a href="#">Using Site Builder</a>	<a href="https://wcms.iu.edu/sitebuilder/using-site-builder/index.php">https://wcms.iu.edu/sitebuilder/using-site-builder/index.php</a>				



# Decisions





# Content Modeling

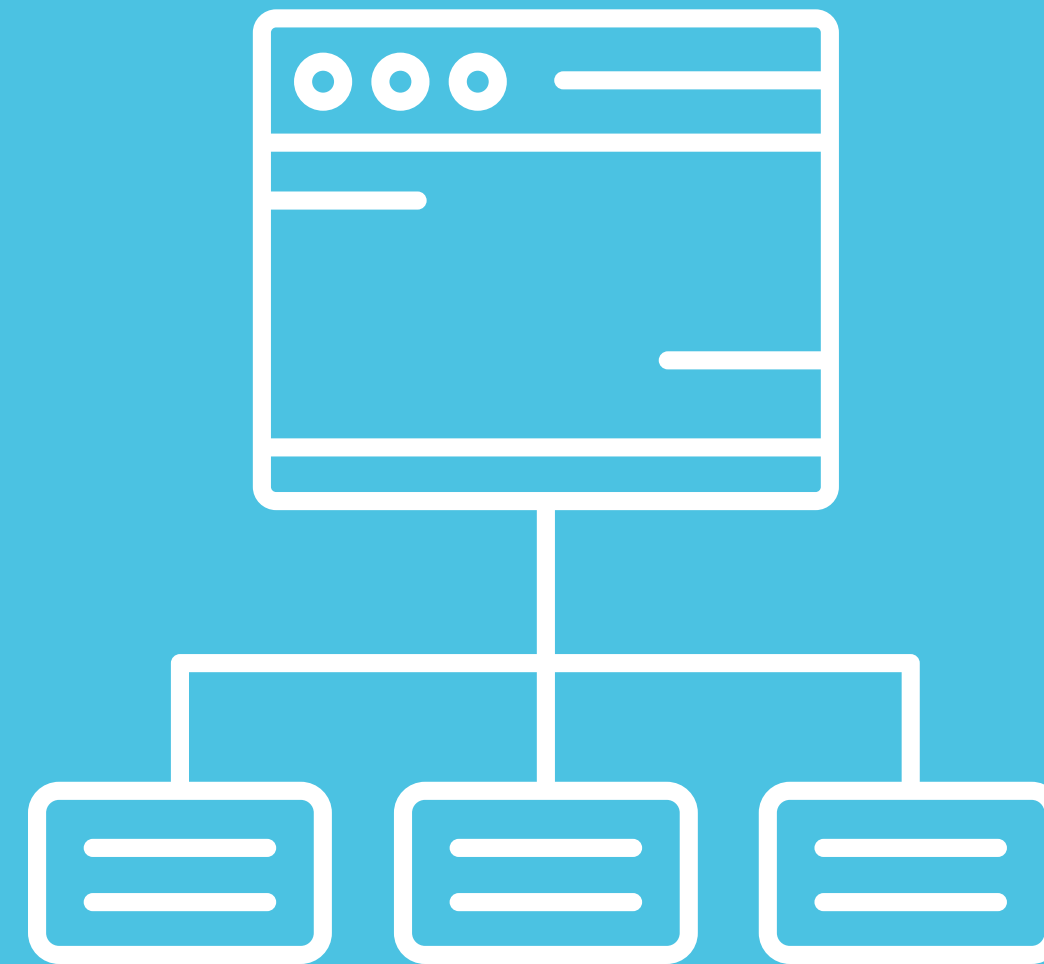


Build a large project from small parts.



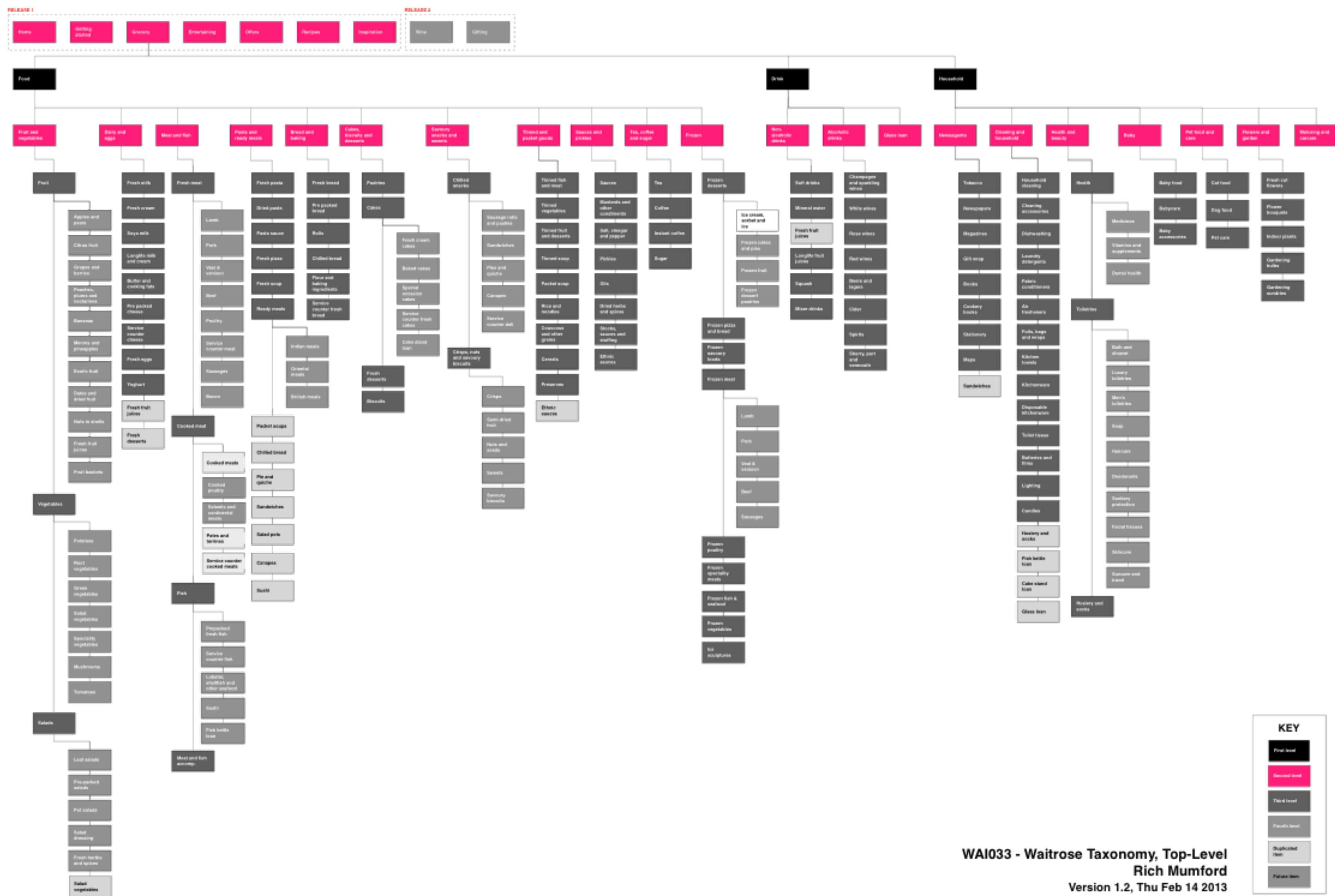


# Information Architecture



Organization, Usability, Context





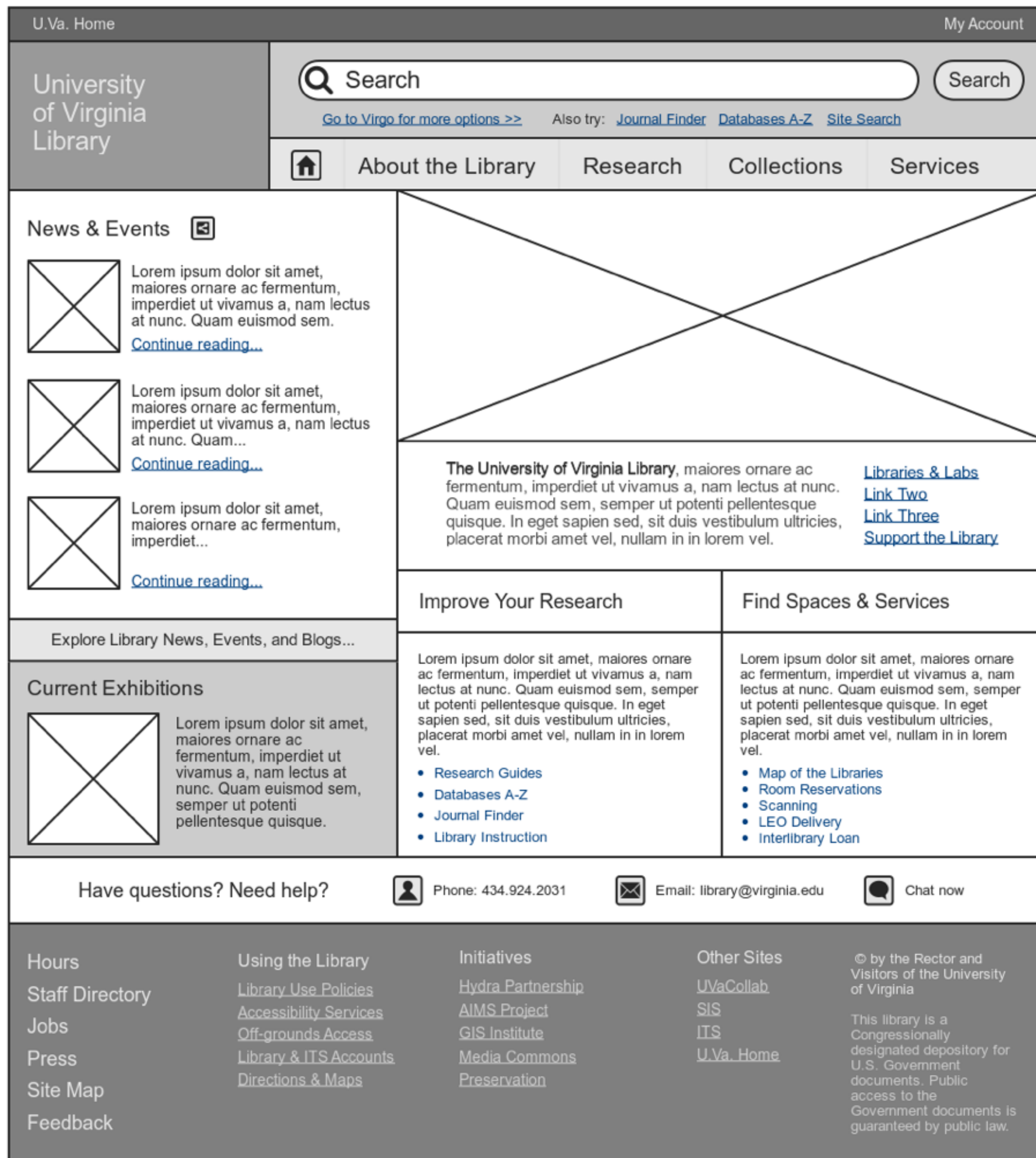


# Wireframe



Content in the spotlight.





- Work with UX team
- Make sure that content is accurately represented without using actual content.
- Assure content system is maintained
- Put further definition or guidelines to content
- Adapt as needed



# Content Considerations

- What defines success in your content strategy?
- Keeping content on brand.
- Focus on problem areas and pain points.
- Responsive web design



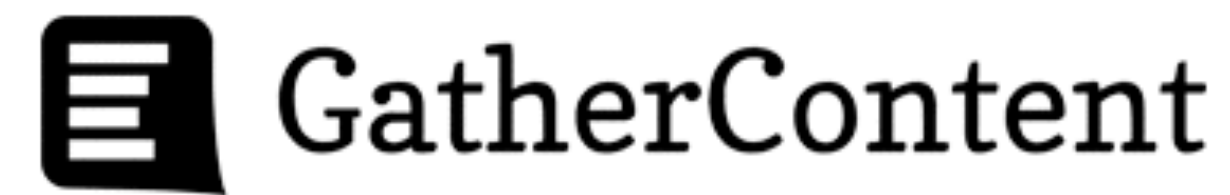


# Tools





# Tools of Content Strategy





# Challenges to Content Strategy

- Small agency, no dedicated Content Strategy person or not budgeted.
- Working with clients that are silo'd, different owners of different urls, different audiences
- Understand the abilities of the CMS
- Have to speak developer language
- Keeping clients engaged





# References

- [pointnorth.io](#) and [intake.center](#)
- [usability.gov](#)
- <http://schema.org/>
- [content-insight.com](#)
- <http://alistapart.com/author/kmcgrane>







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**The End**