Content Strategy: Plan & Maintain Website Content

Content is one of the main components of a great user experience. This self-help guide walks you through the process of planning the right content to meet your website's goals. It also provides some considerations to help you maintain your website content.

Plan Your Content

KNOW YOUR GOALS

Establish Objectives

Identify Stakeholders (LinkedIn Learning Video 2:01)
https://www.linkedin.com/learning/ux-foundations-content-strategy/identify-and-

Setting Successful Website Goals and Objectives
https://www.blitzmediadesign.com/blog/2014/05/setting-successful-website-goals/

KNOW YOUR AUDIENCE

Identify Audience Members

Determine Audience, Outcomes, and User Needs
https://alistapart.com/article/audiences-outcomes-and-determining-user-needs
Define an Audience (LinkedIn Learning Video 1:53)
Understand Users' Needs

A Five-Step Process for Conducting User Research
http://www.smashingmagazine.com/2013/09/23/5-step-process-conducting-user-resea...
Complete Beginner's Guide to Design Research
http://www.uxbooth.com/articles/complete-beginners-guide-to-design-research/
User Research Basics
Conducting a Focus Group
http://www.tc.umn.edu/~rkrueger/focus.html

Define Audience Requirements

Illustrating the Long Tail
https://moz.com/blog/illustrating-the-long-tail
Web Analytics for Content Planning
http://meetcontent.com/blog/web-analytics-for-content-planning/

IDENTIFY CONTENT NEEDS

Inventory and Audit Your Content

How to conduct a content audit
https://uxmastery.com/how-to-conduct-a-content-audit/
A Complete Content Audit and Spreadsheet Template
https://blog.bufferapp.com/content-audit
6 Steps to a Comprehensive Ongoing Content Strategy Audit
https://www.searchenginejournal.com/content-audit-checklist/237731/
Automated Link-Checking Tool
http://validator.w3.org/checklink
(w3c.org)
Conduct a Gap Analysis

The Content Gap Analysis
https://community.sitecore.net/general/blogs/best_practice_blogs/b/beth_bader/p...

Super Quick Content Gap Analysis
https://www.screamingfrog.co.uk/content-gap-analysis/

Select an Appropriate Platform

COPE: Create Once, Publish Everywhere

DEVELOP A WORK PLAN

Define Roles and Responsibilities

Defining Roles and Responsibilities
http://contentstrategy101.com/contents/implementation/methodology/defining-role...

Get Your Content Out of the Drawer with Governance
http://uxmag.com/articles/get-your-content-strategy-out-of-the-drawer-with-gove...

RACI Chart Template
http://racichart.org/raci-templates/

Project Team Roles and Responsibilities

Discuss Measures of Success

Web Analytics for Content Planning
http://meetcontent.com/blog/web-analytics-for-content-planning/

Choose a Web Analytics Tool
https://www.lifewire.com/top-blog-statistics-trackers-3476176

Understand and Use Google Analytics
https://it.umn.edu/technology/google-analytics?km=
Create Your Content

ORGANIZE YOUR CONTENT

Design Your Content Structure

Understanding Your Site Structure
http://webstyleguide.com/wsg3/3-information-architecture/3-site-structure.html
An Intro to Metadata and Taxonomies
https://www.braintraffic.com/blog/an-introduction-to-metadata-and-taxonomies
Card Sorting: A Definitive Guide
http://boxesandarrows.com/card-sorting-a-definitive-guide/
A Simple and Indispensable Template for Content Marketing Distribution
http://contentmarketinginstitute.com/2012/05/content-marketing-distribution-tem...
How to Put Together an Editorial Calendar for Content Marketing
https://contentmarketinginstitute.com/2010/08/content-marketing-editorial-calen...
Building the Case for Taxonomy
http://boxesandarrows.com/building-the-business-case-for-taxonomy/
Planning a Taxonomy Project
http://boxesandarrows.com/planning-a-taxonomy-project/

Curate Sources

Considerations for Special Higher Ed Content Types
http://meetcontent.com/blog/considerations-for-special-higher-ed-content-types/

Make Page Tables

Creating Better Web Content with Page Tables
http://www.kendallcopywriting.co.uk/content-strategy-applied-creating-better-we...
From Page Tables to Content Templates
https://marketeer.kapost.com/from-page-tables-to-content-templates/
Example Page Table
https://docs.google.com/document/d/1KCOL-uSsL4ywHklSLBucx7YNxTNINzwHOH_zc5QjwyU...
WRITE FOR THE WEB

Establish Voice and Tone

Choose Your Voice and Tone
https://content-guide.18f.gov/voice-and-tone/
Finding Your Voice and Tone
http://www.smashingmagazine.com/2012/08/21/finding-tone-voice/
The Impact of Voice and Tone on Users' Brand Perception
https://www.nngroup.com/articles/tone-voice-users/

Use Plain Language

Plain Language Checklist
http://centerforplainlanguage.org/5-steps-to-plain-language/
A Process for Using Plain Language
http://www.usabilityinciviclife.org/plain-language-is-a-process/
US Government Standards for Plain Language
http://www.plainlanguage.gov/
Outlaw the Phrase "Social Media" at Work
Write Actionable Content
https://health.gov/healthliteracyonline/write/
Using Appropriate Words
http://www.kingcounty.gov/help/editorial-style-guide/plainwriting/appropriatewo...

Create Usable Content

Creating Valuable Content: An Essential Checklist
Hemingway Editor
http://www.hemingwayapp.com/
Write the Best Titles for Content Marketing
http://contentmarketinginstitute.com/2012/12/checklist-content-marketing-titles/
5 Reasons Why No One Is Reading Your Email Newsletter
https://www.copyblogger.com/email-newsletter-response/
Testing the Usability of Text
https://gathercontent.com/blog/testing-the-usability-of-text
Federal Government Content Guide
https://pages.18f.gov/content-guide
(developed for the government but useful for everyone)

**APPLY STANDARDS**

**Make Your Content Accessible**

Accessible U
http://accessibility.umn.edu
University of Minnesota Accessibility website
Accessibility Basics
http://www.contentstrategy101.com/contents/creating-useful-information/accessib...
Government-wide Section 508 Accessibility Program
https://www.section508.gov/
Accessibility Evaluation Resources
http://www.w3.org/WAI/eval/Overview.html
Free Accessibility Tools Roundup
https://medium.com/bread-crumbs/free-web-accessibility-tools-round-up-b83a33797...
Accessibility Quick-Reference
http://webaim.org/resources/evalquickref/evalquickref.pdf?utm_content=bufferf51...
Experiencing Dyslexia: An Example
http://geon.github.io/programming/2016/03/03/dsxyliea

**Adhere to Regulatory Compliance**

Copyright Information and Resources
https://www.lib.umn.edu/copyright

**Adhere to Brand Standards**

University of Minnesota Web Standards and Best Practices
https://university-relations.umn.edu/resources/web-standards-and-best-practices
University of Minnesota Brand Standards
LAUNCH YOUR CONTENT

Test with a Soft Launch

Soft Launch - Defined
https://en.wikipedia.org/wiki/Soft_launch#Website

Go Live

Site Launch Timeline and Checklist
https://www.dtelepathy.com/blog/business/the-ultimate-website-launch-checklist

Sustain Your Content

ASSESS YOUR PROGRESS

Do a Project Debrief

10 Things to Include in a Project Post-Mortem
https://www.business2community.com/strategy/10-things-include-project-post-mortem...

Measure Your Results

How to Measure Your Content Strategy Success (LinkedIn Learning Video 3:37)
https://www.linkedin.com/learning/ux-foundations-content-strategy/measuring-suc...
6 Metrics Every Website Needs to Track
https://www.square2marketing.com/blog/6-metrics-every-successful-website-needs-...

IMPLEMENT ONGOING WORKFLOW
Create a Maintenance Plan

Content Calendar Tools, Templates, Tips
https://blog.bufferapp.com/all-about-content-calendar

Establish a Content Maintenance Routine
http://uxmag.com/articles/content-maintenance

Workflows (LinkedIn Learning Video 2:49)
https://www.linkedin.com/learning/ux-foundations-content-strategy/workflows?u=4...

Apply Your Content Lifecycle

Content Lifecycle: Closing the Loop in Content Strategy
http://johnnyholland.org/2010/10/content-lifecycle-closing-the-loop-in-content-

Maintain Quality Control

Content Quality Checklist
http://content-science.com/products/content-quality-checklist/

Social Media Templates for Realtime Content
https://blog.bufferapp.com/social-media-templates