

Self-Help Guide

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)

<https://www.linkedin.com/learning/ux-foundations-content-strategy/define-an-aud...>

Develop Fact-based Personas (LinkedIn Learning Video 3:40)

<https://www.linkedin.com/learning/ux-foundations-content-strategy/develop-fact-...>

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

<http://www.usability.gov/what-and-why/user-research.html>

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://www.sitecore.net/company/blog/421/part-2-the-content-gap-analysis-ident...>

Super Quick Content Gap Analysis

<https://www.screamingfrog.co.uk/content-gap-analysis/>

Select an Appropriate Platform

COPE: Create Once, Publish Everywhere

<http://blog.programmableweb.com/2009/10/13/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

<https://www.usability.gov/how-to-and-tools/methods/project-team.html>

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-uSsL4ywhKISLBucx7YNxTNINzwHOH_zc5QJwyU...

(Google doc with template)

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.usabilityincivillife.org/plain-language-is-a-process/>

US Government Standards for Plain Language

<http://www.plainlanguage.gov/>

(plainlanguage.gov)

Outlaw the Phrase "Social Media" at Work

<http://www.webinknow.com/2012/11/outlaw-the-phrase-social-media-at-work.html>

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

<http://contentmarketinginstitute.com/2011/04/valuable-content-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

<http://university-relations.umn.edu/our-brand>

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-mort...>

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-...>

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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>