

## **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

<http://meetcontent.com/blog/planning-content-goals-web-stakeholder-interviews/>

Setting Successful Website Goals and Objectives

<https://blog.hubspot.com/website/website-goals>

### **KNOW YOUR AUDIENCE**

#### **Identify Audience Members**

Determine Audience, Outcomes, and User Needs

<https://alistapart.com/article/audiences-outcomes-and-determining-user-needs>

Develop Fact-based Personas

[https://primo.lib.umn.edu/permalink/f/1q7ssba/UMN\\_ALMA51621866620001701](https://primo.lib.umn.edu/permalink/f/1q7ssba/UMN_ALMA51621866620001701)

## **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://community.sitecore.net/general/blogs/best\\_practice\\_blogs/b/beth\\_bader/p...](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

<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...](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

<https://centerforplainlanguage.org/learning-training/five-steps-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...](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](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**

Content strategy in UX design

<https://uxdesign.cc/content-strategy-in-ux-design-c2e41d19d447>

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>

### **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>