

Content Strategy

Content Management

“Do you realistically
believe that the moon
does not exist if
nobody is looking at
it?”

Einstein to Bohr regarding quantum theory

Your website does not exist until someone looks at it. The user brings it into existence. The user initiates the dialogue. The user is looking for answers.

What is content strategy?

“Effective navigation and search are critical.

Clear and usable design are critical.

Technology that works well is critical.

But navigation, search, design and technology are only there to support the content.”

Janice Redish

CONTENT = CONVERSATION

What is content strategy?

“Content is the stuff – text, data, graphics, video, and audio – that people want on the web.”

Kristina Halvorson

“Content strategy plans for creating, delivering, and governing quality content.”

Kristina Halvorson

STRATEGY + QUALITY = INFLUENCE

Good content strategies
engage the user in
conversation and aim to
influence them by
providing and maintaining
quality content.

Rhetoric: the art of influence

Credibility

Rhetoric is a very old idea. The philosopher Aristotle defined rhetoric as figuring out the best way to persuade in a given situation. In more recent times it has been defined as “the art, practice, and study of human communication.”

Logic

There are 3 key principles to rhetoric: credibility, logic and emotion. Good, persuasive/influential content will combine all 3 principles.

Emotion

Credibility

Credibility is why people should trust and listen to you or your organisation.

Typical points of credibility could include:

- Experience
- Success
- Reputation
- Endorsement
- Certification
- Longevity

If your business/website is new or few people know about you, you may need to demonstrate credibility. If you are already established, this may be less important.

Credibility can be improved over time by publishing consistently good content.

LAST YEAR

This is the third Responsive Day Out. [Last year's event](#) was oodles of fun. You can [listen to the podcast from 2014](#).

More reviews of our last two events can be found [here](#).

Responsive Day Out was a truly fantastic conference, and it was all down to the curation of the conference, because quite literally there wasn't anything else. - [Adam Onishi](#)

I have this thought running around in my head that I can't quite shake yet. It is "So that actually happened". - [Kirsty Burgoine](#)

Endorsements are a good way to demonstrate credibility.

Logic

Logic is to do with whether your argument or reasoning is well-formed.

Typical points of reasoning include:

- Claim
- Evidence
- Warrant – why you can make the claim based on the evidence (e.g. correlation of statistics)

Most web content involves some reasoning but certain types of content lend themselves more to articulating an argument:

- Blog post
- Video
- Expert review
- Data visualisation
- Case study

Automation and personalization

MailChimp helps you email the right people at the right time. Send automated emails based on customer behavior and preferences. Get started with pre-built [Workflows](#) or use our built-in segmentation and targeting options to build custom rules. And get in-depth reporting on how each of your automated series is performing. Our tools help you learn more about your customers and send them timely, relevant content.

MailChimp makes this claim and provides a logic but no evidence. However, they have good credibility and the user is likely to accept their claim anyway.

Emotion

Emotion is how you tap into people's emotions to hold their interest, gain their sympathy, or motivate them to act.

Appealing to emotion involves these related elements:

- Tone – the mood conveyed through words and images.
- Style – vivid word choice to make associations.
- Voice – the personality of your content.

The How Stuff Works website could have used a title such as “Today’s Interesting Fact” but instead went with “Today’s Mind-Blower”.

Both credibility and logic are culturally neutral but emotion is not. If your audience is worldwide, you may need to consider how best to use emotion for different geographic regions, for example:

Western Europe = Subtle

United States = Bold

Middle East = Very Bold



Rhetoric: 3 principles in action

Client	Core idea	Credibility	Logic	Emotion
Local florist	Our flowers are the freshest.	Our family has been in the floral business for 100 years.	Our flowers last 30% longer and are more beautiful because they're so fresh	Vibrantly fresh flowers will make you feel beautiful.
Business hotel	We're less hassle than other hotels.	We've served more business people than anyone else, so we understand their needs.	Choose us and you will spend less time during registration and checkout. Guaranteed.	From the moment you walk through the door, you're in your own personal office.
University	Our academic programmes are strong.	We do well in university league tables and our research is considered to be excellent.	We have one of the highest employability scores in the sector.	Apply here to study with the most inspiring tutors.

Basic principles

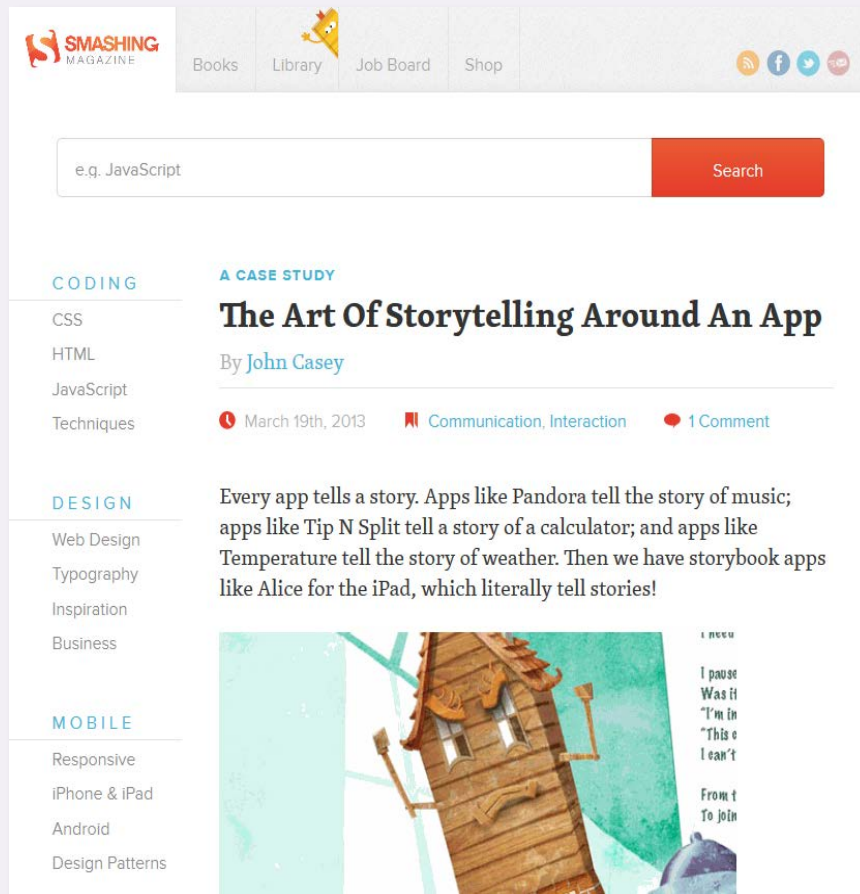
“Content strategy is to copywriting as information architecture is to design.”

Rachel Lovinger



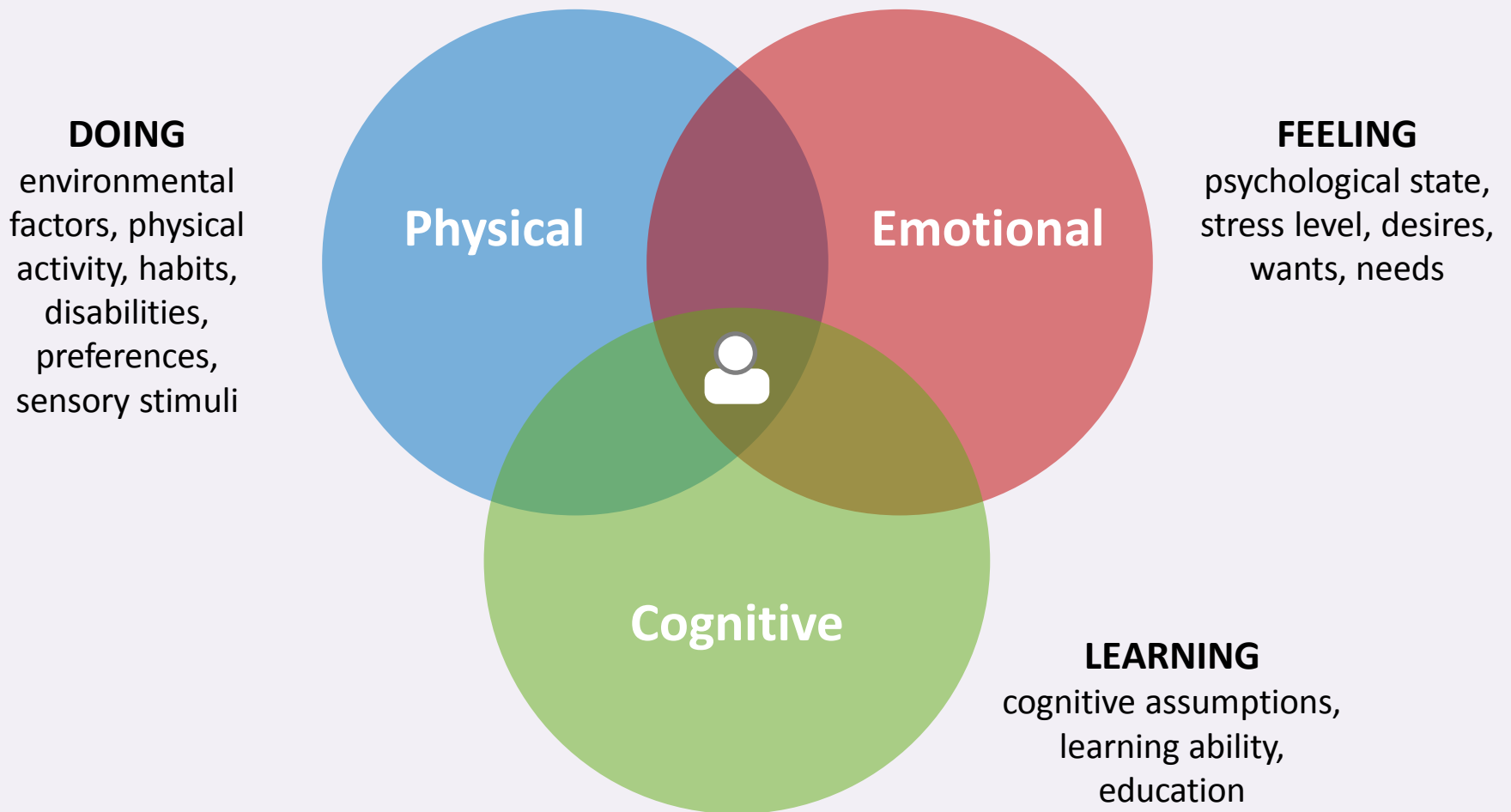
Good content is appropriate

Publish content that is right for the user and for the business.



Good user-centred content is good for business.

An obvious example of this principle is the massive success of Smashing Magazine. Of course, they were publishing specific content when there was a need for it but so were lots of other sites. Their focus on quality, consistency, a regular publishing schedule and a good understanding of their users and of their users context has been the key to their success.



The user's context includes actions, constraints, emotions, cognitive conditions, and more. And that in turn affects the ways in which the user interacts with content.

(["Personal-Behavioral Context: The New User Persona."](#) © Daniel Eizans, 2010. Modified from a diagram by Andrew Hinton.)

Context

Cookies on the Transport for London website

We use cookies to ensure we give you the best experience on our website. If you continue, we'll assume that you are happy to receive all cookies on the Transport for London website.
[Find out more about our cookie policy](#)

[Hide message](#)

Accessibility Help & Contact Sitemap

Search: Search

Transport for London

Home Live travel news Getting around Tickets Road users Corporate Business & partners

Website Customer Survey 2013

We are undertaking a survey to understand how our customers use our website.

Please take a moment to complete this questionnaire, which consists of 20 questions and should take no longer than five minutes.

Thank you.
Transport for London

BikeSafe

Oyster
Top up pay as you go

Emirates Air Line
Ride London's cable car

Barclays Cycle Hire
How it works

Live bus arrivals
Find out when your bus will arrive at your stop

A new way to pay for your bus travel
Use contactless payment cards for single bus journeys

Visit London Transport Museum
Find out more about London Transport's heritage

Live traffic updates
Check before you drive

Journey Planner

From
To

☒ Leaving ☐ Arriving
Today at 20:53

More options

[Plan journey](#)

Maps
Tube Bus All maps

Service updates at 20:53

Now	Later	This weekend
Bakerloo	Good service	
Central	Good service	
Circle	Good service	
District	Good service	
DLR	Good service	
H'smith & City	Good service	
Jubilee	Good service	
Metropolitan	Good service	
Northern	Good service	
Overground	Good service	
Piccadilly	Good service	
Victoria	Good service	
Waterloo & City	Good service	

Advertisement

500 TWINAIR 2 IGNORE CHARGE
London Congestion Charge exemption requires registration with TfL

The Transport for London website demonstrates a singularly inept understanding of user context.

Users are quite likely to be on the go, in a hurry, under stress.

The very last thing they are likely to want to do is answer 20 questions and then hide a cookie message.

The irony is the survey is about how people use their website!

Good content is useful

Define a clear, specific purpose for each piece of content; evaluate content against this purpose.

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Recommended Canon wide-angle lenses for landscape and architectural photography

Wide-angle lenses capture bigger views than normal, allowing you to squeeze very large subjects into the frame. They can prove invaluable whether you're trying to photograph a large building, cramped interior, sweeping landscape view, or even just a big group shot.



They're also ideal when you literally can't step back any further, and are the standard kit of estate agents and realtors who want to make a room look bigger than it really is.

Most kit lenses include basic wide-angle coverage equivalent to a focal length of 28mm, but this is just a starting point in the world of wide-angle photography. Ultra-wide lenses allow you to squeeze even more into the frame and can deliver spectacular results.

So if you're into landscape or architecture photography or regularly find yourself having to step-back to squeeze-in the desired shot, then get yourself an ultra-wide lens. The models below are all ideal.

Note when I mention full-frame bodies I'm referring to models like the EOS 5D Mark III and 6D. When I mention cropped-frame bodies, I'm referring to models like the EOS 1000D, 650D, 60D, 7D and the entire range of Digital Rebels. If you'd like to learn more about lens specifications, from focal lengths to f-numbers, please see my [lens guide](#). If you find the information here useful, please support me by shopping at the stores below and if you have any questions about lenses, feel free to ask in the [forum](#)!



Canon EF-S 10-22mm f/3.5-4.5 USM review



Canon EF-S 10-22mm f/3.5-4.5 USM Lens
Canon
Best Price **£474.00**
or Buy New **£512.81**
[Buy from amazon.co.uk](#)
[Privacy Information](#)

Canon's EF-S 10-22mm USM is one of the best quality ultra-wide-angle lenses in its range. As an EF-S model, it will only work on cropped-bodies, but the equivalent range of 16-35mm is ideal for capturing expansive landscapes, cramped interiors, large buildings or big group shots. The USM focusing is also quick and quiet, and again the optical quality is excellent. If you own a cropped-body and want a quality ultra-wide zoom, this is the one for you.

Specifications

Focal length: 10-22mm
Aperture: f/3.5-4.5
Lens mount: Canon EF-S
EF-S equiv: 16-35mm
FF compatible: No
Anti-shake: No
AF motor: USM
Closest focus: 24cm
Filter thread: 77mm
Hood: Optional EW-83E
Optics: 13 el. / 10 groups
Diaphragm blades: 6
Weight: 385g
Size: 84x90mm



buy me a coffee!

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Latest camera reviews

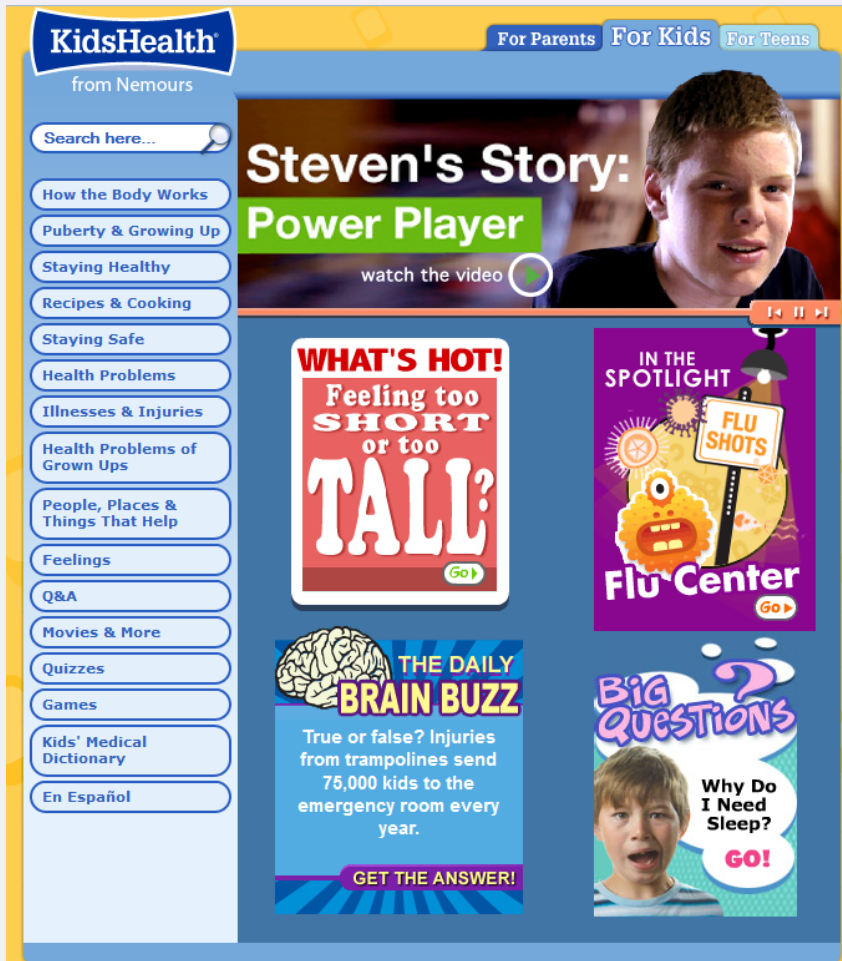
Canon EOS 6D
Nikon D5200
Panasonic Lumix GH3
Canon PowerShot S110
Panasonic Lumix G5
Sony NEX-6
Panasonic Lumix FZ200
Canon PowerShot SX50 HS
Nikon COOLPIX P7700
Olympus E-PL5
Canon EOS M
Panasonic TS20 / FT20
Canon PowerShot G15
Nikon D600
Nikon COOLPIX L810
Canon PowerShot D20
Sony RX100
Panasonic Lumix LX7
Canon SX500 IS
Fujifilm HS30 EXR
Sony HX200V
Panasonic FZ60 / FZ62
Canon 520HS / 500HS
Canon 110HS / 125HS
Nikon D800
Canon EOS T4i / 650D
Canon PowerShot A3400
Panasonic ZS15 / TZ25
Olympus E-M5

There is very little wasted space on this website. The visual design may not be exciting but every bit of content has a purpose and is useful to the user and/or the business. There are no “audiovisual dust bunnies”.

It is possible to point to any content element and explain what its purpose is.

Good content is user-centred

Adopt the cognitive frameworks of your user.



This site uses very little text to communicate with users. Other than navigation, there are just five “calls to action”.

Even content within the site works for kids, building narratives and using video.

This allows content to be consumed without the need to read at a high level.

Good content is user-centred

Adopt the cognitive frameworks of your user.



The same website uses much more text in the parents section.

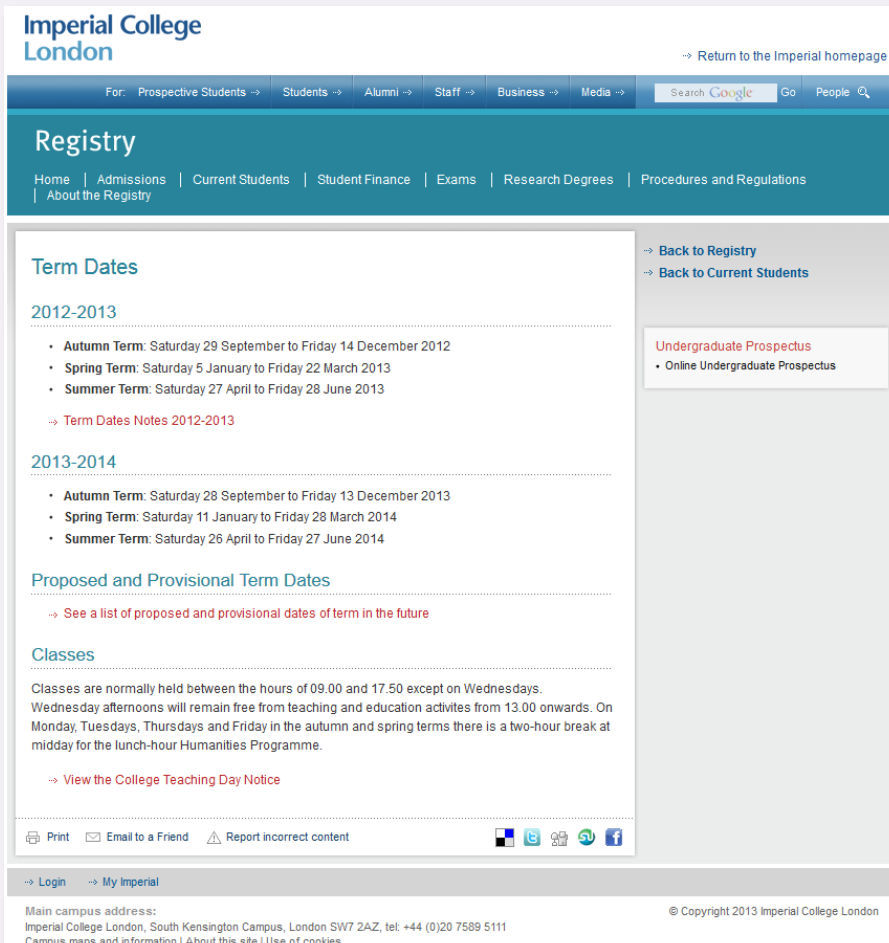
It even feels the need to tell parents that they are the number one most-visited site for children's health.

They are attempting to build trust in their content. For parents, this is important, for kids, it's irrelevant.

The two different cognitive frameworks (kids and parents) require a different approach to content.

Good content is clear

Seek clarity in all things.



The screenshot shows the Imperial College London website's Registry page. The header includes the college's name and a navigation bar with links for Prospective Students, Students, Alumni, Staff, Business, and Media. A search bar is also present. The main content area is titled 'Registry' and contains a sidebar with links to Home, Admissions, Current Students, Student Finance, Exams, Research Degrees, and Procedures and Regulations. The main content area is divided into sections: 'Term Dates' (2012-2013 and 2013-2014), 'Proposed and Provisional Term Dates', and 'Classes'. The 'Term Dates' section lists the start and end dates for the Autumn, Spring, and Summer terms. The 'Proposed and Provisional Term Dates' section includes a link to a list of proposed dates. The 'Classes' section provides information about class times and a link to the College Teaching Day Notice. The footer contains links to Login, My Imperial, and contact information.

Imperial College London

→ Return to the Imperial homepage

For: Prospective Students → Students → Alumni → Staff → Business → Media → Search Google Go People

Registry

Home | Admissions | Current Students | Student Finance | Exams | Research Degrees | Procedures and Regulations | About the Registry

Term Dates

→ Back to Registry
→ Back to Current Students

2012-2013

- **Autumn Term:** Saturday 29 September to Friday 14 December 2012
- **Spring Term:** Saturday 5 January to Friday 22 March 2013
- **Summer Term:** Saturday 27 April to Friday 28 June 2013

→ Term Dates Notes 2012-2013

2013-2014

- **Autumn Term:** Saturday 28 September to Friday 13 December 2013
- **Spring Term:** Saturday 11 January to Friday 28 March 2014
- **Summer Term:** Saturday 26 April to Friday 27 June 2014

Proposed and Provisional Term Dates

→ See a list of proposed and provisional dates of term in the future

Classes

Classes are normally held between the hours of 09.00 and 17.50 except on Wednesdays. Wednesday afternoons will remain free from teaching and education activities from 13.00 onwards. On Monday, Tuesdays, Thursdays and Friday in the autumn and spring terms there is a two-hour break at midday for the lunch-hour Humanities Programme.

→ View the College Teaching Day Notice

Print Email to a Friend Report incorrect content

→ Login → My Imperial

Main campus address:
Imperial College London, South Kensington Campus, London SW7 2AZ, tel: +44 (0)20 7589 5111
Campus maps and information | About this site | Use of cookies

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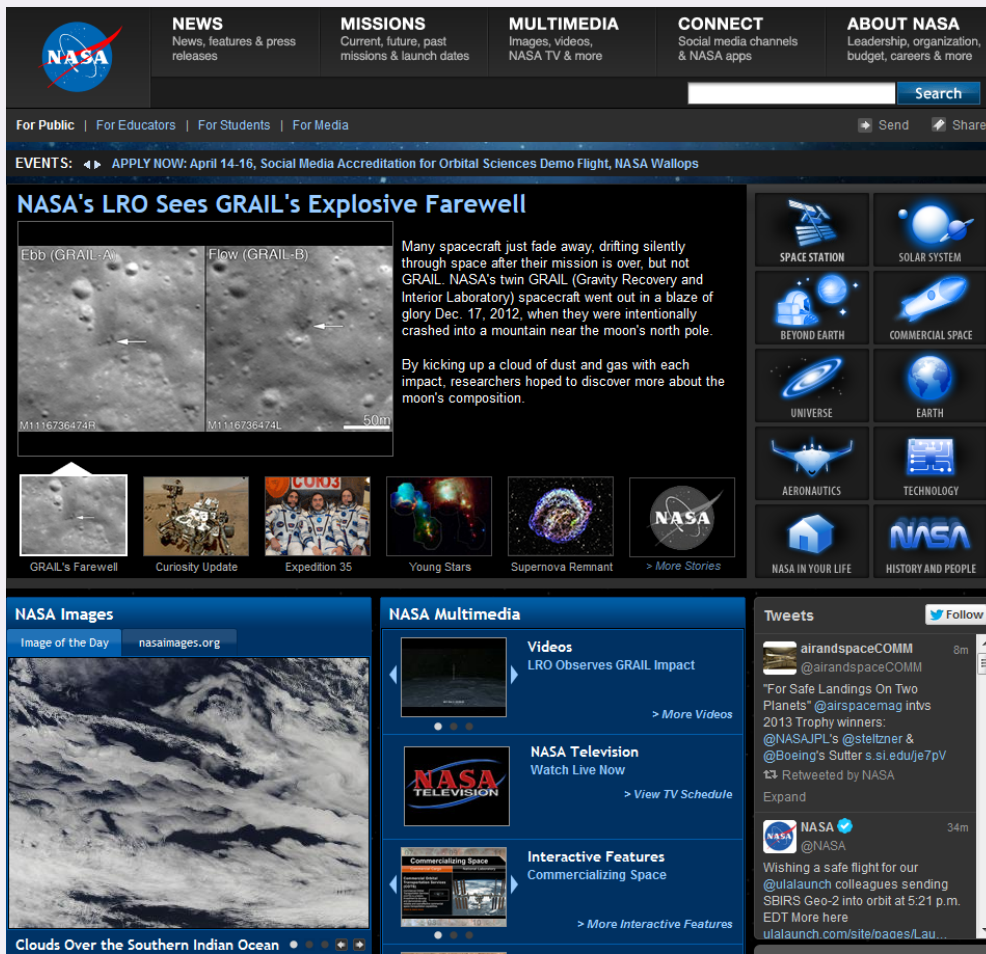
Term dates are a very important piece of information for any educational establishment but it's surprising how many don't publish this information in an easy to access format.

Imperial College take their website content seriously, even allowing users to report any incorrect content.

The clarity of this content is not cluttered by additional information but that information is available if required.

Good content is consistent

Mandate consistency, within reason.



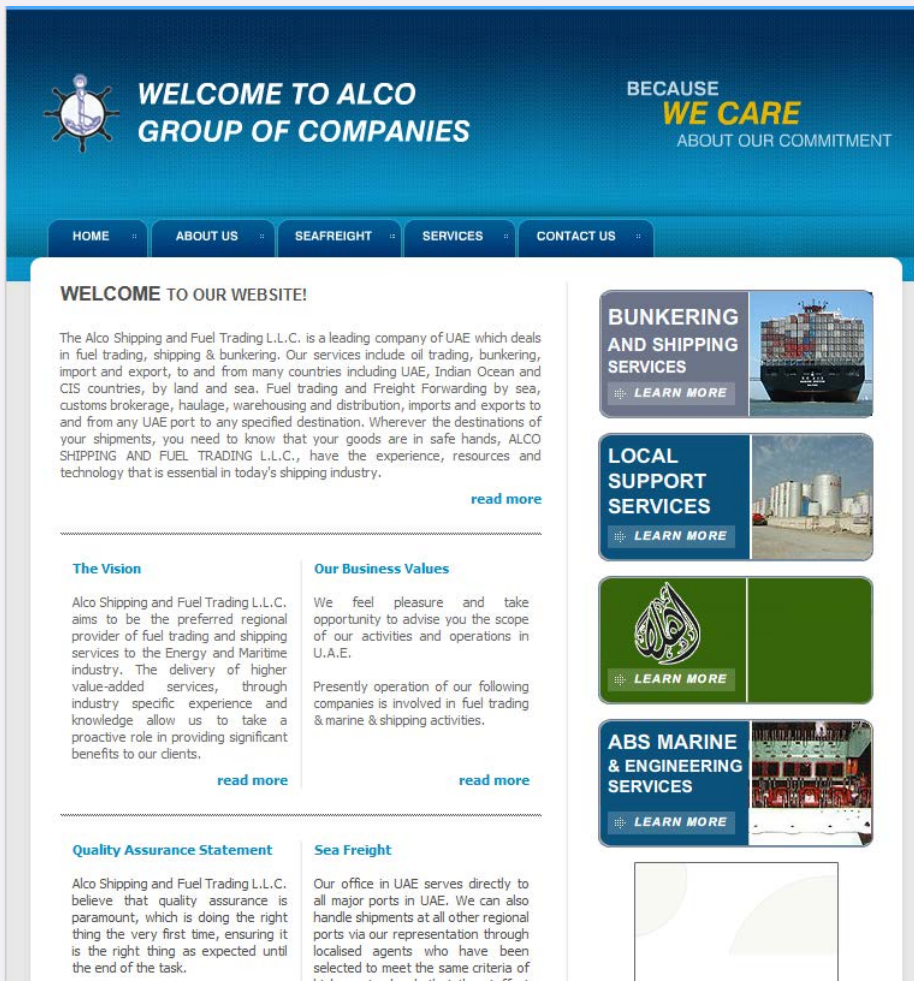
In general, consistency of tone and voice are important for a website. We don't want to confuse users (increase their cognitive load) by changing this.

A site about science ought to use scientific language and have a serious tone through all of its content. The NASA site is predominantly technical and uses a suitable tone of voice.

But the NASA Kids Club is an exception, it breaks the rule for good reason.

Good content is concise

Omit needless content.



This website is a very good example of what can happen if you design a wireframe without knowing what it will contain.

The impression is that the text is simply being used to fill a space.

Devising a good content strategy and then adopting a content-out design approach should help to avoid needless content like this.

Good content allows users to “skim and scan”

All about bacon

Bacon ipsum dolor sit amet aliqua ex shoulder bacon, fatback eu chicken tri-tip hamburger sed. Corned beef salami sausage filet mignon enim, in velit sirloin brisket tempor pastrami aute hamburger. Non cupidatat pork belly dolor ea in nostrud consectetur excepteur. Aute in ground round veniam short loin voluptate nisi. Culpa brisket jerky, magna frankfurter sed laborum prosciutto.

In brisket jowl, venison ex nulla dolore eu consequat tenderloin pork belly. Meatloaf aute meatball laboris pastrami dolor aliquip incididunt boudin tri-tip in anim. Tongue pork chop andouille, exercitation beef sirloin porchetta voluptate. Excepteur laboris capicola, hamburger kielbasa tongue tri-tip voluptate velit dolore reprehenderit. Cow exercitation in ut, brisket deserunt aliquip ea sed eiusmod pig capicola consequat drumstick tenderloin. Tongue bacon ground round, kielbasa pastrami ex short ribs tempor ad duis tenderloin ullamco.

Tail drumstick do occaecat tri-tip. Est hamburger kevin aliqua ribeye esse. Tri-tip hamburger ex est venison minim frankfurter do officia tongue pastrami capicola ut doner. Shoulder pork chop tail bacon commodo in in. Prosciutto sausage tri-tip porchetta strip steak do est short loin magna laboris. Turducken sint landjaeger pancetta velit bacon. Laboris labore jowl duis.

Aliqua prosciutto magna voluptate chicken rump nisi ut sirloin cupidatat pork loin id doner. Drumstick minim tenderloin rump ribeye, tongue jerky ex aliquip capicola nisi jowl brisket chuck incididunt. Pork eiusmod shank pork belly, drumstick fatback do nulla pork loin. Ut mollit eu, pariatur corned beef est fugiat pork belly pancetta nisi beef laborum. Qui est dolore tail, ribeye ut dolor non.

Swine duis biltong shankle kielbasa bresaola ham prosciutto pork chop turkey est pork belly sint. Consectetur irure biltong, deserunt chuck rump minim fatback strip steak esse porchetta. Frankfurter dolore ham hock beef ribs esse nisi dolor tenderloin ham quis, pork excepteur sirloin salami pork chop. Shankle ribeye turkey ea. Officia ex aliqua, labore ea duis strip steak ut consectetur exercitation t-bone esse tail minim. Capicola tongue eu, turkey beef jowl adipisicing pork loin incididunt eiusmod.

Bacon is good for you

Bacon ipsum dolor sit amet aliqua ex shoulder bacon, fatback eu chicken tri-tip hamburger sed. Corned beef salami sausage filet mignon enim, in velit sirloin brisket tempor pastrami aute hamburger. Non cupidatat pork belly dolor ea in nostrud consectetur excepteur. Aute in ground round veniam short loin voluptate nisi. Culpa brisket jerky, magna frankfurter sed laborum prosciutto.

Ethical farming

In brisket jowl, venison ex nulla dolore eu consequat tenderloin pork belly. Meatloaf aute meatball laboris pastrami dolor aliquip incididunt boudin tri-tip in anim. Tongue pork chop andouille, exercitation beef sirloin porchetta voluptate. Excepteur laboris capicola, hamburger kielbasa tongue tri-tip voluptate velit dolore reprehenderit. Cow exercitation in ut, brisket deserunt aliquip ea sed eiusmod pig capicola consequat drumstick tenderloin. Tongue bacon ground round, kielbasa pastrami ex short ribs tempor ad duis tenderloin ullamco.

Animal welfare

Tail drumstick do occaecat tri-tip. Est hamburger kevin aliqua ribeye esse. Tri-tip hamburger ex est venison minim frankfurter do officia tongue pastrami capicola ut doner. Shoulder pork chop tail bacon commodo in in. Prosciutto sausage tri-tip porchetta strip steak do est short loin magna laboris. Turducken sint landjaeger pancetta velit bacon. Laboris labore jowl duis.

How to cook bacon

Aliqua prosciutto magna voluptate chicken rump nisi ut sirloin cupidatat pork loin id doner. Drumstick minim tenderloin rump ribeye, tongue jerky ex aliquip capicola nisi jowl brisket chuck incididunt. Pork eiusmod shank pork belly, drumstick fatback do nulla pork loin. Ut mollit eu, pariatur corned beef est fugiat pork belly pancetta nisi beef laborum. Qui est dolore tail, ribeye ut dolor non.

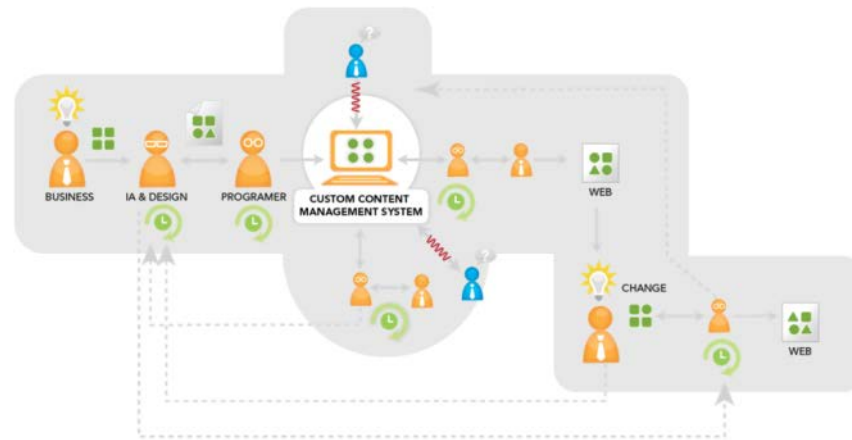
Brown sauce or red?

Swine duis biltong shankle kielbasa bresaola ham prosciutto pork chop turkey est pork belly sint. Consectetur irure biltong, deserunt chuck rump minim fatback strip steak esse porchetta. Frankfurter dolore ham hock beef ribs esse nisi dolor tenderloin ham quis, pork excepteur sirloin salami pork chop. Shankle ribeye turkey ea. Officia ex aliqua, labore ea duis strip steak ut consectetur exercitation t-bone esse tail minim. Capicola tongue eu, turkey beef jowl adipisicing pork loin incididunt eiusmod.

The content on the right allows a user to skim and scan

Good content is supported

Publish no content without a support plan.



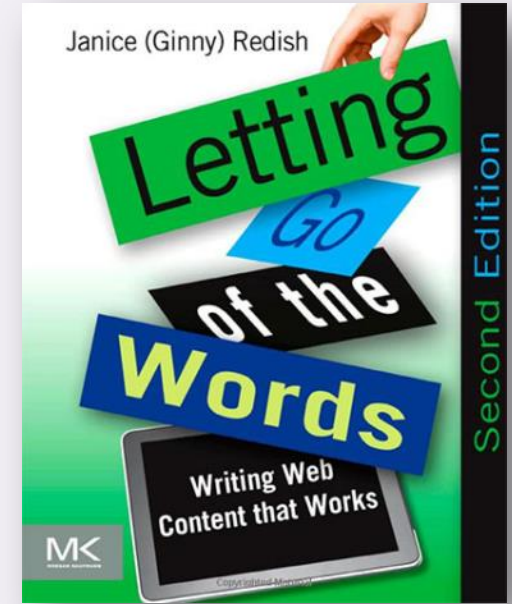
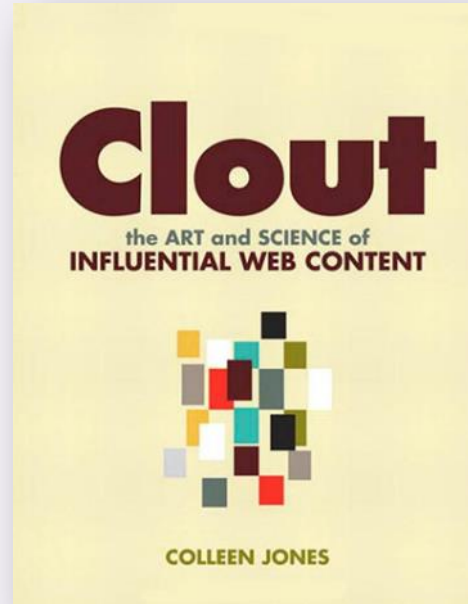
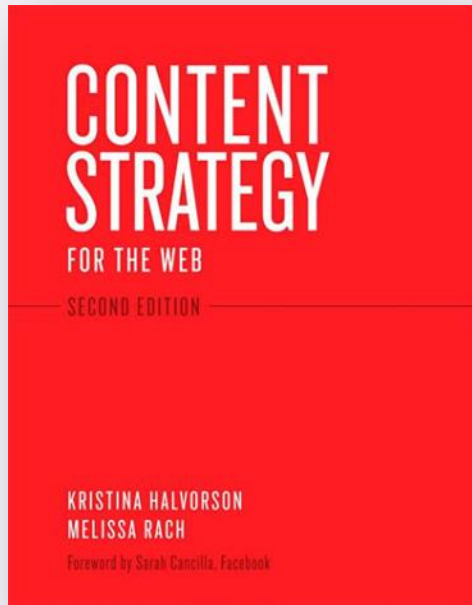
Content needs to be maintained. Don't add content to a website that cannot easily be updated or where the client cannot commit to maintain it.

A new way of thinking

Old thinking	New thinking
Target people	Attract people
Plan for campaigns	Plan for customer relationships
Talk the message	Show or walk the message
Blast the message repeatedly	Reveal facets of the message
Force or trick	Nudge
Detached	Contextual
Action only	Attitude and action

In *Clout*, Colleen Jones outlines the way web marketing should change in order to be more effective, particularly in the context of social media. For example, “attitude” is an important aspect of modern marketing – what the user/customer thinks of the service organisation (likability, trust etc.)

4 good reads



In addition to Erin Kissane's *The Elements of Content Strategy*, the 3 books above are well worth reading for more detail on this fascinating area of website architecture.

The End