

CONTENT EVALUATION FRAMEWORK



Why is this analysis important?

The goal of the analysis is to assess the current content's state, understand the ideal future state, recognize where the gaps are, and make recommendations on how content can be improved, either on the editorial or technical side, to contribute to our success.

Content is a business asset that should be managed carefully. An organization's ability to have efficient and effective management of its content through the entire lifecycle can mean the difference between success and failure.

Business Questions

How much content is there?

The total count all of content components (text, audio, video, images) in the system as of a certain date.

How many stories of each content type do we have in the system (Market Report, Breaking News, New Story, Advice...)?

How many stories of each content type do we expect to add each week?

How many publishers/publications do we have and how big are they?

Who are the publishers and how are they integrated into qbeats (publisher type)?

How is content moving from the outside to the point where it is ready to be used in our system (ftp server, email dump, api, web scraping)?

What type of content is created by which publisher/publication and at what rates?

What are the cycles, the schedules, with which every publication will be released?

Is the content up to date and accurate?

How much quality control is done on content?

When does our audience need or expect content?

When do we plan, create, and maintain content?

How is the content prioritized, organized, and displayed, and when is it best publish?

What is the content about (topics)?

What overlap in content do we have?

Distributing Business Value

How do we break our business down into electronically deliverable parts?

How do we make sure that we know what parts we have and that these parts are the right ones for our, partners, and customers?

How do we ensure that the right part reaches the right person at the right time?

“Distributing information of value means that you first must figure out what information you have that is valuable.”

How do we manage content in qbeats?

How is it possible to give particular value and substance to a piece of information?

Content management systems create and manage pieces of information and tag them with all the information we might need to figure out what they are worth.

Content

Content is information that you tag with data so that a computer can organize and systematize its collection, management, and publishing. Such a system, a content management system, is successful if it can apply data methodologies without squashing the interest and meaning of the information along the way.

Content Lifecycle

The process that defines the series of changes in the life of any piece of content, including reproduction, from creation onward.

Content creates meaning; the content lifecycle creates a repeatable process that defines how meaningful communication will be managed.

Syndicated Content

The term syndicated content is used to distinguish information that's specifically intended for reuse from that which isn't. Syndicated content is delivered already positioned for reuse and it has the following qualities:

- It's purpose and audience are clear and discernible.
- It's editorially consistent.
- It's stripped of any unnecessary surrounding context, such as page numbers, headers, and footers , and navigation.
- It's segmented into convenient chunks by information type.
- It's metadata is clearly marked and accessible.
- It's in a format (such as XML) that's readily transformed.

It's important that we exercise enough due diligence to make sure that the purpose and audience of the information are consistent with the rest of our content.

Content Management

At the highest level, content management is the process behind matching what we have to what they want. We're an organization with information and functionality of value.

There are a set of definable audiences who want that value. Content management consists of the processes and tools behind the distribution of that value. Distributing information of value means that you first must figure out what information you have that is valuable. From a process point of view, CM is a process for collecting, managing, and publishing content.

Evaluating content and its management from a publication perspective

Publication Analysis

Analyzing publications is mostly a matter of deciding who the publication is serving, how it's communicating with them, and how it's constructed and formatted. An additional matter is deciding how is the publication fits in with audience, messages, structure, and function **of all other publications in system.**

What is a publication?

Publication

If publishing is the releasing information, than publication is the information we've released, unified, and that has the following characteristics:

Purpose

Publishers

Audience

Authorship

Content

Format

Structure

Purpose

A few sentences that communicate the purpose of the publication. A purpose statement is a good one if someone is immediately able to imagine what's part of it's content and what isn't. In addition to deciding what we are trying to accomplish with each publication, we must also determine how each publication's purpose ties into the goals of the system at large, the other publications that the system must create, and finally to the organization as a whole.

Publishers

The publishers are the people behind the publication that put in the time and effort to ensure the release of that publication. Publishers may or may not include the authors of the content, but it's nonetheless intimately concerned with the content. Publishers ensure that the end publication "work".

Audience

Just as every publication has an author, it has an audience. We have the technical capability to detect and record the personal profile of each user. By using this information, We can potentially tailor the publication to every user, effectively creating as many audiences as users.

We can't take the entire world into account if we want to create a publication that's of particular interest to our core audiences.

Content

Which content types to include in the publication?

At the heart of any content management system are chunks of information called content components. Components break information into manageable units. Components come in a variety of types, which, called content types.

Content Types

Content types are major categories of content within the overall domain we've have identified. We may, for example, have a content type called Financial Research that includes an analysis of individual company.

Content types define what your content is at one level lower than the content domain.

Format

All publications should have a standard procedure for rendering information that makes the publication readable and memorable

Structure

Structure of the navigation for the publication, including definition of what constitutes nodes, contents of the TOC, the index(es), cross-reference structure, sequences, search capabilities, and consistency with wider publication groups.
How does the content of the publication break down into sections?

Describing the target audience

Example 1: User Profile - Day Trader

Gender : 85% Male

Age : 20 – 45

Education : Wide range: most have BA or some college

Marital Status : 65% Single

Comfort with Technology : High, regular computer user

Investing characteristics :

- Makes money on short term, speculative positions in the market
- Holds positions for an average length of 2.5 days
- Looks for trends in momentum for stocks where little is known about the company behind the stock

Common Tasks :

- Intra-day market monitoring
- Individual stock liquidity and price monitoring
- Advanced trading options such as limit orders, options and bonds
- Preset automatic trade execution rules
- Access to options chains

Description :

Day traders are constantly watching the market searching for news that will give them reasons to take short or long speculative positions on particular stocks. They stand out from other individual investors in that they frequently take short positions while most retail investors take only long positions on stocks. These users require real-time quotes, intra-day charts and research tools to help them identify potential opportunities.

They favor fast execution times to fit with their fast paced, market timing trades. Because of the large number of individual trades they make, they also seek out low per-trade transaction fees. Their use of an investor portal is heavily centered on trade execution and related tools, and corporate action alerting functionality.

Example 2: User Profile - Buy and Hold Investor

Gender : 50% Male / 50% Female

Age : 28 – 65

Education : Wide range: most have BA or some college

Marital Status : 50% Married / 50% Single

Comfort with Technology : Average, comfortable shopping online

Investing characteristics :

- Makes infrequent trades and holds them for a long time
- Holds positions for an average of 5-8 years
- Is not as sensitive to per trade transaction fees
- Requires access to deep company analysis

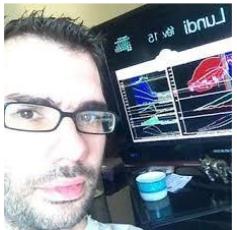
Common Tasks :

- Gathering information and analyzing the market
- Advanced portfolio analysis
- In-depth company research

Description :

'Buy and hold' investors make infrequent adjustments to their stock portfolios. They prefer to research individual companies thoroughly before taking positions and tend to hold stocks for multi-year stretches. They look for access to high-level and in-depth company analysis to support their stock purchase decisions and almost never take short positions. Their use of investment portals is centered on portfolio monitoring and research areas. They expect trading functionality to be simple as their transaction activity is infrequent and does not require advanced execution capabilities.

Example 3: Day Trader Persona



Day Trader
Mike

For Mike, 34, becoming a full time day trader was the right opportunity at the right time. Although he had kept his job as a Customer Service Manager at a large telecommunications company through several rounds of layoffs, the workload just kept increasing and there was no real job security. His wife Emily, a schoolteacher, brought in a regular paycheck, so they had a safety net. They didn't have kids (yet!), so their expenses weren't too high, and Mike felt comfortable accepting a bit more risk. And most importantly, Mike looked forward to a career where his success or failure would depend on his decisions and skills – not the whims of some huge bureaucracy.

Mike and Emily decided to treat this like a real career change. They converted the guest bedroom into an office, and invested in first-rate technology. Mike always felt that one of his strengths was the ability to multi-task, and he plans to take advantage of that in his new job as a day trader. Not only does he have Broadband in his office, but also two phone lines and a cable hook-up so he can watch CNBC. While Mike has always been comfortable with computers, he is still learning how to be an effective day trader. He knows that he will need a variety of monitoring capabilities so he can quickly identify trade opportunities. He is also looking for tools that will be easy to use at first, but that also have the depth and sophistication he will need as he gains experience. He wants to be able to execute simple trades quickly and inexpensively, and may eventually work his way up to more advanced options like limit orders, and setting up automatic trading triggers.

Publication report example

Informa Global Markets FX

Informa Global Markets FX



Publication Description

IGM is the market leader for FX flow information, renowned for its speed and accuracy in reporting breaking news, data and events while predicting the relevance for market direction.

Publisher

Informa Global Markets

Audience

Not Available

(What demographic of people typically trade the forex market, and what type of forex strategy do they use to trade with?)

Content Domain

Not Available

(What distinguishes the content that's within the publication from the content outside it?)

Publication Size

106,236 (3% of the total qbeats domain) published stories as of August 8 2014

Content Throughput

Average of 225 stories per day

Format

Storage Format - XML

Rendering Format - The default qbeats' style guide.

What is the content about (classification)?



Economy, business and finance	84.50%
Commodities & Currencies	83.69%
Foreign exchange market	69.42%
Market and exchange	58.75%
Currency Markets	49.72%
Currency Pairs	48.42%
Foreign exchange	22.92%
Economic sector	13.25%
Currency value	9.88%
Commodity market	9.80%

The visualization above shows that the majority of the content published by IGM FX is tagged as *Commodities & Currencies* and, or its sub topics, which is consistent with the publication purpose. The *Economy, business and finance* is the most popular tag followed by *Commodities & Currencies*, both are top-level topics, the highest topics defined in our taxonomy.

Publishing Activity

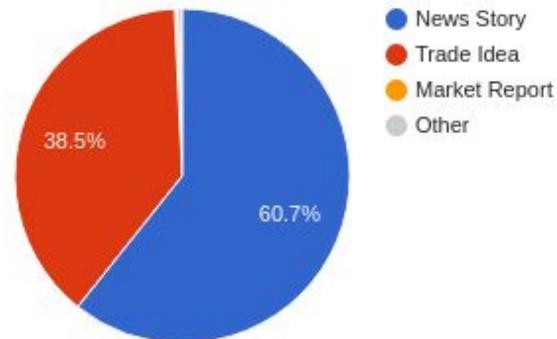


The publishing activity heatmap can be used to ensure consistent content publishing over a set of time period. It may help us plan for content creation; establish priorities for when, where, and what content will be published across platforms; and discover any holes in our content strategy. It establishes guidelines to spread content out and not overwhelm our audience with too much too fast or too little too late, while maintaining a consistent voice.

Content Types

IGM FX Published by Type

1	News Story	24128	60.72%
2	Trade Idea	15312	38.53%
3	Market Report	110	0.28%
4	Breaking News	49	0.12%
5	Forecast	47	0.12%
6	Poll/Survey	43	0.11%
7	Industry Analysis	13	0.03%
8	Post-Game Analysis	13	0.03%
9	Review	9	0.02%
10	Opinion	8	0.02%
11	Financial Research	6	0.02%
12	Pre-Game Analysis	1	0.00%



Summary

Presenting your findings in a compelling way, backed up by data, and a well-thought-out set of recommendations is key to proving the value of your content audit project and getting buy-in for follow-on improvement projects. Select data carefully, and present the information in an easily consumed manner, keeping in mind your audience and the decisions that you are asking them to make.

Audit Presentation Essentials

Summarize the current state

Describe the future state

Analyze the gap between current and desired states

Discuss risks and opportunities

Provide next steps and recommendations

References

Boiko, Bob. Content Management Bible. Indianapolis, IN: Wiley Pub., 2005. Pdf.

Rahel Anne Bailie. The Language of Content Strategy. January 1, 2014

I have added the book to the “qbeats Recommended Reading List” space in confluence.

<https://qbeats.atlassian.net/wiki/display/QRRL/qbeats+Recommended+Reading+List>

Media Topic (17 IPTC + 1 qbeats)

Definition (en-GB): Indicates a subject of an item.

Note (en-GB): The Media Topic News Codes is IPTC's new (as of December 2010) 1100-term taxonomy with a focus on text. The development started with the Subject Codes and extended the tree to 5 levels and reused the same 17 top level terms. The terms below the top level have been revised and rearranged. Each Media Topic provides a mapping back to one of the Subject Codes.

