Content Strategy Development

1. Content Audit and Analysis:

First, to establish a baseline for the redesign, we should conduct a comprehensive inventory of all existing content on www.changingminds.org. This process involves:

- Extracting all URLs, metadata, and structural data.
- Each piece of content being categorized by type (e.g., articles, tools, case studies) and evaluated for relevance to the new sitemap.
- Issues such as outdated content (articles published before 2000) or missing citations could be addressed during the redesign process.

Then, the inventory should be analyzed against criterias such as relevance, accuracy, duplication, and user engagement. Some example findings could be:

- Nearly 85% of content aligned with the new sitemap's focus on practical persuasion techniques.
- Duplicate articles needed to be trimmed and merged.
- Around 10% external reference links were broken and needed removal.

Next, we will do a gap analysis to identify missing content needed for the redesign.

- Incomplete breadcrumb trail, missing dropdown menu, and clearer navigation.
- Compare with a similar website (psychologytoday.com) for missing content type (pictures & videos).
- Consider options to adapt search-intent mechanics in the search bar for unanswered questions, in order to better fulfill user needs.

Finally, we are planning to validate our findings and improvements with users & experts. We could conduct surveys to random users, or have a psychologist review the website for suggestions, and get feedback to further improve.

2. Content Categorization and Labeling:

To enhance user navigation and support the newly developed sitemap and wireframes, we propose a revised content hierarchy and labeling system that aligns with user expectations and behaviors.

Proposed Content Hierarchy

Based on the existing site's focus and depth, content will be organized into primary categories and subcategories. This structure simplifies access and reduces cognitive overload:

1) Core Categories (Primary Navigation)

- Persuasion & Influence
- Psychology Theories
- Decision Making
- Social Interaction
- Learning & Change
- Techniques & Tactics

2) Subcategories (Within Each Core Topic)

- Models & Frameworks
- Techniques/How-tos
- Research & Evidence
- Real-life Applications

Labeling Strategy

Labels will use clear, action-oriented, and jargon-free language. For example:

- Instead of "Theories," use "Understanding Theories of Behavior"
- Instead of "Changing Minds Blog," use "Insights & Updates"

Navigation labels and headings will:

- Be consistent across pages
- Use keywords based on user search intent
- Be designed to reflect user goals (e.g., "How to Influence Others" vs. "Influence Models")

Consistency with Wireframes & Site Map

The categorization aligns directly with the wireframes' top-level and sidebar menus. The structure ensures:

- Easy filtering and browsing
- Logical grouping of related topics
- Fewer clicks to reach specific content

User-Focused Improvements

Through this refined system:

- Users can predict where to find content without relying on search Redundancies and overlapping categories (e.g., repeated theory pages) are consolidated
- Labels match user mental models (e.g., practical "how-to" content is separated from theoretical articles)

3. Content Creation and Management:

When redesigning the site, we have developed clear content creation and management guidelines that will ensure the site is accessible, consistently formatted, and made specifically for the needs of its diverse user base.

Content Creation Guidelines:

- **Tone/Voice**:
- Clear, educational, and friendly. It is best described as professional but not overly academic and very accessible.
- Defining technical and complex terms with simple explanations or tooltips.
- Voice should be clear and motivational. Content should feel like a guide for the user instead of an academic lecture.
- **Structure**:
- Short paragraphs containing bold headings and bullet points. This improves readability of the site and matches the clean layout of the site.
- Matches a clean layout from both the home page and any article pages that you would navigate to.

- **Multimedia**:
- Adding relevant images, icons, and diagrams to break up text and to help the user find the right category through images, especially in the mobile version.
- **Internal links**:
- Linking related pages together to create a more fluid experience where users can easily navigate around the site in a linear fashion.

Content Management Guidelines:
- **Quality standards:**
- Must be accurate information that has been fact-checked and cited beforehand.
- Must have enough clarity to be able to skim through and still read different headings or bullet points.
- Must be consistent to match the tone/voice and visual hierarchy of the site.
- Must be accessible to most users.
- **Content updates:**
- Content will be reviewed every 6 months for accuracy and relevance.
- Articles published older than 10 years ago will be reviewed for updating or archiving.
- There will be a revision tracker to log updates and changes to the site.

4. User-Centric Approach:

1. **Identify the user's mindset:**
   - Persuasion begins with understanding the audience's psychological state and motivations. Recognizing their needs, desires, beliefs, and challenges is part of this process. Message and approach will resonate more deeply with individuals acknowledging these elements.

2. **Active listening and empathy:**
   - Creating a connection is key to persuasion. Understanding the user's point of view requires active listening and empathy. Trust is built and a

foundation for more effective influence is created, since people are more likely to listen to those who really understand their concerns.

3. **User Values and Emotional Drivers:**
   ○ Users make decisions based on emotions and values. When you frame your message to align with their values and emotional triggers, you increase the likelihood of meaningful engagement. Whether appealing to their security needs, social identities, or aspirations, aligning with their emotional needs is crucial.

4. **Individualization and customization:**
   ○ Don't use one-size-fits-all messaging. Consider a customized approach that is based on the preferences, behavior, and context of the individual. As people feel that their unique needs and perspectives are being acknowledged, personalization leads to better user experiences and higher engagement.

5. **Simple and clear information and choices:**
   ○ Information overload and complexity of decision-making processes overwhelm users. The key to user-centricity is to provide easy-to-understand, easy-to-act options. By avoiding unnecessary information, users can make informed decisions.

6. **Reassurance and social proof:**
   ○ Decisions are often influenced by social cues. Demonstrating how others have benefited or including testimonials helps reassure the individual and increase trust in their decision. It is especially effective for persuasion and influence.

7. **Providing feedback and continuously improving:**
   ○ User-centric approaches involve actively seeking feedback from users and continuously refining them based on their input. Understanding how your content or service interacts with the users helps ensure your approach

remains relevant and effective over the long run, whether through surveys, user testing, or observational data.

We can create a more user-centric, persuasive, and impactful approach to communication, marketing, or behavioral change by implementing these principles.

5. SEO and Content Optimization:

To maximize the chances of our site being found by our target audience, we are implementing SEO/content optimization as part of our content strategy.

To improve our search visibility, our SEO strategy begins with **search analytics**. We can prioritize **practical, high-intent keywords** such as "political tactics," "closing techniques," and "leadership skills," while incorporating other phrases to capture niche audiences. These keywords will be put into relevant titles, headings, URLs, and alt text. If we include **on-page optimization**, that could result in faster load times, increased mobile responsiveness, and clearer, more readable content. **Internal linking** can help guide users to related content, improving navigation and search engine crawling efficiency.

On the technical side, we can implement an **XML sitemap**, use **schema markup**, and watch site performance through tools like **Google Analytics 4** and **Search Console**, which are both free. Content will **cite credible sources** and **regularly update articles** to maintain accuracy. **Rich Media** like videos and infographics can be added to increase shareability and appeal. **Monthly performance audits** can help us redefine our strategies based on traffic trends and user behavior.

For **metadata**, each page must feature carefully crafted **<title> and <meta> tags** and **concise descriptions** using frequently used keywords. Title tags can stay within 60 characters to ensure full visibility in search results, while meta descriptions can be kept around 155 characters to provide a clear and compelling summary. **Alt text for images** should describe visual content accurately, supporting both SEO and accessibility. Finally, metadata can include **structured data (schema.org)** to improve listings with

rich results like FAQs, breadcrumbs, and how-to steps, easily helping the site stand out in crowded search environments. Behind the scenes, these implementations can make all the difference between the site's future success or failure.