

# CASE STUDY 2: BUILDING A SCALABLE CONTENT MODERNIZATION FRAMEWORK

Streamlining Content Operations for a 'Create Once, Publish Anywhere' Approach



## AT A GLANCE

### Challenges

- Fragmented content processes lacking standardization.
- Inefficient publishing workflows.
- Need for automated quality checks.

### Outcomes

- Unified content framework adopted by multiple teams.
- Automated quality checks improved content consistency.
- Faster onboarding, reducing release cycles by 25%.



"Implementing a content modernization framework streamlined operations, enabling faster, higher-quality content releases."

## IMPLEMENTATION

- Simplified publishing processes, supported "create once, publish anywhere" with GitHub as the content source.
- Assisted multiple teams with onboarding to the new framework.
- Explored integration of AI agents into the content workflow for efficiency.

## LESSONS LEARNED

- Importance of cross-team collaboration and flexibility in managing PoC to MVP transitions.
- Effective change management to drive adoption of modern content practices.

## PROBLEM STATEMENT

- **Issues Identified:** Content operations were fragmented and inefficient, leading to delays in publishing and inconsistent documentation.
- **Impact:** Contributors found it difficult to onboard content, resulting in slow updates and a poor user experience.

## SOLUTIONS

- **Framework Features:** Defined a content framework leveraging GitHub as a headless CMS with automated quality checks.
- **Content Modeling:** Collaborated with content designers to create content types and templates to guide publishers.
- **LLM Integration:** Developed prompt templates to generate first drafts, improving content creation efficiency.
- **Collaboration:** Worked with UX architects, content strategists, and CI/CD teams to build an integrated content workflow.

## OUTCOMES

### Unified Content Operations

A modern content framework streamlined content onboarding, adopted across multiple teams.

### Automated Quality Checks

Introduced automated validation for content quality, ensuring consistency and reducing errors.

### Faster Release Cycles

Enabled shorter release cadences by 25%, supporting continuous content improvement.

### Scalable Model

Created a "create once, publish anywhere" model, significantly improving content discoverability.