

Content Strategy 101

Contents

- Increasing product visibility..... 3
- Creating a business case for your content strategy.....3
- Managing change..... 3
- addEntry..... 4
- Content-strategy terms.....4

Increasing product visibility

Technical content can help organizations increase the visibility of their products in the marketplace. Officially, technical content is intended for *product customers*—people who buy a product and then look at the documentation.

But one opinion poll indicates that about one-third of buyers¹ look at the documentation before buying a product, and the quality of the documentation will affect their purchasing decision.

To reel in new prospects, your content must perform in three different ways: be searchable, findable, and discoverable.

Searchable

Information must be available via an internet search.

Findable

Information must perform well for relevant keywords.

Discoverable

Information must increase the likelihood that people will link to your information.

To read more, go to **Contents > Business goals > Marketing and product visibility > Increasing product visibility**.

Creating a business case for your content strategy

Thoroughly assess your content and content development process so that you can understand the gap between the strategy you need and the strategy currently in place.

These instructions will show you how to develop a business case that you can use to show that your company needs a new content strategy.

You may find that your company could save money on content production in the following areas:

- Automation
- Reuse
- Localization

Managing change

1. Demonstrate value to upper management and those in the trenches.
2. Offer training and knowledge transfer.
 - Classroom training.
 - Live web-based training.
 - Train the trainer.
3. Differentiate between legitimate issues with the new workflow and reflexive recalcitrance.
4. Enlist participants in a pilot project to explain process change.

Good management is critical when a company changes workflow; without it, the implementation of new processes will likely fail. Bad management kills implementations, and things can get ugly for everyone involved.

Without good change management, a percentage of staff who will be dead set against changes on general principle could gain the support of other team members, until almost everyone refuses to use the new system.

¹ “Consumer Feelings about Product Documentation,” an opinion poll conducted online by Sharon Burton

When you have managed change successfully, you can start creating useful content in the new system.

addEntry

The `addEntry` command is used to enter a new documentation release into the content-analysis database.

`-addEntry {nLanguage | nVersion | nOutput}`

Required	Parameter	Description
Yes	nLanguage	The language displayed by default.
	nVersion	The version of the content displayed by default.
	nOutput	The required delivery format.

Content-strategy terms

structured authoring

An environment for creating content where the required structure is enforced by the authoring software and following the template is not optional.

structured content

Information that is organized in a predictable way.

searchable content

Information that is available via an Internet search.

findable content

Information that performs well for relevant keywords.

discoverable content

Information that has in-bound links, especially on social media.