

Content Mapping

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The process of creating a content map

1

Right Content

2

Right People

3

Right Time

Step 1:

Content Mapping :

The process of creating a content map

A content map is a plan to deliver the right content, to the right people, at the right time. Content mapping takes into account the characteristics of the person who will be consuming the content and their lifecycle stage.

Building content maps is the first step towards making a good website. Content maps help you understand the characteristics of the people who will be visiting your website and also understanding their needs when they visit your website. Content mapping is based on the following 3 pillars:

1. Right Content

This means creating valuable content based on users who will visit your website. For example, if you are building a website for health & fitness tips, you have to put content related to the same. You cannot put content related to fashion clothing.

2. Right People

People who will visit your website will have specific characteristics, like they will be from a specific age group, they will have a specific set of interests and needs for which they will visit your website. For example, if you are selling women clothing on your website, you cannot create and put content for men fashion trends, as it will not help you generate any sales for your women clothing.

3. Right Time

Understanding this is tricky, by 'time' we do not mean that your website should have different content on different dates and time. This basically means that a person generally goes through different lifecycle stages before he/she makes a purchase. Some are at a stage where they are comparing products/services and need more information, showing such a person a 33% discount to get the product/service won't help him/her as they have no information about the product/service. Similarly, for example, if you are running Google Ads campaign for selling

black dresses for women, and you make the people clicking on these ads on a page which talks about 'top 10 clothes for women' won't help that person in fulfilling his/her needs. So it becomes very important for organisations to create the content based on the lifecycle stage of the person visiting the website.

A content mapping activity is majorly divided into 2 sections as follows:

- **User Persona-** The activity of understanding different characteristics of the consumer of your content (web visitors)
- **Lifecycle stages**
 - *Awareness Stage-* Consumers on this stage are seeking information about ways and methods that they can reach or fulfill their need or desire
 - *Consideration Stage-* Consumers on this stage are generally comparing the available options for fulfilling their needs or desires.
 - *Decision Stage-* Consumers on this stage have finalised the service/product they are interested to avail/buy to fulfill their needs or desires.

Content Mapping Template & Activity

For better understanding we will explain a content mapping activity that we did for an education service provider.

Problem background

X is a coaching center in New Delhi for 12th Class students who want to clear competitive exams for college admissions. The coaching center trains students for under-graduate management and law entrance exams.

The following image can be used as a format/template to perform content mapping activity for any organisation.

PERSONA	LIFECYCLE STAGE		
<p>PERSONA NAME</p> <p>Ankit Gupta- Student</p> <p>Problem or opportunity that the above persona needs help with:</p> <ul style="list-style-type: none"> -12th Class Student -Preparing for Board Exams -Which course should he pursue after 12th ? -Which entrance exams should he prepare for? -Can Edumentor give him counselling? -Can Edumentor help him prepare for entrance exams? -Can he get some free study material from Edumentor 	<p>AWARENESS</p> <p>Have realized & expressed symptoms of a potential problem or opportunity.</p> <p>Content Ideas</p> <ul style="list-style-type: none"> • Career Options after 12th • Best colleges for [course_name] in India and Major cities • List of Entrance exams for [Course_Name] • How to prepare for entrance exam of [Course_Name] 	<p>CONSIDERATION</p> <p>Have clearly defined and given a name to their problem or opportunity.</p> <p>Content Ideas</p> <ul style="list-style-type: none"> • Best Coaching Institute for [Course_Name] • Best Coaching centers in Delhi • Coaching Centers near Ankit 	<p>DECISION</p> <p>Have defined their solution strategy, method, or approach.</p> <p>Content Ideas</p> <ul style="list-style-type: none"> • Register for a free counselling session • Sign up for free study material • Book an appointment with our counselors • Free trial coaching classes

The template is divided into two major sections Persona and Lifecycle stages as explained earlier as well.

Persona - We have created an imaginary 12th Class student 'Ankit Gupta' who is a close replica of typical prospective customers of 'X' coaching center. The student needs help in terms of mentoring and career guidance in selecting the right field for his future career. He will also need help in clearing the relevant entrance exams.

Lifecycle Stages

1. Awareness Stage- Content Ideas

The student would need content related to top colleges and programs that he can pursue for graduation. If you look at the image, content ideas have been created in the form of blogs and listing information which serves the purpose of right content at the awareness stage. Website pages that have to be designed and developed for this stage will be primarily blogs and search listings of colleges and institutions.

2. Consideration Stage- Content Ideas

At this stage the student must have decided the prospective colleges in which he wants to take admission post his school. At this stage, content ideas are created for helping him identify that X is the best coaching center if he wants to clear the relevant entrance exams. Website pages that have to be designed and developed for this stage will be targeted pages with reasons and points making it evident that X is the best coaching center for clearing entrance exams.

3. Decision Stage- Content Ideas

At this stage student has decided that he wants to get coaching from X coaching center and needs information about how he can get in touch with the team of X coaching center, so that he can register himself for a specific training batch. Website pages that have to be designed and developed for this stage will be majorly sign up forms, free session registration and