

Enterprise Content Strategy

A Project Guide

Kevin P. Nichols

Foreword by Ann Rockley



**The Content
Wrangler**
Content Strategy Series

Enterprise Content Strategy A Project Guide

Kevin Nichols



Enterprise Content Strategy A Project Guide:

Enterprise Content Strategy Kevin Nichols, 2015-01-02 Kevin P Nichols Enterprise Content Strategy A Project Guide outlines best practices for conducting and executing content strategy projects His book is a step by step guide to building an enterprise content strategy for your organization Enterprise Content Strategy draws on Kevin Nichols experience managing one of the largest and most successful global content strategy teams to provide an insider s look at how to build an enterprise content strategy Full of definitions questions you need to ask checklists and guidelines this book focuses not on the what or why but on the how *Enterprise Content and Search Management for Building Digital Platforms* Shailesh Kumar Shivakumar, 2016-12-16 Provides modern enterprises with the tools to create a robust digital platform utilizing proven best practices practical models and time tested techniques Contemporary business organizations can either embrace the digital revolution or be left behind Enterprise Content and Search Management for Building Digital Platforms provides modern enterprises with the necessary tools to create a robust digital platform utilizing proven best practices practical models and time tested techniques to compete in the today s digital world Features include comprehensive discussions on content strategy content key performance indicators KPIs mobile first strategy content assessment models various practical techniques and methodologies successfully used in real world digital programs relevant case studies and more Initial chapters cover core concepts of a content management system CMS including content strategy CMS architecture templates and workflow reference architectures information architecture taxonomy and content metadata Advanced CMS topics are then covered with chapters on integration content standards digital asset management DAM document management and content migration evaluation validation maintenance analytics SEO security infrastructure and performance The basics of enterprise search technologies are explored next and address enterprise search architecture advanced search operations and governance Final chapters then focus on enterprise program management and feature coverage of various concepts of digital program management and best practices along with an illuminating end to end digital program case study Offers a comprehensive guide to the understanding and learning of new methodologies techniques and models for the creation of an end to end digital system Addresses a wide variety of proven best practices and deployed techniques in content management and enterprise search space which can be readily used for digital programs Covers the latest digital trends such as mobile first strategy responsive design adaptive content design micro services architecture semantic search and such and also utilizes sample reference architecture for implementing solutions Features numerous case studies to enhance comprehension including a complete end to end digital program case study Provides readily usable content management checklists and templates for defining content strategy CMS evaluation search evaluation and DAM evaluation Comprehensive and cutting edge Enterprise Content and Search Management for Building Digital Platforms is an invaluable reference resource for creating an optimal enterprise digital eco system to meet the challenges of today s hyper connected world *Content*

Strategy Giuseppe Getto, Jack T. Labriola, Sheryl Ruszkiewicz, 2022-11-30 This comprehensive text provides a how to guide for content strategy enabling students and professionals to understand and master the skills needed to develop and manage technical content in a range of professional contexts The landscape of technical communication has been revolutionized by emerging technologies such as content management systems open source information architecture and application programming interfaces that change the ways professionals create edit manage and deliver content This textbook helps students and professionals develop relevant skills for this changing marketplace It takes readers through essential skills including audience analysis content auditing assembling content strategy plans collaborating with other content developers identifying appropriate channels of communication and designing delivering and maintaining genres appropriate to those channels It contains knowledge and best practices gleaned from decades of research and practice in content strategy and provides its audience with a thorough introductory text in this essential area Content Strategy works as a core or supplemental textbook for undergraduate and graduate classes as well as certification courses in content strategy content management and technical communication It also provides an accessible introduction for professionals looking to develop their skills and knowledge

Content Audits and Inventories Paula Ladenburg Land, 2023-05-15 The second edition of Content Audits and Inventories by veteran content strategist Paula Land updates and expands the first edition focusing on the importance of the strategic as well as the tactical aspects of the content audit This edition includes expanded chapters on planning and preparation building a business case getting buy in from your organization working with teams selecting and defining audit criteria incorporating audits as part of ongoing governance and much more New in this edition are chapters on auditing social media channels apps brand messaging content structure and accessibility Also new in this edition are case studies from industry professionals who share their audit experiences and outcomes Successful content strategy projects start with a thorough assessment of the current state of all content assets their quantity type and quality The audit process begins with a data rich inventory and layers in a qualitative assessment empowering content owners and business stakeholders to make informed decisions This practical tactic filled handbook walks you through setting up and running an inventory using an automated tool setting the stage for a successful audit Specific audit tactics addressed include auditing for content quality performance global considerations and legal and regulatory issues You will also learn how to do a competitive audit and incorporate personas into an audit Tips on presenting audit results to stakeholders will help you deliver effective strategies Content Audits and Inventories A Handbook for Content Analysis is a must read for content professionals seeking to improve their content management strategy

Teaching Professional and Technical Communication Tracy Bridgeford, 2018-09-21 Teaching Professional and Technical Communication guides new instructors in teaching professional and technical communication PTC The essays in this volume provide theoretical and applied discussions about the teaching of this diverse subject including relevant pedagogical approaches how to apply practical

aspects of PTC theory and how to design assignments This practicum features chapters by prominent PTC scholars and teachers on rhetoric style ethics design usability genre and other central concerns of PTC programs Each chapter includes a scenario or personal narrative of teaching a particular topic provides a theoretical basis for interpreting the narrative illustrates the practical aspects of the approach describes relevant assignments and presents a list of questions to prompt pedagogical discussions Teaching Professional and Technical Communication is not a compendium of best practices but instead offers a practical collection of rich detailed narratives that show inexperienced PTC instructors how to work most effectively in the classroom Contributors Pam Estes Brewer Eva Brumberger Dave Clark Paul Dombrowski James M Dubinsky Peter S England David K Farkas Brent Henze Tharon W Howard Dan Jones Karla Saari Kitalong Traci Nathans Kelly Christine G Nicometo Kirk St Amant

UX For Dummies Kevin P. Nichols, Donald Chesnut, 2014-04-28 Get up to speed quickly on the latest in user experience strategy and design UX For Dummies is a hands on guide to developing and implementing user experience strategy Written by globally recognized UX consultants this essential resource provides expert insight and guidance on using the tools and techniques that create a great user experience along with practical advice on implementing a UX strategy that aligns with your organisation's business goals and philosophy You'll learn how to integrate web design user research business planning and data analysis to focus your company's web presence on the needs of your customers gaining the skills you need to be effective in the field of user experience design Whether it's the interface graphics industrial design physical interaction or a user manual being anything less than on point can negatively affect customer satisfaction and retention User experience design fully encompasses traditional human computer interaction design and extends it to address all aspects of a product or service as perceived by users UX For Dummies provides comprehensive guidance to professionals looking to understand and apply effective UX strategies Defines UX and offers assistance with determining users and modelling the user experience Provides details on creating a content strategy and building information architectures Explores visual design and designing for specific channels Delves into UX testing and methods for keeping your site relevant The UX field is growing rapidly as companies realise that meeting your business goals requires a web presence aligned with customer needs This alignment demands smart strategy and even smarter design Consultants designers and practitioners must all be on board if the result is to be cohesive and effective UX For Dummies provides the information and expert advice you need to get up to speed quickly

Intelligent Content: A Primer Ann Rockley, Charles Cooper, Scott Abel, 2015-09-25 Today everything is marketing All of the content we produce affects the customer experience Therefore all content is marketing and all content producers are marketers Intelligent Content A Primer introduces intelligent content how it works the benefits the objectives the challenges and how to get started Anyone who wants to understand intelligent content will get a clear introduction along with case studies and all the reference information you could ask for to make the case for intelligent content with your management Intelligent Content A Primer is written by three

leaders in content strategy and content marketing Ann Rockley is widely recognized as the mother of content strategy Charles Cooper co author with Ann Rockley of *Managing Enterprise Content* has been involved in creating and testing digital content for more than 20 years And Scott Abel known as The Content Wrangler is an internationally recognized global content strategist Together they have created the definitive introduction to intelligent content **From Solo to Scaled** Natalie Marie Dunbar,2022-07-25 Content strategy is clearly critical to your organization but where do you start and how do you grow it into a true practice Whether you re a lone content person tasked with creating a content strategy practice from scratch or a leader struggling to scale one up *From Solo to Scaled* is your blueprint for creating and managing a content strategy practice that is sustainable and successful Who Should Read This Book This book is for anyone who wants or needs to build a content strategy practice for example content writers UX researchers and designers Design Operations leaders and program managers or any team that is focused on the user experience Basically it s for anyone who understands that content can make or break a digital experience Takeaways Use this book to Create a content strategy practice blueprint and make the business case for it to upper management in your organization Show what success looks like and how to measure it Learn how to create a sustainable practice and when to scale it from solo to mid sized to enterprise Take an inventory of your existing tools to see if you need to repurpose or augment them as you prepare to scale your business Learn how to present the content practice s work to leadership in language that leaders understand Use a handy checklist to audit and improve your own practice building **Navigating the Labyrinth** Laura Sebastian-Coleman, An Executive Guide to Data Management *Managing Enterprise Content* Ann Rockley,Charles Cooper,2012-02-14 Smartphones eBook readers and tablet computers like the Apple iPad have forever changed the way people access and interact with content Your customers expect the content you provide them to be adaptive responding to the device their location their situation and their personalized needs Authors Ann Rockley and Charles Cooper provide insights and guidelines that will help you develop a unified content strategy a repeatable systematic plan that can help you reach your customers anytime anywhere on any device This up to date new edition of *Managing Enterprise Content* helps you Determine business requirements Build your vision Design content that adapts to any device Develop content models metadata and workflow Put content governance in place Adapt to new and changed roles Identify tools requirements With this book you ll learn to design adaptable content that frees you from the tyranny of an ever increasing array of devices *A Project Guide to UX Design* Russ Unger,Carolyn Chandler,2012-03-23 User experience design is the discipline of creating a useful and usable Web site or application that s easily navigated and meets the needs of the site owner and its users There s a lot more to successful UX design than knowing the latest Web technologies or design trends It takes diplomacy management skills and business savvy That s where the updated edition of this important book comes in With new information on design principles mobile and gestural interactions content strategy remote research tools and more you ll learn to Recognize the various roles in UX design identify

stakeholders and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall Agile and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development product rollout and ongoing quality assurance **Practical SharePoint 2013**

Enterprise Content Management Steve Goodyear,2014-01-21 Practical SharePoint 2013 Enterprise Content Management is the first book to guide you through planning and designing each phase of your information life cycle with SharePoint 2013 Author and SharePoint expert Steve Goodyear walks you through how to analyze and plan enterprise content management ECM solutions for an effective and end to end information design based on your organization s needs and business requirements Inside you will develop a full understanding of how SharePoint 2013 manages content including identifying and understanding your organization s information within SharePoint collaborating on transitory content and capturing and controlling your records You ll get practical advice and best practice instruction for each phase of the information life cycle to guide you on designing your ECM strategy and implementing your own ECM solution You learn how to Apply a content life cycle model to analyze and understand your organization s information Design your file plan with content routing rules for your SharePoint records repository Plan and configure your eDiscovery portal and manage discovery cases Design solutions to interface and integrate with external records management systems Identify your organization s information security requirements Design content types and implement an enterprise content type hub to organize your information Practical SharePoint 2013 Enterprise Content Management is for you if you are a SharePoint architect administrator consultant or project manager and you implement SharePoint solutions that relate to one or more aspects of the information life cycle involved with ECM Business Strategy and Applications in Enterprise IT Governance Van Grembergen, Wim,2012-06-30

Within the IT related business domain it is important to advance theory building and practices regarding management and governance issues Business Strategy and Applications in Enterprise IT Governance emphasizes how organizations enable both businesses and IT people to execute their responsibilities in support of business IT alignment and the creation of business value from IT enabled corporation investments This publication distributes leading research that is both academically executed and relevant for practice in the professional IT and business community **The Content Strategy**

Toolkit Meghan Casey,2023-05-11 In this essential guide Meghan Casey outlines a step by step approach for successful content strategy from planning and creating your content to delivering and managing it Armed with this book you can confidently tackle difficult activities like explaining clearly to your boss or client what s wrong with their content getting the budget to do content work and aligning stakeholders on a common vision Having The Content Strategy Toolkit at your side is like hiring your own personal consulting firm You get a complete array of instructions tools and templates for most challenges you ll face In this practical and relevant guide you ll learn how to Identify problems with your content and

persuade your bosses it's worth the time and resources to do it right Assemble a stellar team for your content project Prepare your organization for content transformation Make sense of your business environment and understand your audience Align stakeholders on business goals and user needs Set a compass for your content and decide how to measure success Create maintain and govern on strategy content You'll learn how to treat content like the strategic asset that it is Quality content increases value Poor quality content destroys value It's as simple as that Meghan's book has specific practical and immediately actionable ideas that will help you increase the quality of your content Gerry McGovern CEO Customer Carewords This second edition goes deep into three integral topics for content leaders assembling cross disciplinary teams evaluating processes and building a content playbook If you're looking to build a new practice or retool an existing one this book will help you succeed Natalie Marie Dunbar Author From Solo to Scaled Building a Sustainable Content Strategy Practice **Sustainability Integration for Effective Project Management** Silvius, Gilbert, Tharp, Jennifer, 2013-06-30 Although it remains one of the most significant challenges in recent years companies are beginning to integrate the ideas of sustainability into organized projects such as marketing corporate communications and annual reports In this case sustainability remains an important influence on the initiation of project management Sustainability Integration for Effective Project Management provides a comprehensive understanding of the most important issues concepts trends methodologies and good practices in sustainability to project management The research and concepts discussed in this publication are developed by professionals and academics aiming to provide the latest knowledge related to sustainability principles for prospective professionals academics and researchers in this area of expertise The TOGAF® Standard, 10th Edition - Leader's Guide - 2025 Update The Open Group, 2025-06-30 html body data pb style KICU1C7 This document is a TOGAF Series Guide The TOGAF Leader's Guide to Establishing and Evolving an EA Capability It has been developed and approved by The Open Group and is part of the TOGAF Standard 10th Edition Written for the Enterprise Architecture Capability Leader the person who is tasked to lead the effort to establish or evolve an Enterprise Architecture Capability the Leader's Guide presents advice on establishing an Enterprise Architecture Capability that aligns to a set of requirements and expectations that are specific to each enterprise It proposes an approach for the standing up and enhancement of an enterprise's Enterprise Architecture Capability based upon established best practices This approach follows a configured path through the TOGAF Architecture Development Method ADM This document Introduces key topics of concern Defines the terms related to the topic Shows the terms that are related to an EA Capability Discusses what the Leader needs to know Describes what the Leader should do with this knowledge It covers the following topics An introduction to the topic including an assessment of the state of EA definitions and key concepts used in the Guide A narrative that is a companion to the TOGAF ADM that leads the reader through a series of topics and related steps to assist in stepping back from the current operational context to seek a broader perspective How to adopt an EA Capability including the preparation and initiation

activities required to establish or enhance the EA Capability A mapping of how the TOGAF ADM can be used for architecting and establishing an EA Capability Reactions from other readers A quality hard copy of the TOGAF method easier to read than endless htm docs or huge pdfs The TOGAF framework has become the de facto standard for developing Enterprise Architectures A good one stop shop guide and toolsets for getting your Enterprise Architecture right A lot of thought experience and funding have gone into this and the results are well worth the price you pay for the book and the actual accreditation should you or your organization wish to go down that route Amazon Comment it still is the best documented Enterprise Architecture method publicly available The book is of high quality binding and will endure browsing through the pages for a long time Amazon Comment *The Knowledge Services Handbook* Guy St. Clair,Barrie Levy,2019-11-18 Knowledge services converges information management knowledge management KM and strategic learning into a single enterprise wide discipline for the benefit of the business or organization in which it is practiced As the strategic framework for strategic management knowledge services leads to excellence in knowledge sharing and ultimately to shaping the organization as a knowledge culture This book provides prescriptive direction for the professional work of the knowledge strategist who is the organization s management leader with responsibility authority and accountability for the success of the organization s knowledge domain Wisely optimistic with helpful hints for the management of knowledge services Frances Hesselbein Presidential Medal of Freedom recipient former CEO Girl Scouts of the USA Devotedly Druckerian in outlook the St Clair and Levy book rightly emphasizes the leadership and organizational cultural aspects of enterprise knowledge constants that do not change rapidly and that constitute much of the difference between success and failure Timothy Wood Powell President The Knowledge Agency and Author The Value of Knowledge **Contenido para convencer, Curso general de Estrategia de Contenidos** Carlos J. Campo,2021 El Curso General re ne los conocimientos que cualquier Responsable de Contenidos debe poseer para adoptar las mejores decisiones en un entorno de incertidumbre Lograr comunicar mejor logrando mayores beneficios comunicativos y empresariales y con menores costes Lo har sin errores Conociendo los fundamentos te ricos del contenido eliminar los criterios intuitivos y los ejercicios de prueba y error Conociendo los instrumentos del estrategia ganar tiempo Y conociendo los efectos de cada operaci n con contenidos acertar siempre Pensado para que cualquier profesional del contenido pueda sacar provecho de l especialmente los estrategias de contenidos in house que se formen universitariamente el Curso se estructura en 24 lecciones repartidas en cinco cap tulos los conceptos esenciales las diferencias con otras disciplinas comunicativas el comportamiento de los mensajes en las operaciones con contenido las herramientas del estrategia y la perspectiva econ mica de una Estrategia de Contenidos Contiene adem s 46 gr ficos y 9 tablas sin pticas y correspondientes a modelos operativos Porque de lo que se trata es de que el contenido sea eficaz econ micamente sostenible y sobre todo capaz de convencer *Handbook of Research on Management and Strategies for Digital Enterprise Transformation* Sandhu, Kamaljeet,2021-04-02 From traditional brick and

mortar to new start ups businesses are harnessing the power of digital enterprise as a cost effective model to deliver goods and services online Digital enterprise strategy is adopted for transforming business streamlining processes and making the best use of online technologies to enhance interaction with customers and employees and deliver excellent customer experience in real time Digital enterprises increasingly need digital workers to establish greater digital skills to bear on every activity and to drive management strategy and innovation which are key for digital enterprise transformation The Handbook of Research on Management and Strategies for Digital Enterprise Transformation is a crucial reference source that discusses leveraging technology for the customers employees and suppliers benefit as well as integrating complex processes to management marketing production manufacturing and financial systems Combining management strategy technology and digital enterprise topics into one book provides the reader with a holistic understanding of the new developments in these emerging fields This study will also include key topics of interest on how to address structural changes underway in the local and global business environment for digital enterprise transformation Featuring research on topics such as e commerce organizational learning and agile management this book is ideally designed for business professionals policymakers researchers students and managers

Microsoft Project 2007 Bible Elaine Marmel, 2011-06-15 Take control of your projects with this in depth guide Whether you re managing a project for a small team or supervising a corporate assignment involving hundreds the power of Microsoft Project 2007 and the detailed information in this comprehensive guide can keep you on track From setting budgets to allocating resources to tracking results each of the book s seven parts thoroughly focuses on key elements in a logical sequence so you can find what you need Identify your goals and the scope of your projects Manage projects across organizations and multiple locations Get the most out of Gantt charts and views Assign tasks check progress and make adjustments Issue interim reports and look at the Big Picture Create a custom HTML page with VBA and VBScript Import and export Project information What s on the CD ROM You ll find a wealth of trial versions demo software sample projects and bonus appendixes on the CD ROM including Milestones Professional r Advanced formatting calculation Web publishing and reporting features PERT Chart Expert Create eye opening PERT chart project plans PlanView r Project Portfolio Management A comprehensive decision making platform for enterprises WBS Chart Pro Plan your projects with these graphing tools System Requirements See the CD ROM Appendix for details and complete system requirements Note CD ROM DVD and other supplementary materials are not included as part of eBook file

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