

# **Enterprise Content Strategy**

## **A Project Guide**

**Kevin P. Nichols**

Foreword by Ann Rockley



**The Content  
Wrangler**  
Content Strategy Series

# Enterprise Content Strategy Kevin Nichols

**Paula Ladenburg Land**



## **Enterprise Content Strategy Kevin Nichols:**

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 **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 *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 ecosystem to meet the challenges of today's hyper connected world

**The Language of Content Strategy** Scott Abel, Rahel Anne Bailie, 2014-02-15 The Language of Content Strategy is the gateway to a language that describes the world of content strategy With fifty two contributors all known for their depth of knowledge EA Digital delivered electronically this set of terms forms the core of an emerging profession and as a result helps shape the profession The terminology spans a range of competencies with the broad area of content strategy This book and its companion website is an invitation to readers to join the conversation This is an important step the beginning of a common language Using this book will not only help you shape your work but also encourage you to contribute your own terminology and help expand the depth and breadth of the profession

**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

**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

**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

**UX For Dummies** Kevin P. Nichols,Donald Chesnut,2014-04-10 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

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данными Коллектив авторов, 2020-11-16 DAMA DMBOK *Navigeren door het labyrint: Een handleiding voor het beheer van data* Laura Sebastian-Coleman, Als u een organisatie leidt of als u met uw managers moet communiceren over datamanagement dan is Navigeren door het Labyrint uw gids Organisaties die waarde willen halen uit hun data moeten die data goed beheeren Maar voor de meeste leidinggevendenden lijkt datamanagement obscuur gecompliceerd en zeer technisch Je hebt geen tijd om alle details te leren of hypes te herkennen Navigeren door het Labyrint helpt je verder gebaseerd op de best practices van DAMA s Data Management Body of Knowledge DMBOK2 Het legt de grondbeginselen uit en zegt waarom ze zo belangrijk zijn Het vertelt u wat u moet weten om in uw organisatie vertrouwen in data op te bouwen en hoe u waarde uit data kan halen **S'orienter Dans Le Labyrinthe: Un Guide Sur La Gestion Des Données À L'intention Des**

**Cadres** Laura Sebastian-Coleman, 2021-10-08 Si vous tes la t te d une organisation ou si vous devez communiquer avec des dirigeants au sujet de la gestion des donn es S orienter dans le labyrinthe est votre guide Les organisations qui veulent tirer de la valeur de leurs donn es doivent bien les g rer Mais pour la plupart des cadres la gestion des donn es semble obscure compliqu e et tr s technique Vous n avez pas le temps d apprendre tous les d tails ou d aller au del du battage m diatique S orienter dans le labyrinthe vous aide y parvenir Bas sur les meilleures pratiques du Data Management Body of Knowledge DMBOK2 de DAMA il explique les principes fondamentaux et explique pourquoi ils sont importants Il attire votre attention sur ce que vous devez savoir pour aider votre organisation faire confiance ses donn es et en tirer de la valeur The

Advertising Red Books , 2006-10 **CED.** , 1996 Proceedings of the FAST '02 Conference on File and Storage Technologies , 2002 **LexisNexis Corporate Affiliations** , 2006 Sociology , 1982 Canadian Periodical Index , 1965

Current Law Index , 2007 *Managing Enterprise Content* Ann Rockley, Pamela Kostur, 2003 Provides guidelines and concepts to follow for planning developing and implementing a successful content management strategy **Content Audits and Inventories** Paula Ladenburg Land, 2014-10-04 Successful content strategy projects start with a thorough assessment of

the current state of all content assets their quantity type and quality Beginning with a data rich content inventory and layering in a qualitative assessment the audit process allows content owners and business stakeholders to make informed decisions Content Audits and Inventories by veteran content strategist Paula Land shows you how to begin with an inventory scope and plan an audit evaluate content against business and user goals and move forward with a set of useful actionable insights 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

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