

# Content Strategy

## Do you really need it?

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In This Issue: Content Strategy

## Content Strategy

By Eleonora Babayants

Content strategy refers to the planning, development, and management of content. In other words, content strategy plans for the creation, publication, and governance of useful, usable content. The purpose of content strategy has been described as achieving business goals by maximizing the impact of content.

A content strategist must work to define not only which content will be published, but why we are publishing it in the first place. Otherwise, content strategy is not strategy at all: it is just a glorified production line for content nobody really needs or wants.

Content strategy development is necessarily preceded by a detailed audit and analysis of existing content.

### What is Defined by Content Strategy?

A content strategy defines:

- key themes and messages;
- recommended topics;
- content purpose (i.e., how content will bridge the space between audience needs and business requirements);
- content gap analysis;
- metadata and taxonomy frameworks and related content attributes;
- search engine optimization (SEO);
- content creation, publication, and governance.

### What is Included in Content Strategy?

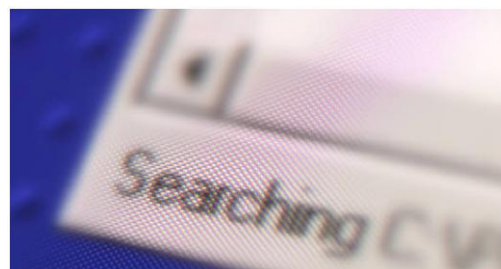
Editorial strategy defines the guidelines by which content is governed: values, voice, tone, legal and regulatory concerns, user-generated content, etc. This practice also defines an organization's online editorial calendar, including content life cycles.

Web writing is the practice of writing useful, usable content specifically intended for online publication. An effective web writer has to understand the basics of user experience design, be able to translate information architecture documentation, write effective metadata, and manage an ever-changing content inventory.

Metadata and taxonomy strategy identifies the type and structure of metadata and taxonomy. Smart, well-structured metadata helps to identify, organize, use, and reuse content in ways that are meaningful to key audiences.

Search engine optimization is the process of editing and organizing the content on a page or across a web site to increase its potential relevance to specific search engine keywords.

Content management strategy defines the technology needed to capture, store, deliver, and preserve an organization's content. Publishing infrastructures, content life cycles and workflows are key considerations of this strategy.



### Content Strategy

Content strategy refers to the planning, development, and management of content.

### Do You Really Need a Content Strategy?

A practice that holistically coordinates teams and integrates tools.



### Industry News

- ➔ Compliance and Governance in SharePoint From Concept Searching
- ➔ Collaboration Broadens With IBM Connections 5
- ➔ Semantic Enrichment and Ontology Management in Luxid products
- ➔ Semantically Enriched Enterprise Search

# Do You Really Need a Content Strategy?

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The answer is Yes.

You have many discussions about content activities, methodologies, and deliverables. But if you don't have a conceptual framework for those activities, you are not practicing content strategy.

Content strategy is not a single solution or deliverable. It is a process and a mindset. If you approach your content management initiative knowing that it will constantly evolve, and that you are guiding its evolution, then you are practicing content strategy.

Content strategy evaluates business and customer needs and provides strategic direction on how improved content and content processes can help to achieve specific objectives. It's a continual process of improvement.

## Reasons for developing a content strategy

### 1. Better Content

Developing a content strategy will enable you to create content that will be more engaging. A content strategy will allow you to clearly identify the elements that will add

more value and create more interesting experiences for your users over time.

### 2. Consistency in Messaging

This is traditionally done within a marketing strategy, but the problem is that content extends beyond the marketing department. Within a content strategy you can outline guidelines, standards, quality control processes, branding, voice tone and messaging, so that anyone creating content of any format has some rules for the road.

### 3. Optimization

A content strategy will help you optimize your content. When developing content, it is critical to identify user personas, and create individual content paths for each of them. Since each has their own questions, concerns and interests, you'll need to develop content around these specific characteristics.

By doing so, you will optimize for search by using the right keywords, and your content will be more relevant to those searching for it. The reason you need to consider this within your entire content strategy is because your content lives in various

locations; your website, social networks, press, etc.

### 4. Limitation of Friction

A content strategy will help you to avoid friction in your content management system. You want to facilitate an engaging environment, so if there are disconnects between your information architecture or formats, you will create discomfort and stress for your users. You want to make sure their experience is easy.

This ease will come from clearly defined goals, research, content paths, content processes, and the tactics that have been identified by the content strategy. This will also ensure that everyone responsible for content creation is on the same page, even if they are not on the same team or in the same department.

### 5. Improve efficiency

There are many ways to re-use content, like posting a blog post into a web site or a series of documents, or maybe an eBook. The idea is that you repurpose content to be consumed in various ways, so you can always reach who you want while staying relevant and adding value.

A content strategy outlines the thematic content and how it can be used throughout the year so you are not constantly trying to reinvent the wheel. It will help you organize an inventory and plan for releasing various kinds of content throughout the year, as well as streamline the internal processes needed to achieve the content goals.



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With the current proliferation of social media and web based tools, content strategy is very important.

## Industry News

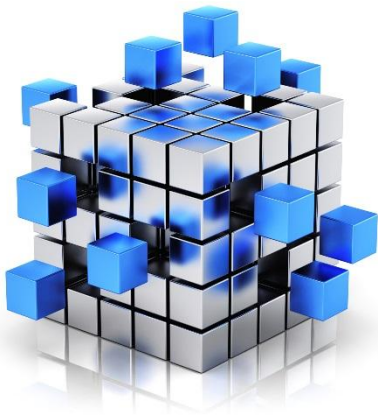
### Compliance and Governance in SharePoint From Concept Searching

Concept Searching has extended its conceptClassifier for SharePoint and conceptClassifier for Office 365 platforms to include the management of OneDrive for Business.

Within the expanded conceptClassifier for SharePoint and conceptClassifier for Office 365 offerings, Concept Searching clients are now able to deploy precisely the same functionality already available in SharePoint and Office 365 to OneDrive for Business.

### Collaboration Broadens With IBM Connections 5

IBM announced the latest iteration of the IBM Connections platform, its fully integrated suite of social and real-time collaboration, analytics and content management tools delivered on any screen or device. The platform can be quickly deployed on premises, through the cloud or in a hybrid environment.



### Semantic Enrichment and Ontology Management in Luxid Products

TEMIS released 7th version of its flagship semantic content enrichment platform Luxid 7. Luxid 7 offers a more scalable and robust semantic enrichment pipeline and a dedicated ontology management tool, providing users with an integrated workflow

Also new is Luxid Webstudio, which is described as a natively multi-user, collaborative Web application enabling users to create, edit and maintain an ontology while governing the way ontological objects are recognized by the Luxid semantic enrichment pipeline.

### Semantically Enriched Enterprise Search

Linguamatics premiered I2E Semantic Enrichment which provides increased return on investment in enterprise search systems

I2E Semantic Enrichment is used within an existing enterprise search deployment to enrich the current data, make it more discoverable and provide more relevant search results.

The software scans millions of documents to identify and mark up semantic entities such as genes, drugs, diseases, organizations, authors and other relevant concepts and relationships. Enterprise search engines consume this enriched metadata to provide a faster, more effective search for users

## About Galaxy Consulting



Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

**Call us TODAY to schedule a free, no obligation consultation!**

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Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.