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Content Strategy Assessment

Assignment: A project manager sends you a message that a new feature is about to be released for product A and she would like a new article created for the knowledge base. She notes that this request is urgent. The Support Team receives a high volume of tickets for product A. Set up a content strategy to address this request.

Preamble: Content should be relevant, accurate, informative, timely, engaging, consistent, and findable. It should also reflect the tone and voice of the business.

Things not known: How tagging is set up in the database; how related articles are generated; how the search engine is indexed; how search is optimized i.e. results are returned with exact matches, relevancy, date of publication, date of update.

Assignment rationale: The definition of “urgent request” varies. In this case, the PM states the article needs to be live by launch in five days. Content strategy can be adjusted for priority levels and urgency.

Content Strategy:

1. Reach out to the PM to get specifics on the launch, answer any questions I have, determine timelines, and any further details that may be of help.
2. Produce a content audit of articles including or relating to Product A.
3. Pull data analytics on Product A specific articles to see keywords used, success and bounce rates.

Concerns:

- My first concern is articles relating to Product A generate a high volume of tickets for the Support Team. Does this mean the content is not current? Not descriptive? Is it easy to understand? How is the tagging set up? Are **Related articles**, **Learn more**, and **Related links** too confusing? When was the last time a SME or a content developer looked at this content? How often is it updated? Is there a life cycle plan in place for updates?
- The second concern is timing and how I prioritize that time to work on this request in relationship to my other work. If the urgency of this request can be worked in with existing workload, great. If not, I will reach out to stakeholders to better define their needs, timelines, and deliverables. I will also call on my colleagues’ experiences if I need help.

Content Strategy:

4. PM has gotten back to me. Launch is in five days, and she wants the article live on day 3 or 4 to finalize details. I prioritize my workload according to this scale and reach out to stakeholders to give them updates on their own projects and deliverables.

5. Review related articles to Product A to determine best fit to either update existing article or create a new one.
6. Existing articles are in bad shape and Support Team receives a lot of support tickets as users cannot find what they need. Decision is to create a new article and set updating existing articles as a later project.
7. Schedule a meeting with the PM and SME to go over content.
8. Based on information provided, provide mock-up of article to PM and SME for final clean up along with defined keywords
9. Once the article is polished, it is then ingested into the database for soft launch.
 - a. Title reflects subject matter: "Product A Features."
 - b. Tagging is marked "Product A," "Features."
 - c. Request small set of Support Team to search for content for clarity, findability, and that the language makes sense.
 - d. Gather keywords used by Support Team and integrate them into the article.
10. PM notifies appropriate groups for new feature with link to new article.
11. Success!

In the long term, continue to refine based on updated content, suggestions, analytics, and feedback.

Measuring Success

On the success of "Product A Features" (our article), a data analytics is pulled weekly and compared to see success rates, keywords used, and bounce rates. Analytics are also pulled against tickets opened with Support Team to determine next course of action. Refine article as necessary in a timely manner and troubleshoot any additional issues.

Project #2: Updating Product A existing articles.

The content audit revealed that articles about Product A comprises of 25 articles. Some are old and need to be deprecated. Others are out of date and need to be updated. Still others can be consolidated or broken apart. Keywords and tagging are not the same across the articles and relevant articles result varies. All of this contributed as to why users were not able to find what they needed which contributed to high volume of support tickets.

Working with PMs and SMEs, a future project plans needs to be produced along with a content strategy with clear Key Performance Indicators (KPIs). Based on high volume of support tickets, this project takes a higher priority.