

Content Strategy Deliverables*

What Are You Trying to Achieve?

- Summary of company goals

What Do You Own?

- Content inventory or audit
- Content assessment (quality and quantity)

What's Missing?

- Content gap analysis
- Comparative content analysis
- Competitive analysis

How Do You Present the Words?

- User personas
- User scenarios (think believable stories)
- Editorial strategy
- Core messaging strategy
- Content templates
- Sample content
- Search Engine Optimization (SEO) strategy
- Metadata strategy
- Brand strategy
- Style guide
- Glossary

Where Does It Go?

- Copy deck
- Content conversion/migration strategy
- Content flow schematic
- Channel strategy
- Community and social strategy
- Visual presentation recommendations
- Wireframes

How Do We Make It Happen?

- Content approval workflow
- Communication plans
- Community moderation policies
- Content production workshops and training
- Content sourcing review and plans (people, tools, budget, time)

How Do We Stay Organized?

- CMS requirements
- Business rules
- Taxonomies
- Responsibilities
- Schedules

What's Coming Up?

- Editorial calendar

How Do We Know It's Right?

- Benchmarks
- Checks and balances
- Summary of company goals
- Success metrics
- Usability tests

*Not every project needs every content strategy deliverable, so if you've checked everything, you might need to reassess. Your content strategist will help you determine what's most valuable to your unique goals. Also, remember you'll need the people resources and time to take action on the deliverables.

Some deliverables are best provided by someone on your team or the creative or marketing agency you're working with. Share information with your content strategist for best results.

For more information: <http://www.pybop.com/2011/05/content-strategy-deliverables/>