

Content Strategy Deliverables

Content Discovery

- Stakeholder Interview Findings
- Content Inventories
- Content Audits
- Content Gap Analysis

Content Frameworks

- Findings & Analysis
- Content Strategy Framework
- Executive Summaries

Content Planning

- Localization Strategy
- Social Strategy
- Personalization Strategy
- Content Marketing Strategy
- Site Map Inputs

Content Creation

- Content Calendar & Production Plan
- Content Style Guide (Voice & Tone)
- Text
- Images
- Video
- etc. . .
- Site Content
- Authoring Guides

Classification

- Taxonomy Education Presentations
- Heuristic Evaluations
- Taxonomy (Remediation Suggestions)
- Taxonomy (New)
- Taxonomy Validation Reports
- Card Sorting
- Tree Testing
- Interviews

Technical Implementation

- Term Mappings
- Migration Strategy
- Content Models
- Content Matrix & Content Maps
- Permissions/Security Models

Metadata & Tagging

- Tagging & Metadata Guidelines
- Metadata Schemas

Workflows

- Publication Workflows
- User Role Definitions
- Module/Template Creation Workflows
- Governance Workflows

Governance

- Governance Guidelines
- Governance Charters