Content Strategy

and relation with UX

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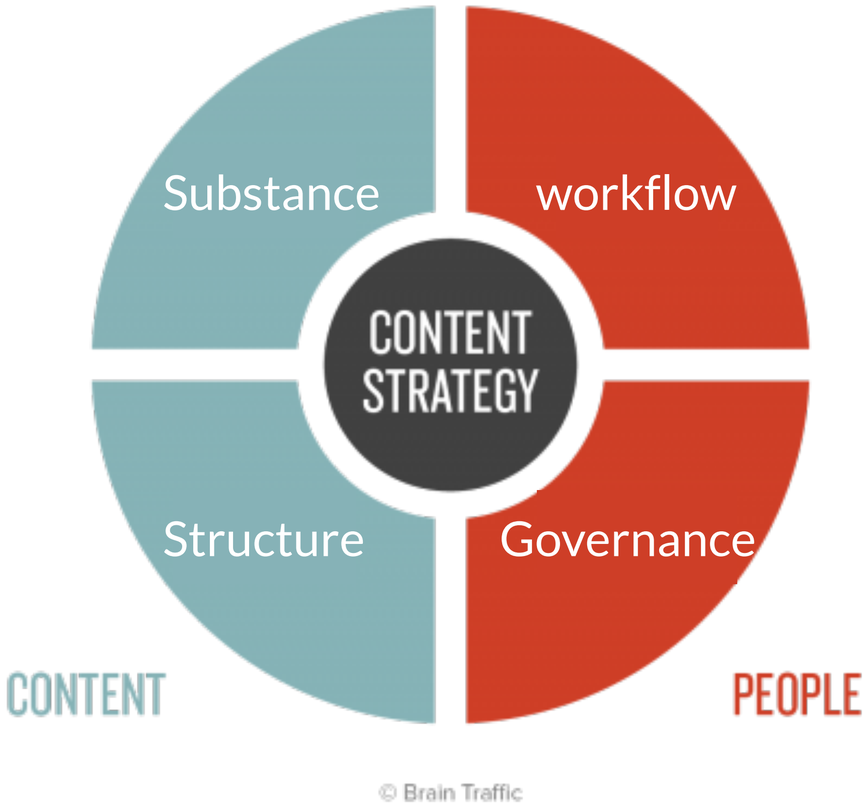
Content strategy

Strategic creation of text, imagery, audio or video that delivers a relevant and interesting message to a user/customer or prospect while at the same time paving the way for a sale.

Content strategy refers to the planning, development, and management of content—written or in other media. The term is particularly common in web development since the late 1990s - wikipedia

Content strategists?

outline the objectives and then undertake them appropriately and with relevance



Content strategy Quad

Common Methodologies

omni channel publishing

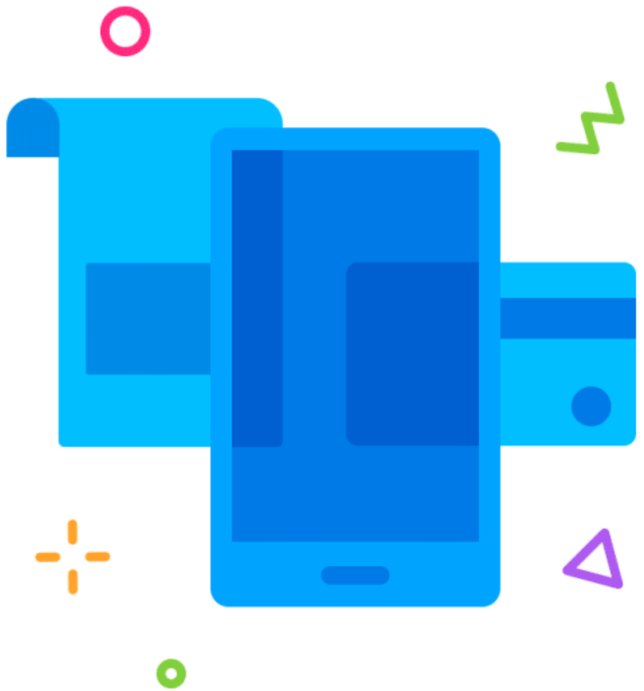
Planing and marketting

content governance

information architecture

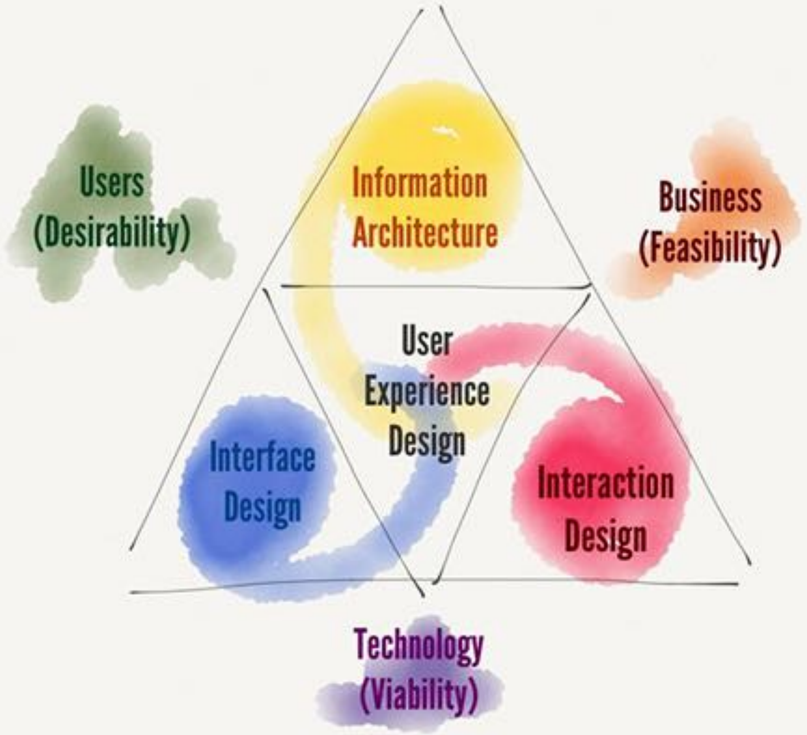
core strategy

branding

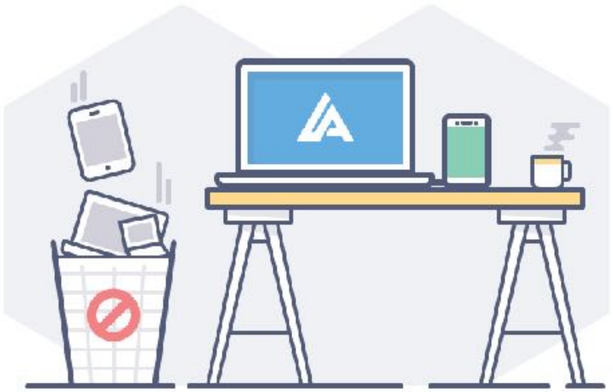


User Experience?

User Experience is basically everything that users feel or think while interacting with a product, which doesn't necessarily need to be a digital one


Users
(Desirability)
Information
Architecture
Business
(Feasibility)
User
Experience
Design
Interface
Design
Interaction
Design
Technology
(Viability)

UX CS



Content Strategy Benefit From UX

Clarity and Readability

focus on user

Conversion Optimization

Content Strategy and relation to UX Design.

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Content strategy plans for the creation, publication, and governance of useful, usable content and ***User Experience*** is basically everything that users feel or think while interacting with a product, which doesn't necessarily need to be a digital one.

Though user experience and content strategy seem to have similar goals there is too much conflict when it comes to the actual execution. There are often battles between UX and content management teams, especially when it comes to design process. Content strategists and SEO specialists tend to add as much keyword optimized content to webpages as possible, while designers have a hard time fitting that 400-500 word content into the page without impacting the design.

when user experience and content strategy work together, the synergistic effect is much greater than simply resolving conflict. Combining the expertise, skills and mindsets of usability professionals, creative designers, content curators and strategists will not only solve existing problems but will improve the overall communication between them.

Ideally, such brainstorming sessions will help to create a clear vision of the product both from UX and content perspective.

Add to my schedule

Session Track

UX/Content Strategy

Experience level

Intermediate

Drupal Version

N/A

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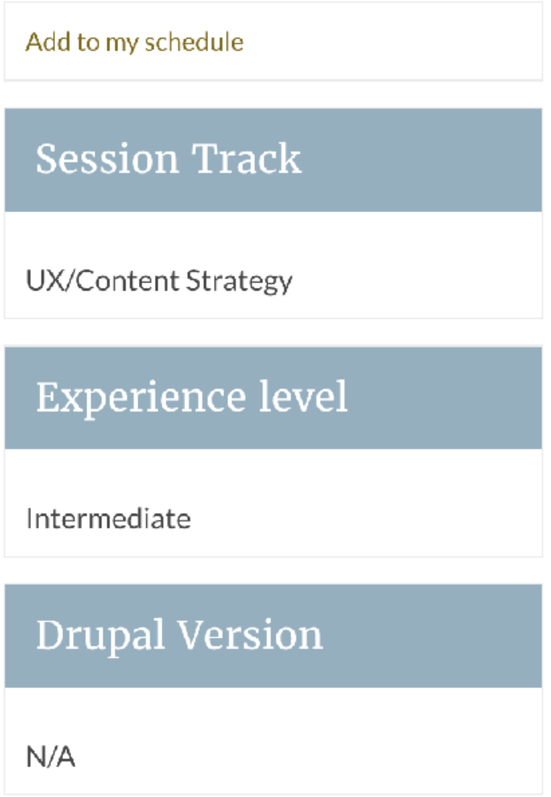


lastly but important

Join Us for Contribution Sprints

Friday, April 28, 2017

First-Time Sprinter Workshop
9:00am-12:00pm
Room: 307-308

Mentored Core Sprint
9:00am-12:00pm
Room:301-303

General Sprints
9:00am-6:00pm
Room:309-310

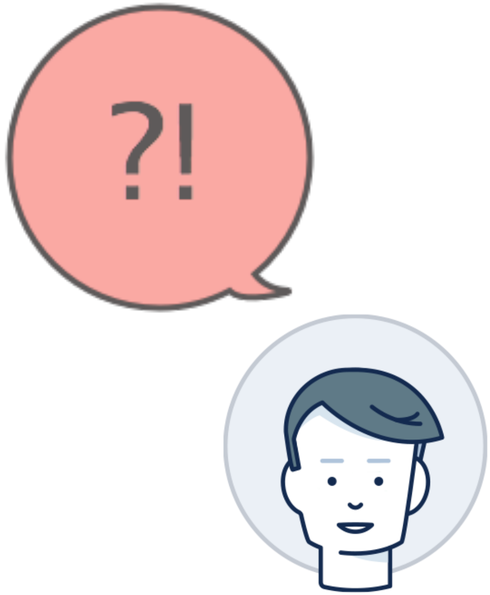
#drupalsprints

WHAT DID YOU THINK?

Locate this session at the DrupalCon Baltimore website:
http://baltimore2017.drupal.org/schedule

Take the survey
https://www.surveymonkey.com/r/drupalconbaltimore

THANK YOU!



Thank You