

Creating a UX Driven
Content Strategy

Presentation by Scott La Counte

This presentation will look at content strategy as it relates to UX design



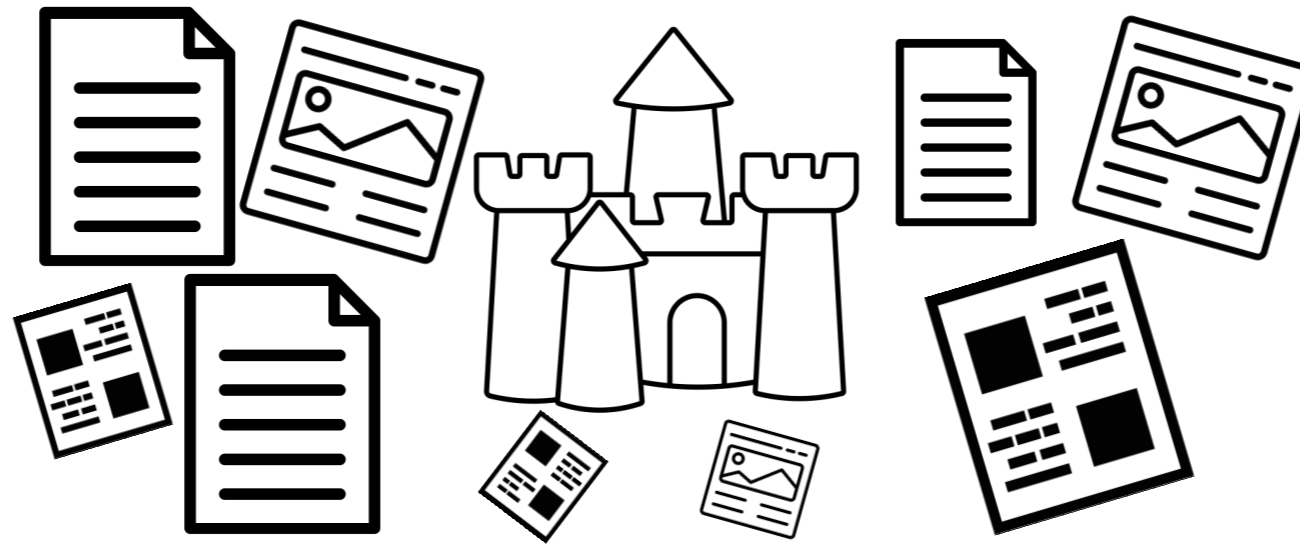
Content Is King

Creating a UX Driven Content Strategy (Scott La Counte)

Everyone has heard the phrase “Content is King”; it’s been the mantra of marketing since the before the birth of the Internet.

It all sounds lovely on paper. But sometimes being king isn’t all it’s cracked up to be.

The Kingdom of Clutter



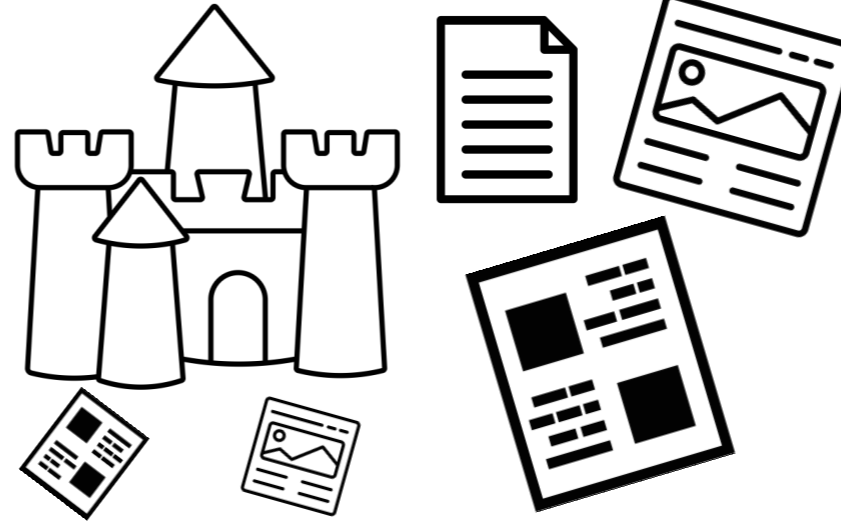
Creating a UX Driven Content Strategy (Scott La Counte)

What if you are king of a kingdom of messy content?

The Kingdom of Clutter

Google

#1 on
Google!



Creating a UX Driven Content Strategy (Scott La Counte)

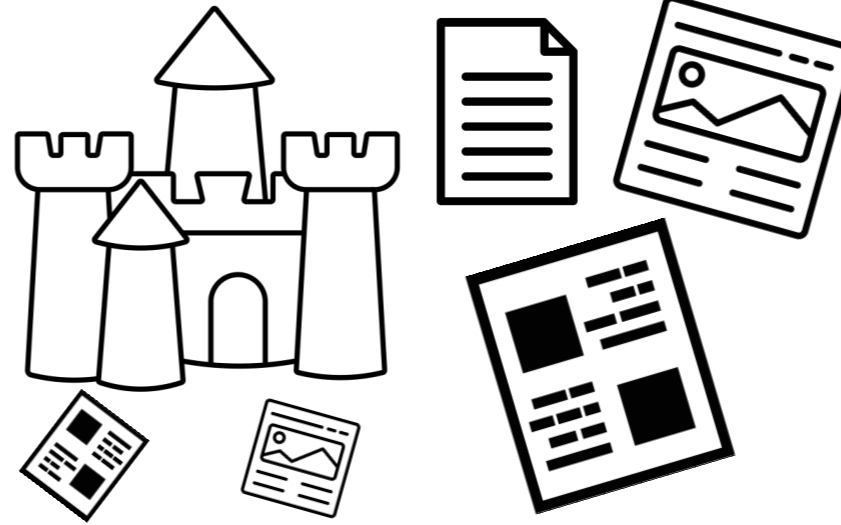
By this this rule of content being king, you should be #1 on Google.

The Kingdom of Clutter

**#1,002,034
on Google!**



Google

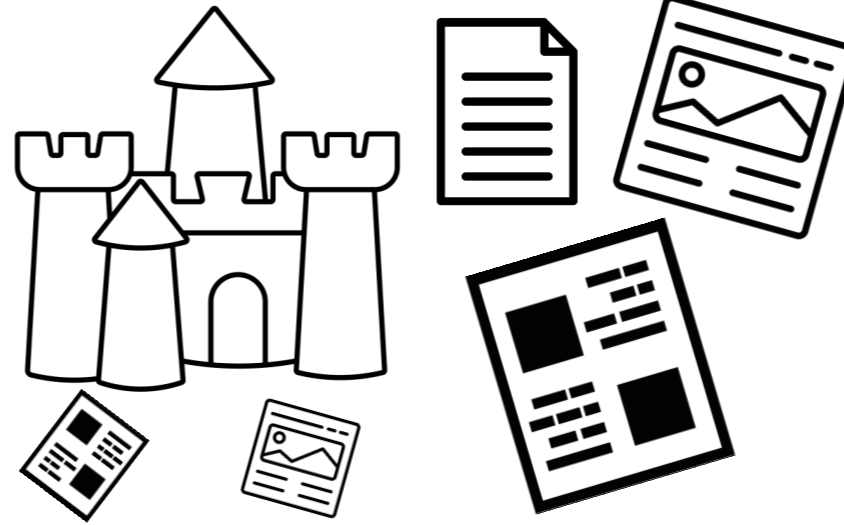


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The reality is the cluttered content has buried you in search results

The Kingdom of Clutter

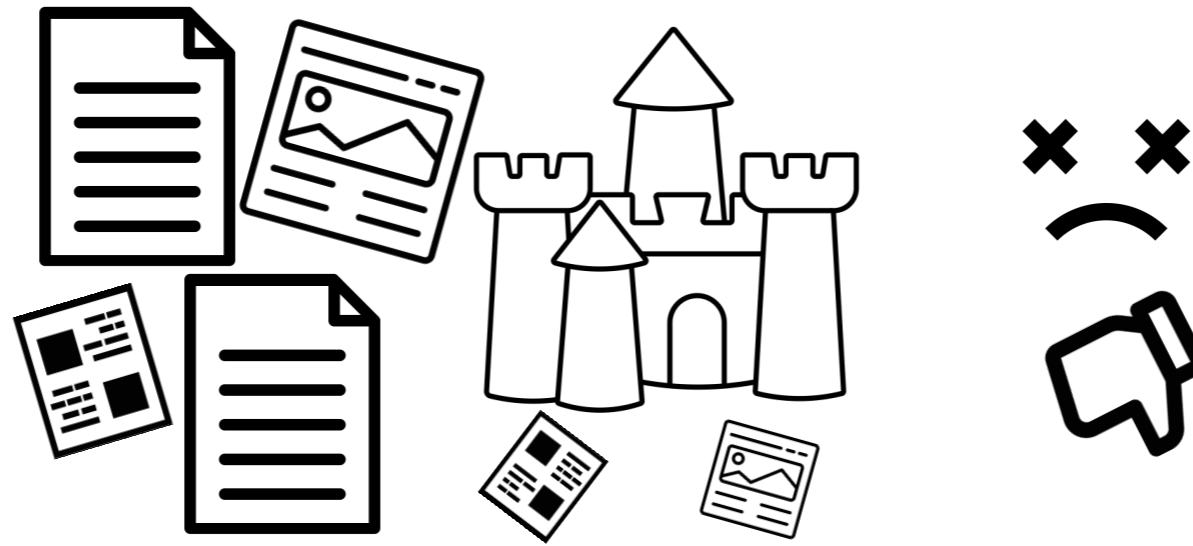
bing



Creating a UX Driven Content Strategy (Scott La Counte)

Even Bing hates you!

The Kingdom of Clutter



Creating a UX Driven Content Strategy (Scott La Counte)

But this is just the beginning of your woes, because on top of no one being able to find your content in a search, your users are being given a terrible experience

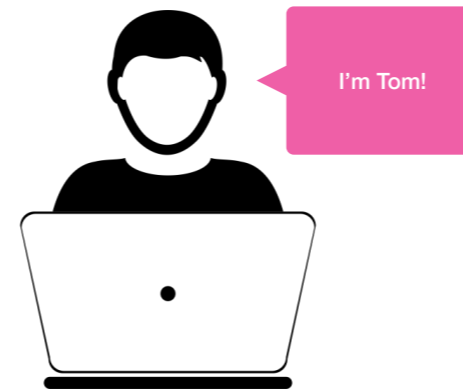
Tom and the Terrible, Horrible, Bad Experience



Creating a UX Driven Content Strategy (Scott La Counte)

Imagine a user named Tom.

Tom and the Terrible, Horrible, Bad Experience



Creating a UX Driven Content Strategy (Scott La Counte)

Tom is a current customer.

Tom and the Terrible, Horrible, Bad Experience

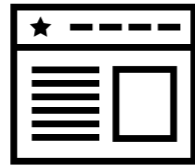


Creating a UX Driven Content Strategy (Scott La Counte)

Tom is trying to find out how to contact the companies sales rep.

Tom and the Terrible, Horrible, Bad Experience

About Page



Creating a UX Driven Content Strategy (Scott La Counte)

Tom arrives at the page and doesn't see what he's looking for; he figures the "About Page" must have some kind of directory or a list of employees, and he can get the email he needs from there.

Tom and the Terrible, Horrible, Bad Experience

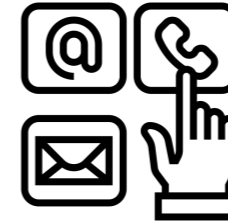


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Unfortunately, it's not there.

Tom and the Terrible, Horrible, Bad Experience

Pricing Page



Creating a UX Driven Content Strategy (Scott La Counte)

The sales & marketing team was in charge of this, and they reasoned that the best place to put contact information was the pricing page. They were worried most, after all, about making a current sale—not current customers.

Tom and the Terrible, Horrible, Bad Experience



Creating a UX Driven Content Strategy (Scott La Counte)

Tom is now frustrated. He's spent several minutes looking for the contact info. Now he's going to have to spend several more reaching out to support. Then he's going to have to wait for a reply. Then he's going to have to send another email to sales once he has the contact info he needs.

No Direction



Creating a UX Driven Content Strategy (Scott La Counte)

Tom knew what he wanted, he even knew the the company had it—but without a content strategy in place, he is left searching frustrated for the information that he wants

When Content Goes Wrong

Creating a UX Driven Content Strategy (Scott La Counte)

How do you know you are creating a bad experience for your user?

When Content Goes Wrong



The content exists,
but it is not where the
user expects it

Creating a UX Driven Content Strategy (Scott La Counte)

The user looks for the content in the wrong place; this is what happened to Tom

When Content Goes Wrong



The content exists,
but it is not where the
user expects it



The content the user
wants doesn't exist

Creating a UX Driven Content Strategy (Scott La Counte)

There's information the user needs, but it doesn't exist.

When Content Goes Wrong



The content exists,
but it is not where the
user expects it



The content the user
wants doesn't exist



The user can't find the
information they are
looking for

Creating a UX Driven Content Strategy (Scott La Counte)

The content exists, but the navigation is so poor that they cannot find it

When Content Goes Wrong



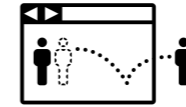
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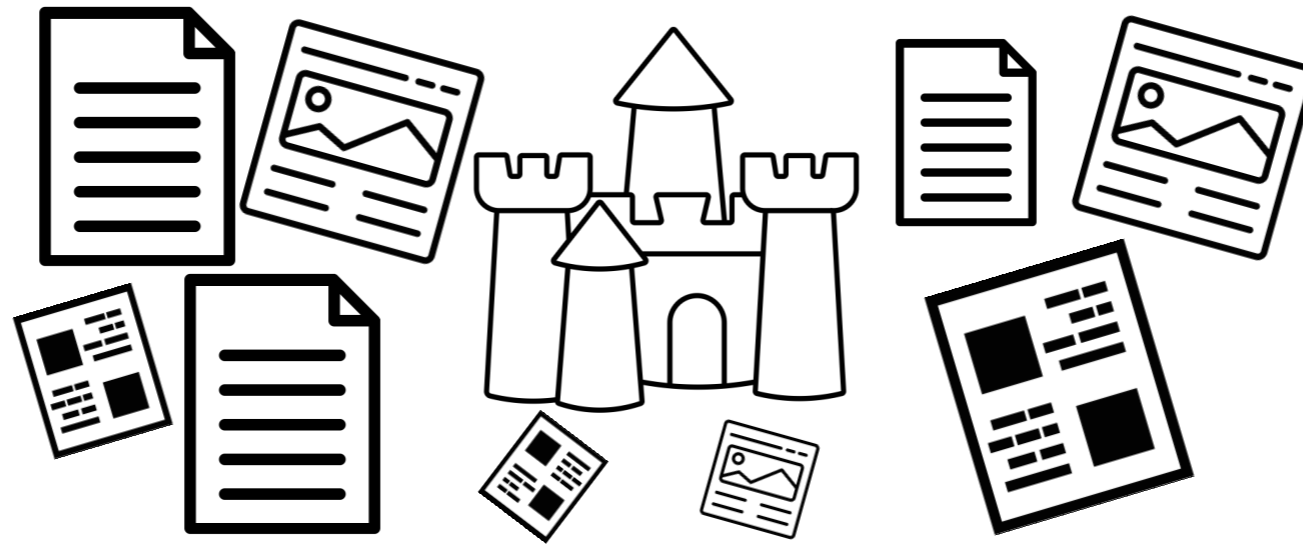


The user frustrated on
Bouncing from the
website

Creating a UX Driven Content Strategy (Scott La Counte)

The end result of this is the user is frustrated and unhappy. They bounce from the page or spend company resources trying to reach support / sales to assist them with a problem that could have been effortless

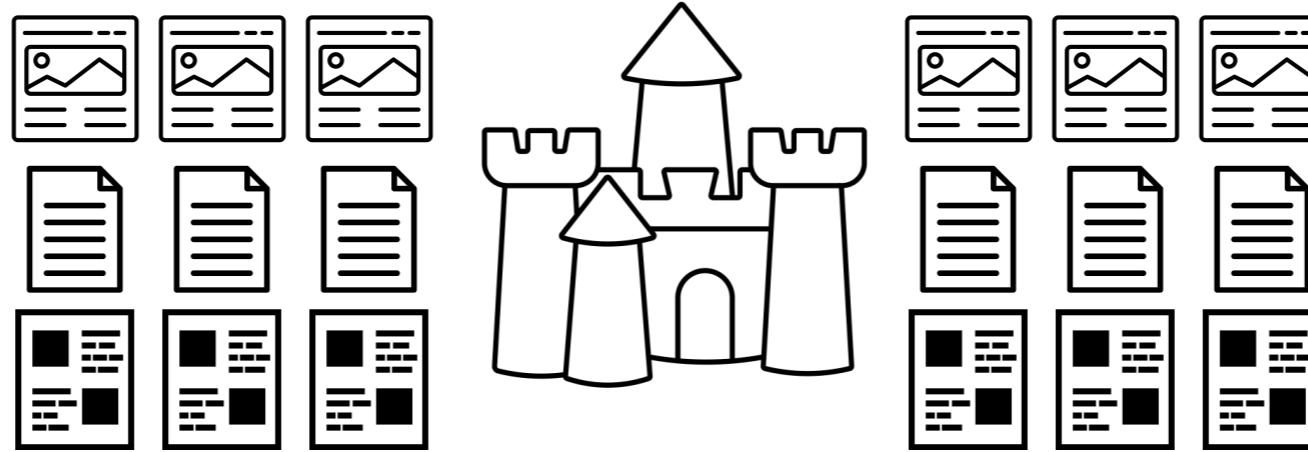
The Goal of a Content Strategy



Creating a UX Driven Content Strategy (Scott La Counte)

The goal of the UX Designer working on a content strategy is to turn this...

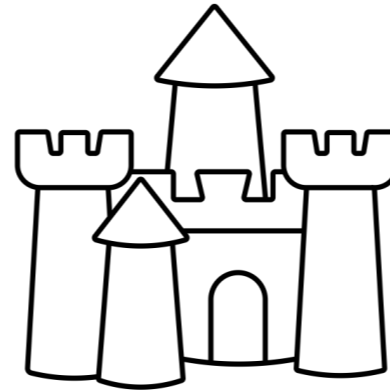
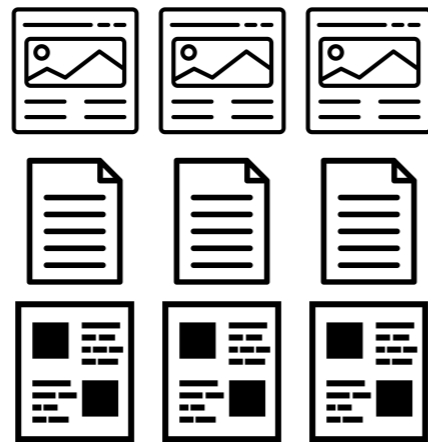
The Goal of a Content Strategy



Creating a UX Driven Content Strategy (Scott La Counte)

...into this—a kingdom of organized content

The Goal of a Content Strategy



- Easy to find content
- Written clearly and for the user
- Fits the tone of the website
- Organized
- Designed well

Creating a UX Driven Content Strategy (Scott La Counte)

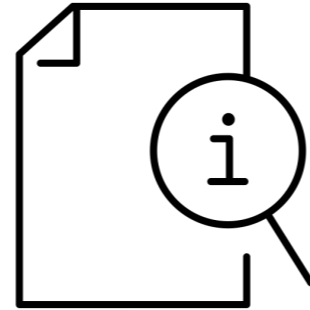
...into this—a kingdom of organized content

Good Content Design

Creating a UX Driven Content Strategy (Scott La Counte)

Good content design is going to...

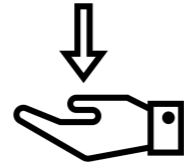
Good Content Design



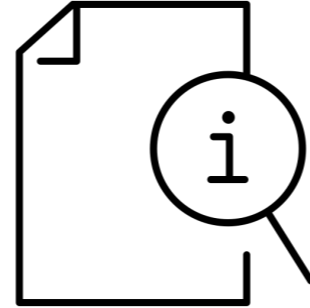
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Take all data and information available about the user and ensures that the user can get...

Good Content Design



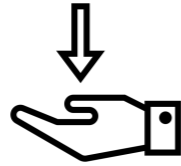
WHAT THEY WANT



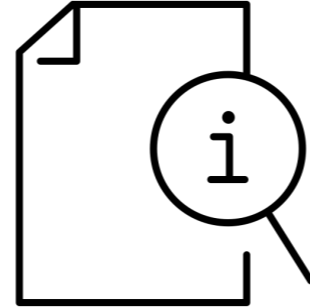
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The information that they want

Good Content Design



WHAT THEY WANT

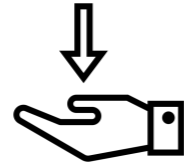


WHEN THEY WANT IT

Creating a UX Driven Content Strategy (Scott La Counte)

At the time that they want it

Good Content Design



WHAT THEY WANT

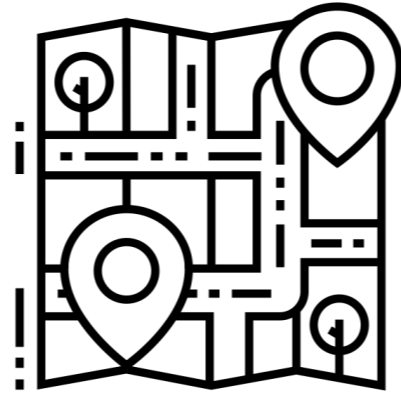


WHEN THEY WANT IT

Creating a UX Driven Content Strategy (Scott La Counte)

And it is information that satisfies what they are looking for...it doesn't give them "kind of" what they needed

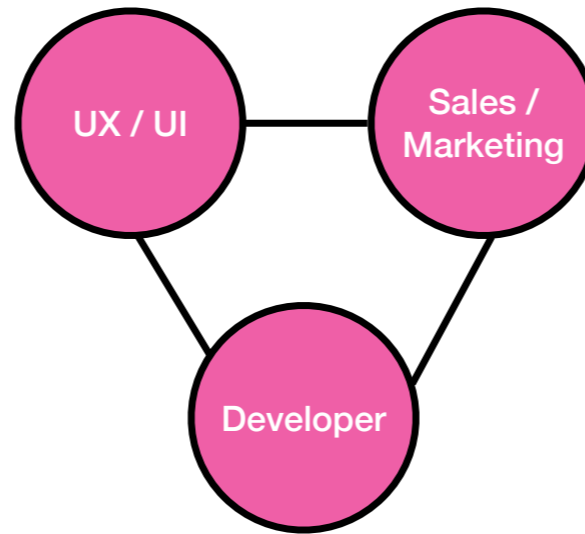
Roadmap for Success



Creating a UX Driven Content Strategy (Scott La Counte)

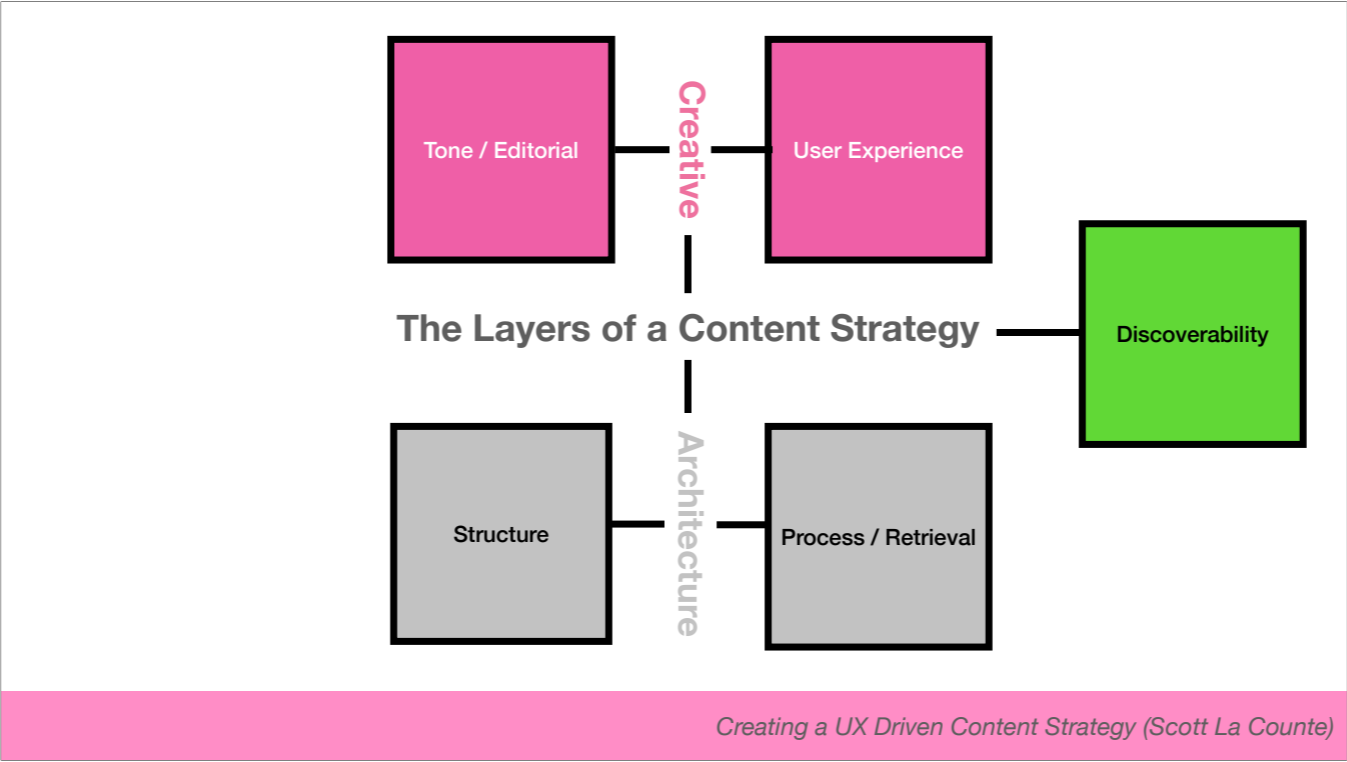
So now that we know what it is, how does a UX designer put it together?

The Content Strategy Team



Creating a UX Driven Content Strategy (Scott La Counte)

While a content strategy can sometimes fall on the UX Designer alone, it is more often than not a cross teams effort where the designer is working collaboratively with the UI Designer, the sales & marketing team, and the developer to make sure goals align. To provide the best user experience, it is the UX Designers responsibility to make sure all teams are aligned and in sync.



The content strategy can be divided into the five parts that come together to form a single strategy.

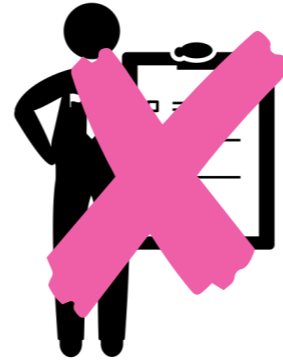
Rules of Content Strategies



Creating a UX Driven Content Strategy (Scott La Counte)

As you start thinking about the 5 parts of the content strategy, you should always start by remembering the #1 rule of the content strategy.

Rules of Content Strategies



Creating a UX Driven Content Strategy (Scott La Counte)

There is no right way—there is no rule. There are only users. Your strategy must meet the expectations of your users and should put their needs before anything else. The right way for one business does not always carry over to another business.

Creative Phase



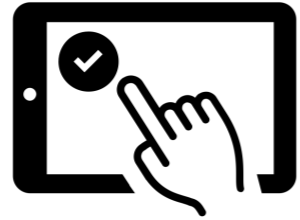
**Tone /
Editorial**

- **Creating personas**
- **Defining voice / purpose**
- **Creating a story**
- **Planning a content calendar**

Creating a UX Driven Content Strategy (Scott La Counte)

The first piece of the strategy is defining the user; the designer must make sure they know who they are so they are designing the content in a way that they understand —sometimes turning complex topics into less technical content. It's also taking into account how users access the content (i.e. what device they use) and how much time they typically spend on the website. Once the designer considers the user, they create a brand voice that aligns with the companies overall vision. In this step, the UX designer is creating a story that all content will fit inside. So think of a company like Patagonia who is a very environmentally conscience company—that's not what they're selling, but each page points to this story.

Creative Phase



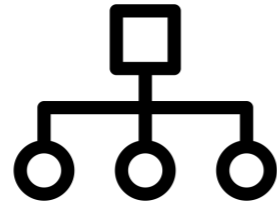
User Experience

- Low fidelity designs
- Wireframes
- User interviews
- User testing
- Content audits

Creating a UX Driven Content Strategy (Scott La Counte)

Next the designer will do a content audit to find any content that can be repurposed; the designer will also start doing interviews and testing in this phase. The hierarchy of content will be created at this point to show where the content will go in menus and navigation bars.

Architecture Phase



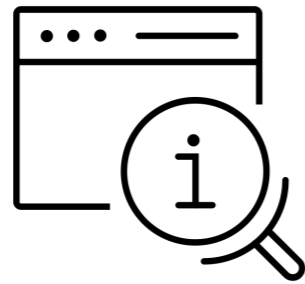
Structure

- Information architecture
- Brand guidelines
- The look / feel
- SERP friendly
- Accessibility

Creating a UX Driven Content Strategy (Scott La Counte)

The third step will start defining how the content looks and is structured. Content pillars are created to ensure that content will appear on the Search Engine Results Page (or SERP). At this point, the designer should also be thinking about the brand guidelines—the rules for how content will look across all channels (i.e. web, print, social, email, etc); in these guidelines should be the rules for when the content is changed and updated to ensure that the content is never out of date.

Architecture Phase



**Process /
Retrieval**

- How will users find the information they need
- How do you know if the plan is successful

Creating a UX Driven Content Strategy (Scott La Counte)

As the designer works on structure, they will also work alongside the developer to define how the user will search and find the information. In this phase, you also define the measurement of success—what data and other research mythologies will you use to ensure the user is successful?

Discoverability Phase



Discoverable

Creating a UX Driven Content Strategy (Scott La Counte)

Finally, the UX Designer will work with the sales and marketing team to ensure that the content is discoverable outside the framework of the website. The designer will also work with marketing teams to ensure content has the right call to actions and value propositions to help sales and marketing teams increase conversions. The designer should ensure that marketing teams are making content consistent across all channels that they are posting to

Questions?

Scott La Counte
www.ScottDouglas.org

Thank you. Any questions.