CONTENT FIRST

Web 2.0 Expo NYC | 11.17.09
PREAMBLE
A brand is a promise. By identifying and authenticating a product or service it delivers a pledge of satisfaction and quality.

— Walter Landor
Brands are now used more than they are preferred.

Functional benefits and relevance now outweigh the intangible and emotional allure of a brand.

— *The Brand Bubble*
by John Gerzema and Ed Lebar
7 fears expectant fathers face

Childbirth cheat sheet for dads-to-be

5 myths of fatherhood
ONLINE
ONLINE, WE DON’T JUST SEE OR READ ABOUT YOUR BRAND.
WE USE IT.
Converged Communication Solutions Based on Experience

Technology continues to change your company. A solid communication infrastructure is the backbone of any business and when built to its potential, it will positively impact the bottom line, morale and productivity.

To stay competitive companies need to partner with the technology and business expertise to design, build, manage and improve their voice and data network.

Maverick Networks is your single-source communications solution provider, serving small, growing and large enterprises with a full suite of communications equipment and Managed IP telephony solutions.

Maverick Networks, Inc. has earned the position of 1134 on the 2009 Inc. 5000 Inc’s annual ranking of the fastest-growing private Companies in America.

HOT OFF THE PRESS
Maverick Networks honored and awarded as the #4 Fastest Growing Business in the East Bay via the Fast 50 List of the East Bay Business Times and #10 Fastest Growing Business in the whole
STRATEGIC IT
RUN AND OPTIMIZE IT

Is your IT organization looking to reduce costs and improve operational efficiencies by deploying a unified business process platform? With SAP Services you can realize these objectives.

Our consultants can provide the guidance you need to run your IT systems more efficiently across your entire landscape. With our help, you can accomplish four goals:

- Optimize IT for strategic business initiatives
- Design an enterprise architecture to enable greater flexibility
- Consolidate heterogeneous solutions to simplify the IT landscape
- Manage applications effectively

SAP Services to Help You Run IT Across Your Landscape

- **SAP system landscape consolidation and harmonization** — Supports the planning and realization of a system landscape consolidation at the client level and helps organizations set up a multi-client system for simplifying or centralizing the system landscape and select the appropriate business objects — sales orders, invoices, and serial numbers — they need to transfer, including SAP ERP, SAP CRM, and SAP SRM
- **Business process outsourcing** — Supports a network of BPO providers by offering the business services which can help organizations generate sustainable business benefits — reduced costs, fewer risks, and improved process quality
- **Custom solution development and support** — Offers a comprehensive range of development services for creating unique solutions that meet specific business needs and that support efforts to optimize processes, increase speed-to-market, improve quality, and reduce risk
- **Education, training, and certification services** — Provides expert guidance and a
CONTENT MATTERS.
The single most important thing most Web sites can offer to their users is content that those users will find valuable.

— *The Elements of User Experience*
Jesse James Garrett
In the vast majority of website projects that I have managed during my ten years in the industry, content is often the last thing to be considered (and almost always the last thing to be delivered). We’ll spend hours, weeks, even months, doing user scenarios, site maps, wireframes, designs, schemas, and specifications—but content? It’s a disrespected line item in a schedule: “final content delivered.” It’s the perennial cause of delay and the stuff of myth (I once shelved a project for three years while the client “wrote” his content.) It’s a malaise that needs fixing and needs fixing fast.

Time and time again we’ll encourage our clients to engage a copywriter—but on…
“Auto Pilot” - Financial Goals

Joe Jones

- 34 year old
- Commercial airline pilot
- Married with newborn

- Joe is a 34 year old commercial airline pilot.
- He jokes that he is a “pretty boring guy.”
- Remembers his small town childhood fondly, but is grateful that he moved away when he did.
- Three months ago, their first child was born, an unplanned, but welcome surprise.
- Since the birth of the baby Joe has started to focus on the financial health of the family. He started a college fund for the baby, with small contributions each month.
- Small balances on his credit cards (he usually pays off each month) since the unexpected pregnancy and expenses that come along with preparing for a new family addition. “Who knew that diapers could cost so much?”
- Credit report is rarely considered, but requests copies at milestones, such as home purchase in 2000

Needs
- Joe needs security, comfort, stability and honesty
- Joe expects respect and humor
- Joe hates being undermined or deceived

http://www.mollystevens.com/portfolio.html
Design Principles:

- Mix 3D on flat.
- Break open the grid with sign posts.
- An understated quirk on heritage.
- Visually arrest every second click
- Break the tradition with hand drawings
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LIES WE TELL OURSELVES.
THIS IS COPYWRITING.
• Audit
• Analyze
• Strategize
• Categorize
• Structure
• Create
• Review
• Approve
• Publish
• Update
• Archive

THIS IS CONTENT.
HOW DID WE GET HERE?
I thought the explosion of data needed an architecture, needed a series of systems, needed systemic design, a series of performance criteria to measure it.

There are thousands of people using the term (“information architecture”), and they have no idea where the term came from, and 90 percent of them aren't doing what I think they should be doing anyway.

— Richard Saul Wurman
Edward R. Tufte

Envisioning Information
Elements of User Experience
Jesse James Garrett, 2000

Visual Design
- Interface Design
- Navigation Design
- Information Design

Interaction Design
- Information Architecture

Functional Specifications
- Content Requirements

User Needs
- Site Objectives
This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development.
CONTENT IS NOT A FEATURE.
Late content is consistently one of the reasons for project delays. The task itself and resources needed to complete the task are seriously underestimated.

Accept it. Plan for it. Charge for it.

— Web Redesign 2.0: Workflow That Works
Kelly Goto & Emily Cotler
WHAT IS IT?
CONTENT STRATEGY

... plans for the creation, publication, and governance of useful, usable content.
• **TEXT & DATA**

• **GRAPHICS**

• **VIDEO & ANIMATION**

• **AUDIO**

---

**A Long History. A Bright Future.**

- In business for over 70 years
- A subsidiary of Berkshire Hathaway, led by investment icon, Warren Buffett
- 3rd largest U.S. automobile insurer

---

**Strong, stable and growing...**

---

**CASE #245**

**CAR INSURANCE**

---

**September**

09.26.2008  [+]  364: Going Big
CONTENT IS...

- **Text**
  - Page copy
  - Articles
  - Links
  - Labels
  - Flash elements
  - Alt tags
  - Error messages
  - Task instructions
  - Forms
  - Search results
  - Metadata
  - EVERYTHING
STRATEGY

... is a plan for obtaining a specific goal or result.
NOT JUST . . .
NOT JUST . . .

▷ What
BUT ...

- What
- Why
- How
- For whom
- By whom
- With what
- When
- Where
- How often
- What next
PLAN.
CREATE.
DELIVER.
GOVERN.
HOW DOES IT HELP?
The Easy Way to Manage Your Money

Quicken Online - Now FREE!
See All Your Spending. Know Where to Save.

- See your accounts all in one place
- Know what's due and what's left
- Avoid late fees
- Check your balances anytime, anywhere

START NOW  Get started in minutes!
More about Quicken Online

Quicken Personal Finance CDs and Downloads

- Deluxe
  Maximize Your Savings
  $69.99
  Buy Now
  More about Deluxe

- Premier
  Optimize Your Investments
  $89.99
  Buy Now
  More about Premier

- Home & Business
  Personal & Business in One
  $99.99
  Buy Now
  More about Home & Business

- Rental Property Manager
  Personal & Rental Property in One
  $149.99
  Buy Now
  More about Rental Property Manager

FREE Money Management Tips & How-To's
- Budgeting for Your Peace of Mind
- 20 Small Ways to Save Big
- Household Budgeting: Secrets to Marital and Money Bliss
More Tips

Quicken Rewards Visa® Credit Card
Get the Quicken Credit Card INSTANTLY and get $30 back after your first purchase.
More about Quicken Rewards Card
mint.com

the best way to manage your money

Personal finance that works for you

Mint downloads, categorizes, and graphs all of your finances automatically every day—so you don’t have to. Know where you’re spending, without spending any effort.

How can mint help you live a richer life?

- save for retirement
- pay off your debt
- pay your student loans
- buy a car

Why our users love mint

What the press is saying
BUSINESS OBJECTIVES

+ USER GOALS

AWESOMENESS
REI employees are called upon to evaluate gear in an outdoor setting, allowing staff members to offer feedback on gear performance and remain experts in the gear they sell.

And although not all employees have summited Mount Everest, they all can help customers find the right outdoor gear and clothing for any outdoor adventure.

REI employees are recognized throughout the outdoor industry for their product knowledge and expertise.
Learn from the outdoor and adventure pros, including "Green Vests," our in-store REI experts. Choose from more than 360 articles and videos.

Watch a Video

We walk our talk! REI experts show you helpful tips, tricks and ideas to help you enjoy your adventure and the gear you'll need. Some of our current favorites:

- **How to Use Your New GPS Receiver**
  Get the most out of your cool new toy, er, tool.

- **How to Fix a Flat**
  What all cyclists need to know.

- **Adjusting Backpack Fit**
  Our pack-fit expert shows how to get the best-fitting pack.

- **How to Transport Your Boat by Car**
  Our step-by-step looks at how to properly load your boat.

REI Outdoor School

Up your adventure IQ! Hone your skills or try something new. Outings and classes include kayaking, cycling, outdoor photography, climbing, navigation and more. Check out the REI Outdoor School near you.
At Room & Board, we partner with small, family-owned businesses that use a combination of time-honored techniques and innovative technology to build furniture that stands the test of time.

This approach gives you the best of both worlds—handcrafted quality with precision and attention to detail.

We're committed to helping these artisans preserve the American tradition of handcraftsmanship.
Artisans & Craftsmen

Small specialized manufacturers—most of them in your own backyard—craft our exclusive designs by hand.

Loll Designs

On the shores of Lake Superior, brothers create durable, modern outdoor furniture from recycled materials. Learn More

Bell Manufacturing

Run by a brother and sister team, this Minnesota company delivers beautiful steel furnishings that endure trends and time. Learn More

Galbraith & Paul

Philadelphia-based Galbraith & Paul creates modern works of art for pillows and lamp shades using traditional block-print techniques. Learn More

McCreary Modern

This North Carolina company uses quality materials and exceptional attention to detail, to build furniture with lasting beauty. Learn More

Obetee Rugs

India’s leading producer of handcrafted rugs, Obetee preserves an age-old tradition with rugs that will last for generations. Learn More
Elie Tahari Fashion Week Fall 2009
From: fordmodels
Views: 49,514
Comments: 24
PLAN.
CREATE.
DELIVER.
GOVERN.
The Official Swiffer YouTube Channel

swifferbreakup
Style: Home+Garden
Joined: June 19, 2007
Last Sign In: 9 months ago
Subscribers: 605
Channel Views: 197,756

Music and great Swiffer products.

It's about time to demand some R-E-S-P-E-C-T from your cleaning products so tell that broom "She's Gone." We know that you love to belt out those break up songs, especially while you're cleaning. Put those talents on camera! Choose a song, grab your Swiffer and start filming now! Sing along, dance and show...
HOW DOES IT WORK?
PLAN.
CREATE.
DELIVER.
GOVERN.
PROCESS

- Quantitative audit
- Project charter
- Current-state ecosystems and channel supply analysis
- Strategy foundation
- Brilliant content strategy
PROCESS

- What do we have?
- What are we trying to do?
- What do our content ecosystems look like?
- What are our opportunities, risks, and success metrics?
- The Plan
PROCESS

- What do we have?
- What are we trying to do?
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- The Plan
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PROCESS

- What do we have?
- **What are we trying to do?**
- What do our content ecosystems look like?
- What are our opportunities, risks, and success metrics?
- The Plan
MEASURABLE PROJECT OUTCOMES
PROCESS

- What do we have?
- What are we trying to do?
- **What do our content ecosystems look like?**
- What are our opportunities, risks, and success metrics?
- The Plan
CONSIDER...

- External factors
- Internal factors
PROCESS

- What do we have?
- What are we trying to do?
- What do our content ecosystems look like?

**What are our opportunities, risks, and success metrics?**

- The Plan
PROCESS

- What do we have?
- What are we trying to do?
- What do our content ecosystems look like?
- What are our opportunities, risks, and success metrics?
- The Plan
THE PLAN

- Content recommendations for your project:
  - Overall messaging
  - Launch priorities
  - Content hierarchy
  - Content structure
  - Page-level recommendations
  - Editorial guidelines
  - Calendar
  - Workflow
  - Delivery
  - Maintenance
The Plan

Deliver
1. Push
2. Pull
3. Exchange

Govern
1. Guide
2. Measure
3. Maintain

Create
1. Source
2. Execute
3. Approve
WHAT DO YOU GET?
Happiness

- Better user experience
- Greater brand consistency
- New operational efficiencies
- Better risk management through better controls
- Improved SEO and analytics
- More effective personalization and targeting
HOW CAN YOU START?
THIS IS ALL (web) CONTENT.
YOU ARE A PUBLISHER.
TREAT YOUR CONTENT LIKE A CRITICAL BUSINESS ASSET.
Thanks.

e  info@braintraffic.com
w  braintraffic.com
b  braintraffic.com/blog
t  @halvorson