

Content Strategy Framework

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Introduction

Content Strategy plays a significant part in the evolution of [ClientWebsite.com] and [Client's] overall omni-channel experience. However, it requires a cohesive approach and implementation. [Client] will execute content strategy in a robust, differentiated, and correct manner by delivering the right content to the right user at the right time. Throughout the content strategy, users will be the focal point, driving the business strategy and objectives.

During the discovery phase, we have conducted detailed inventory and assessment of the current U.S. site [Client].com and includes the following sections:

- Explore
- Shop
- Support
- About Us
- Persistent Elements (i.e. Navigation, Footers)

Various business groups from [Client] have participated in a series of stakeholder workshops and interviews to ascertain requirements, gaps, issues and opportunities on the following topics:

- Content Scope & Lifecycle
- Content Creation
- Spanish Language
- Chat
- Personalization
- SEO & metadata
- User Generated Content

In addition, documents provided by [Client] staff, as well as website analytics were used to further understand challenges and opportunities within the [Client] context.

Findings from these activities and related recommendations are grouped into the following five areas:

- Content experience
- Personalization
- SEO
- Content lifecycle
- Content governance

It should be noted that [Client] has already embarked on a number initiatives to alleviate pain points described in this document. These initiatives should be a part of an overall planning process for the development and implementation of content.