Content Strategy Activities: Primary Parters

Content Strategy Activities

Discovery
- Stakeholder Interviews
- System Reviews
- Website Content Crawls
- Site Analytics Review
- Current State Analysis

Taxonomy & Metadata Development
- Taxonomy Review
- Search Term Data Review
- Domain Modeling Workshops
- Taxonomy Remediation
- Taxonomy Facet Development
- Validation Activities
- Implementation Assistance (e.g. Term Mapping)

Technical Implementation
- Migration Planning
- Content Model Development
- Taxonomy Management
- Troubleshooting

Strategy Development
- Content Strategy Framework
- Personalization
- Localization
- Omnichannel

Project Management
- Low Level Plan Development
- Level of Effort Estimations
- Client Presentations
- Project Reporting

Content Production
- Define Publication Process & Workflows
- Editorial Content Creation
- Image Content Acquisition
- Social Content Creation

Content Experience
- Voice & Tone Development
- Content Gap Analysis
- Wireframe Reviews

Content Governance
- Define Content Roles
- Create Governance Team

Legend
- Client
- Information Technology
- Project Management
- User Experience
- SEO
- Content Producers

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