



Managing Enterprise Content

A Unified Content Strategy

Second Edition

Ann Rockley
Charles Cooper

Foreword by Kristina Halvorson

Managing Enterprise Content A Unified Content Strategy

Margot Bloomstein



Managing Enterprise Content A Unified Content Strategy:

Managing Enterprise Content Ann Rockley, Pamela Kostur, 2003 Provides guidelines and concepts to follow for planning developing and implementing a successful content management strategy Managing Enterprise Content Ann Rockley, 2012

Managing Enterprise Content Ann Rockley, Charles Cooper, 2012-02-14 Smartphones eBook readers and tablet computers like the Apple iPad have forever changed the way people access and interact with content Your customers expect the content you provide them to be adaptive responding to the device their location their situation and their personalized needs Authors Ann Rockley and Charles Cooper provide insights and guidelines that will help you develop a unified content strategy a repeatable systematic plan that can help you reach your customers anytime anywhere on any device This up to date new edition of *Managing Enterprise Content* helps you Determine business requirements Build your vision Design content that adapts to any device Develop content models metadata and workflow Put content governance in place Adapt to new and changed roles Identify tools requirements With this book you ll learn to design adaptable content that frees you from the tyranny of an ever increasing array of devices *Enterprise Content Strategy* Kevin Nichols, 2015-01-02 Kevin P Nichols

Enterprise Content Strategy A Project Guide outlines best practices for conducting and executing content strategy projects His book is a step by step guide to building an enterprise content strategy for your organization *Enterprise Content Strategy* draws on Kevin Nichols experience managing one of the largest and most successful global content strategy teams to provide an insider s look at how to build an enterprise content strategy Full of definitions questions you need to ask checklists and guidelines this book focuses not on the what or why but on the how **Content Strategy for the Web** Kristina

Halvorson, 2009-09-25 If your website content is out of date off brand and out of control you re missing a huge opportunity to engage convert and retain customers online Redesigning your home page won t help Investing in a new content management system won t fix it either So where do you start Without meaningful content your website isn t worth much to your key audiences But creating and caring for meaningful content is far more complicated than we re often willing to acknowledge *Content Strategy for the Web* explains how to create and deliver useful usable content for your online audiences when and where they need it most It also shares content best practices so you can get your next website redesign right on time and on budget For the first time you ll See content strategy and its business value explained in plain language Find out why so many web projects implode in the content development phase and how to avoid the associated unnecessary costs and delays Learn how to audit and analyze your content Make smarter achievable decisions about which content to create and how Find out how to maintain consistent accurate compelling content over time Get solid practical advice on staffing for content related roles and responsibilities **Enterprise Content Management in Information Systems Research** Jan vom

Brocke, Alexander Simons, 2013-11-04 This book collects ECM research from the academic discipline of Information Systems and related fields to support academics and practitioners who are interested in understanding the design use and impact of

ECM systems It also provides a valuable resource for students and lecturers in the field Enterprise content management in Information Systems research Foundations methods and cases consolidates our current knowledge on how today s organizations can manage their digital information assets The business challenges related to organizational information management include reducing search times maintaining information quality and complying with reporting obligations and standards Many of these challenges are well known in information management but because of the vast quantities of information being generated today they are more difficult to deal with than ever Many companies use the term enterprise content management ECM to refer to the management of all forms of information especially unstructured information While ECM systems promise to increase and maintain information quality to streamline content related business processes and to track the lifecycle of information their implementation poses several questions and challenges Which content objects should be put under the control of the ECM system Which processes are affected by the implementation How should outdated technology be replaced Research is challenged to support practitioners in answering these questions *Content Strategy* Guiseppe Getto,Jack T. Labriola,Sheryl Ruskiewicz,2022-11-30 This comprehensive text provides a how to guide for content strategy enabling students and professionals to understand and master the skills needed to develop and manage technical content in a range of professional contexts The landscape of technical communication has been revolutionized by emerging technologies such as content management systems open source information architecture and application programming interfaces that change the ways professionals create edit manage and deliver content This textbook helps students and professionals develop relevant skills for this changing marketplace It takes readers through essential skills including audience analysis content auditing assembling content strategy plans collaborating with other content developers identifying appropriate channels of communication and designing delivering and maintaining genres appropriate to those channels It contains knowledge and best practices gleaned from decades of research and practice in content strategy and provides its audience with a thorough introductory text in this essential area Content Strategy works as a core or supplemental textbook for undergraduate and graduate classes as well as certification courses in content strategy content management and technical communication It also provides an accessible introduction for professionals looking to develop their skills and knowledge **Content Strategy in Technical Communication** Guiseppe Getto,Jack Labriola,Sheryl

Ruskiewicz,2019-09-19 Content Strategy in Technical Communication provides a balanced comprehensive overview of the current state of content strategy within the field of technical communication while showcasing groundbreaking work in the field Emerging technologies such as content management systems social media platforms open source information architectures and application programming interfaces provide new opportunities for the creation publication and delivery of content Technical communicators are now sometimes responsible for such diverse roles as content management content auditing and search engine optimization At the same time we are seeing remarkable growth in jobs devoted to these other

content centric skills This book provides a roadmap including best practices pedagogies for teaching and implications for research in these areas It covers elements of content strategy as diverse as Editing Content for Global Reuse and Teaching Content Strategy to Graduate Students with Real Clients while giving equal weight to professional best practices and to pedagogy for content strategy This book is an essential resource for professionals students and scholars throughout the field of technical communication

Creating Intelligent Content with Lightweight DITA Carlos Evia,2018-12-17 Creating Intelligent Content with Lightweight DITA documents the evolution of the Darwin Information Typing Architecture DITA a widely used open standard for structuring technical content DITA has grown in popularity and features since its origins as an internal grammar for structuring technical documentation at IBM This book introduces Lightweight DITA LwDITA which should be read as Lightweight DITA as a proposed version of the DITA standard that reduces its dependence on complex Extensible Markup Language XML structures and simplifies its authoring experience This volume aims to reconcile discrepancies and similarities in methods for authoring content in industry and academia and does so by reporting on DITA s evolution through the lens of computational thinking which has been connected in scholarship and media to initiatives for learning to code and programming Evia s core argument is that if technical communicators are trained with principles of rhetorical problem solving and computational thinking they can create structured content in lightweight workflows with XML HTML5 and Markdown designed to reduce the learning curve associated with DITA and similar authoring methodologies At the same time this book has the goal of making concepts of structured authoring and intelligent content easier to learn and teach in humanities based writing and communication programs This book is intended for practitioners and students interested in structured authoring or the DITA standard

Word Up! How to Write Powerful Sentences and Paragraphs Marcia Riefer Johnston,2013-04-27 Want to know how to write more powerfully You ve come to the right book Word Up an eclectic collection of essays more inspiration guide than style guide serves up tips and insights for anyone who wants to know how to write with umph Word Up does what too few writing books do it practices while preaching shows while telling uses powerful writing to talk about powerful writing Word Up explores the perplexities and celebrates the pleasures of the English language It leaves you smiling and ready to conquer your next blank or blah page

The Language of Content Strategy Scott Abel,Rahel Anne Bailie,2014-02-15 The Language of Content Strategy is the gateway to a language that describes the world of content strategy With fifty two contributors all known for their depth of knowleEA Digital delivered electronically e this set of terms forms the core of an emerging profession and as a result helps shape the profession The terminology spans a range of competencies with the broad area of content strategy This book and its companion website is an invitation to readers to join the conversation This is an important step the beginning of a common language Using this book will not only help you shape your work but also encourage you to contribute your own terminology and help expand the depth and breadth of the profession

Content Strategy Rahel Anne Bailie,Noz Urbina,2013-01-15 If you ve been asked to

get funding for a content strategy initiative and need to build a compelling business case if you've been approached by your staff to implement a content strategy and want to know the business benefits or if you've been asked to sponsor a content strategy project and don't know what one is this book is for you. Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds but they share a deep understanding of how to help your organization build a content strategy. *Content Strategy: Connecting the dots between business brand and benefits* is the first content strategy book that focuses on project managers, department heads and other decision makers who need to know about content strategy. It provides practical advice on how to sell, create, implement and maintain a content strategy including case studies that show both successful and not so successful efforts. Inside the Book: Introduction to Content Strategy, Why Content Strategy and Why Now, The Value and ROI of Content, Content Under the Hood, Developing a Content Strategy, Glossary, Bibliography and Index.

Content Audits and Inventories Paula Ladenburg Land, 2023-05-15 The second edition of *Content Audits and Inventories* by veteran content strategist Paula Land updates and expands the first edition focusing on the importance of the strategic as well as the tactical aspects of the content audit. This edition includes expanded chapters on planning and preparation, building a business case, getting buy in from your organization, working with teams, selecting and defining audit criteria, incorporating audits as part of ongoing governance and much more. New in this edition are chapters on auditing social media channels, apps, brand messaging, content structure and accessibility. Also new in this edition are case studies from industry professionals who share their audit experiences and outcomes. Successful content strategy projects start with a thorough assessment of the current state of all content assets, their quantity, type and quality. The audit process begins with a data-rich inventory and layers in a qualitative assessment, empowering content owners and business stakeholders to make informed decisions. This practical, tactic-filled handbook walks you through setting up and running an inventory using an automated tool, setting the stage for a successful audit. Specific audit tactics addressed include auditing for content quality, performance, global considerations and legal and regulatory issues. You will also learn how to do a competitive audit and incorporate personas into an audit. Tips on presenting audit results to stakeholders will help you deliver effective strategies. *Content Audits and Inventories: A Handbook for Content Analysis* is a must-read for content professionals seeking to improve their content management strategy.

Intelligent Content: A Primer Ann Rockley, Charles Cooper, Scott Abel, 2015-09-25 Today everything is marketing. All of the content we produce affects the customer experience. Therefore, all content is marketing and all content producers are marketers. *Intelligent Content: A Primer* introduces intelligent content, how it works, the benefits, the objectives, the challenges and how to get started. Anyone who wants to understand intelligent content will get a clear introduction along with case studies and all the reference information you could ask for to make the case for intelligent content with your management. *Intelligent Content: A Primer* is written by three leaders in content strategy and content marketing. Ann Rockley is widely recognized as the mother of content strategy. Charles Cooper co-author with Ann Rockley of *Managing Enterprise Content*.

has been involved in creating and testing digital content for more than 20 years And Scott Abel known as The Content Wrangler is an internationally recognized global content strategist Together they have created the definitive introduction to intelligent content *Content Strategy at Work* Margot Bloomstein,2012-01-25 Content is king and the new kingmaker and your message needs to align with your model and metrics and other mumbo jumbo right Whether you re slogging through theory or buzzwords there s no denying content strategy is coming of age But what s in it for you And if you re not a content strategist why should you care Because even if content strategy isn t your job content s probably your problem and probably more than you think You or your business has a message you want to deliver right You can deliver that message through various channels and content types from Tweets to testimonials and photo galleries galore and your audience has just as many ways of engaging with it So many ways so much content so where s the problem That is the problem And you can measure it in time creativity money lost opportunity and the sobs you hear equally from creative directors project managers and search engine marketing specialists The solution is content strategy and this book offers real world examples and approaches you can adopt no matter your role on the team Put content strategy to work for you by gathering this book into your little hands and gobbling up never before seen case studies from teams at Johns Hopkins Medicine MINI Icebreaker and more Content Strategy at Work is a book for designers information architects copywriters project managers and anyone who works with visual or verbal content It discusses how you can communicate and forge a plan that will enable you your company or your client get that message across and foster better user experiences Presents a content strategy framework and ways to implement in both in house marketing departments and consultancies Includes case studies interviews and lessons learned from retail apparel network television business to business automotive non profit and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects **Content Management** George Pullman,Gu Baotung,2017-03-02 This collection of articles is the first attempt by academics and professional writers to delve into the world of content management systems The knowledge economy s greatest asset and primary problem is information management finding it validating it re purposing it keeping it current and keeping it safe In the last few years content management software has become as common as word processing software was five years ago But unlike word processors which are designed for single authorization and local storage content management systems are designed to accommodate large scale information production with many authors providing many different pieces of information kept in a web accessible database any piece of which might find its way into electronic documents that the author doesn t even know exist These software systems are complex to say the least and their impact on the field of writing will be immense Enterprise Content and Search Management for Building Digital Platforms Shailesh Kumar Shivakumar,2016-12-16 Provides modern enterprises with the tools to create a robust digital platform utilizing proven best practices practical models and time tested techniques Contemporary business organizations can either embrace the digital

revolution or be left behind Enterprise Content and Search Management for Building Digital Platforms provides modern enterprises with the necessary tools to create a robust digital platform utilizing proven best practices practical models and time tested techniques to compete in the today s digital world Features include comprehensive discussions on content strategy content key performance indicators KPIs mobile first strategy content assessment models various practical techniques and methodologies successfully used in real world digital programs relevant case studies and more Initial chapters cover core concepts of a content management system CMS including content strategy CMS architecture templates and workflow reference architectures information architecture taxonomy and content metadata Advanced CMS topics are then covered with chapters on integration content standards digital asset management DAM document management and content migration evaluation validation maintenance analytics SEO security infrastructure and performance The basics of enterprise search technologies are explored next and address enterprise search architecture advanced search operations and governance Final chapters then focus on enterprise program management and feature coverage of various concepts of digital program management and best practices along with an illuminating end to end digital program case study Offers a comprehensive guide to the understanding and learning of new methodologies techniques and models for the creation of an end to end digital system Addresses a wide variety of proven best practices and deployed techniques in content management and enterprise search space which can be readily used for digital programs Covers the latest digital trends such as mobile first strategy responsive design adaptive content design micro services architecture semantic search and such and also utilizes sample reference architecture for implementing solutions Features numerous case studies to enhance comprehension including a complete end to end digital program case study Provides readily usable content management checklists and templates for defining content strategy CMS evaluation search evaluation and DAM evaluation Comprehensive and cutting edge Enterprise Content and Search Management for Building Digital Platforms is an invaluable reference resource for creating an optimal enterprise digital eco system to meet the challenges of today s hyper connected world **Information**

Systems: Research, Development, Applications, Education Stanisław Wrycza,Jacek Maślankowski,2017-09-14 This book constitutes the refereed proceedings of the 10th SIGSAND PLAIS EuroSymposium 2017 titled Information Systems Research Development Applications and Education held in Gdansk and Sopot Poland on September 27 2017 The objective of the EuroSymposium on Systems Analysis and Design is to promote and develop high quality research on all issues related to analysis and design SAND It provides a forum for SAND researchers and practitioners in Europe and beyond to interact collaborate and develop their field The 10 papers presented in this volume were carefully reviewed and selected from 45 submissions They are organized in topical sections on data analytics Web based information systems and information systems development *Localizing Employee Communications* Ray Walsh,2019-12-20 Global content in English doesn t get noticed *Localizing Employee Communications* is a practical guide to ending conventional communication practices that stand in the

way of effectively reaching employees around the world Adapting for language and culture is critical to reach customers and the same is true for busy employees This book shows you how to navigate some of the biggest challenges in cross border employee communications by partnering with local business units This book argues that the ideal organization translates almost nothing Instead global headquarters provides only back end support to local business units who create and deploy employee content that s appropriate for their culture and local business realities Localizing Employee Communications draws on the insight of nearly 30 experts from a variety of communications disciplines including Deborah S Bosley Gerry McGovern Alan Oram Jonathan Phillips Alan J Porter Ann Rockley Carmen Simon and Val Swisher Inside the Book Part I The Landscape In Country Part II Leadership Governance and Budget Part III Low and No Cost Strategies Part IV Capabilities and Resources Glossary Interviewee Biographies Index Technical Communication and the Discipline of Content Rebekka

Andersen,Carlos Evia,2025-09-22 This book explores how workflows and technologies that treat content as computable data are changing the roles work activities and outputs of professional technical communicators It describes how the need for disciplinary approaches to design manage and deliver content has given rise to the discipline of content content strategy content design content engineering content operations that increasingly defines a facet of technical communication work in modern organizations This book draws on extensive research of the discipline of content and dozens of interviews with industry leaders hiring managers and academic administrators educators and alumni These first hand accounts outline how roles and activities in content organizations are changing how these changes are impacting hiring needs and practices and what skills and qualities students and early career professionals now need to obtain content related jobs and advance to strategic positions This book also offers guidance for building curricular pathways that prepare students for work in the discipline of content and offers strategies for enhancing pathways through industry outreach and partnerships A thorough assessment of the implications of the discipline of content for technical communication this book will be of interest to students and scholars in the fields of technical writing professional and public writing content strategy content marketing and information design

Decoding **Managing Enterprise Content A Unified Content Strategy**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Managing Enterprise Content A Unified Content Strategy**," a mesmerizing literary creation penned by a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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Managing Enterprise Content A Unified Content Strategy Introduction

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