

BUILDING AN INTEGRATED CONTENT STRATEGY

JONATHON COLMAN CONTENT STRATEGIST, FACEBOOK
@JCOLMAN



BIT.LY/INTCONT

DOWNLOAD THIS PRESENTATION

LET'S SET THE STAGE

A photograph of a theater stage. The stage floor is dark wood. In the center, there are two stools: one is a high wooden stool with a yellow seat, and the other is a lower, adjustable metal stool. Behind them is a large, closed red curtain. The audience seating area is visible in the foreground, showing rows of black seats with gold-colored armrests.

DTDT – “DEFINE THE DAMN THING!”

work¹ /wuhk/ **noun**

- 1a** activity in which one exerts physical strength or mental faculties to do or produce something: *I like work; it fascinates me. I can sit and look at it for hours* — Jerome K Jerome
- b** sustained physical or mental effort to achieve a result, e.g. activities that provide one's accustomed means of livelihood, e.g. a specific task, duty, function, or assignment. **2a** something produced in a specified way or by a specified person, thing, etc.: the *work of a craftsman; clever camera work*. **b** (often used in combinations) something made from a specified material: *ironwork*; something produced by the exercise of creative skill: *artwork*.

“ CONTENT STRATEGY PLANS FOR THE CREATION,
PUBLICATION, AND GOVERNANCE OF USEFUL,
USABLE CONTENT. ”

KRISTINA HALVORSON
CONTENTSTRATEGY.COM



“CONTENT STRATEGISTS USE WORDS AND DATA TO
CREATE UNAMBIGUOUS CONTENT THAT SUPPORTS
MEANINGFUL, INTERACTIVE EXPERIENCES.”

RACHEL LOVINGER
SCATTERGATHER.RAZORFISH.COM



“ CONTENT STRATEGY IS TO COPYWRITING AS
INFORMATION ARCHITECTURE IS TO DESIGN. ”

RACHEL LOVINGER
SCATTERGATHER.RAZORFISH.COM



**CONTENT IS AN
EXPERIENCE,
NOT JUST
WORDS**

you are

you're

your

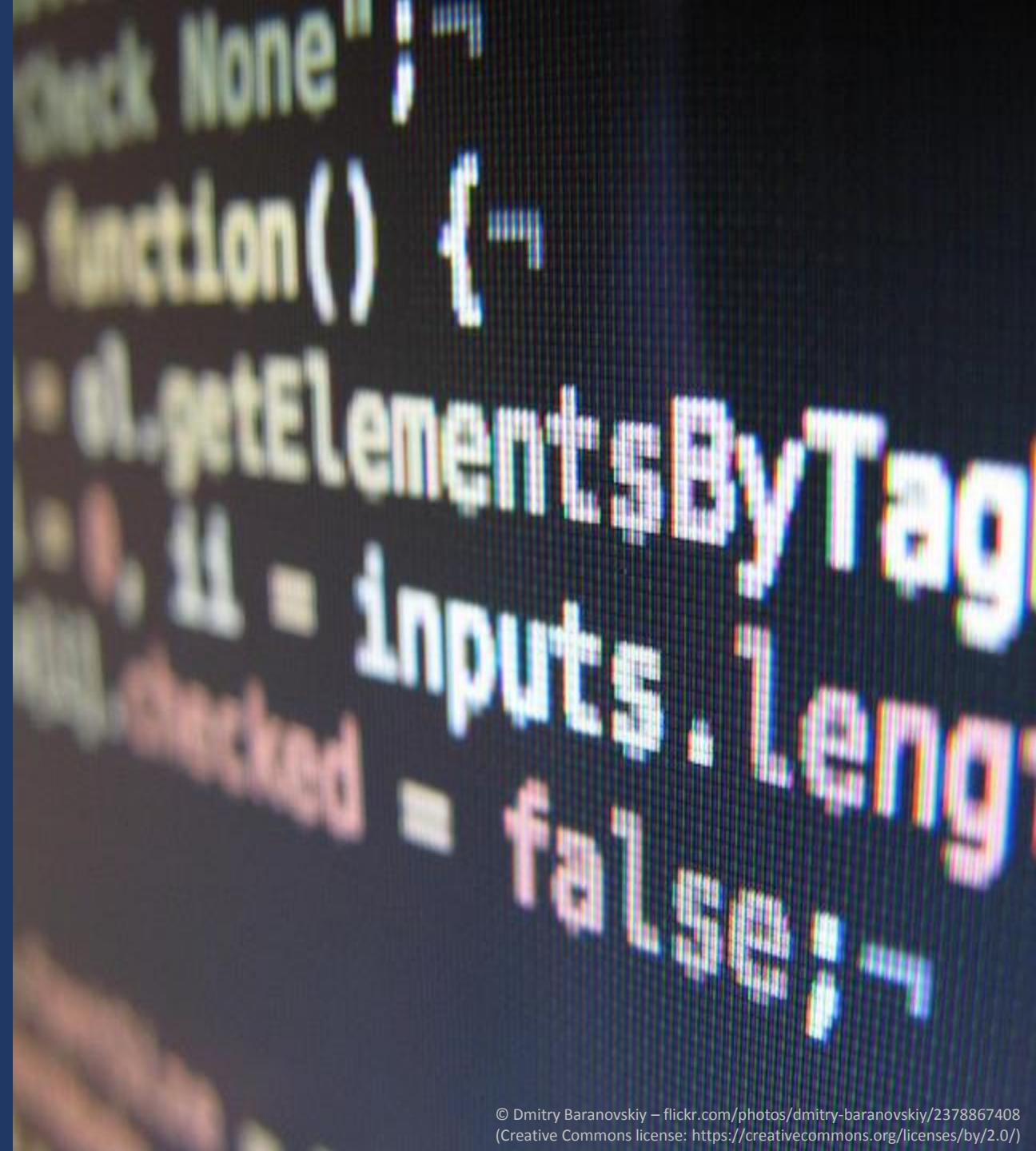
I thought that was

one word

**CONTENT IS AN
EXPERIENCE,
NOT JUST
FONTS**



**CONTENT IS AN
EXPERIENCE,
NOT JUST
CODE**



**CONTENT IS AN
EXPERIENCE,
NOT JUST
DESIGN**



**CONTENT IS AN
EXPERIENCE,
NOT JUST
DESIGN**



**CONTENT IS AN
EXPERIENCE,
NOT JUST
ADS**





IT'S THE WHOLE THING, THE ENTIRE
EXPERIENCE



**IT'S THE WHOLE THING, THE ENTIRE
PRODUCT**



IT'S THE WHOLE THING, THE ENTIRE
TEAM

A high-resolution satellite image of Earth, centered on the Pacific Ocean and parts of Asia and Australia. The image shows intricate cloud formations and varying shades of blue and green over the continents.

**IT'S THE WHOLE THING, THE ENTIRE
SERVICE**



**IT'S THE WHOLE THING, THE ENTIRE
SYSTEM**

WRITING



EDITORIAL STRATEGY



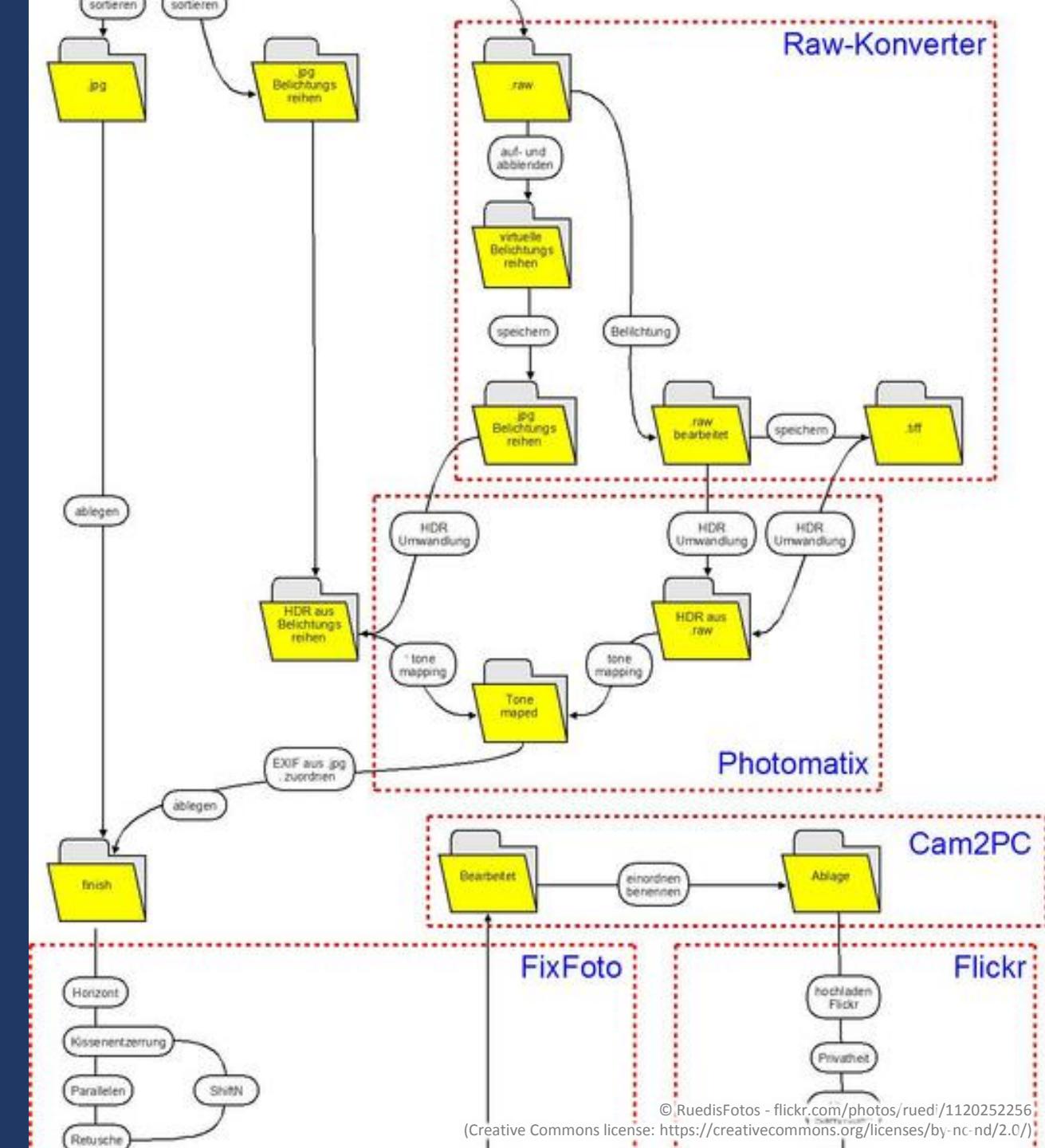
EDITORIAL STRATEGY



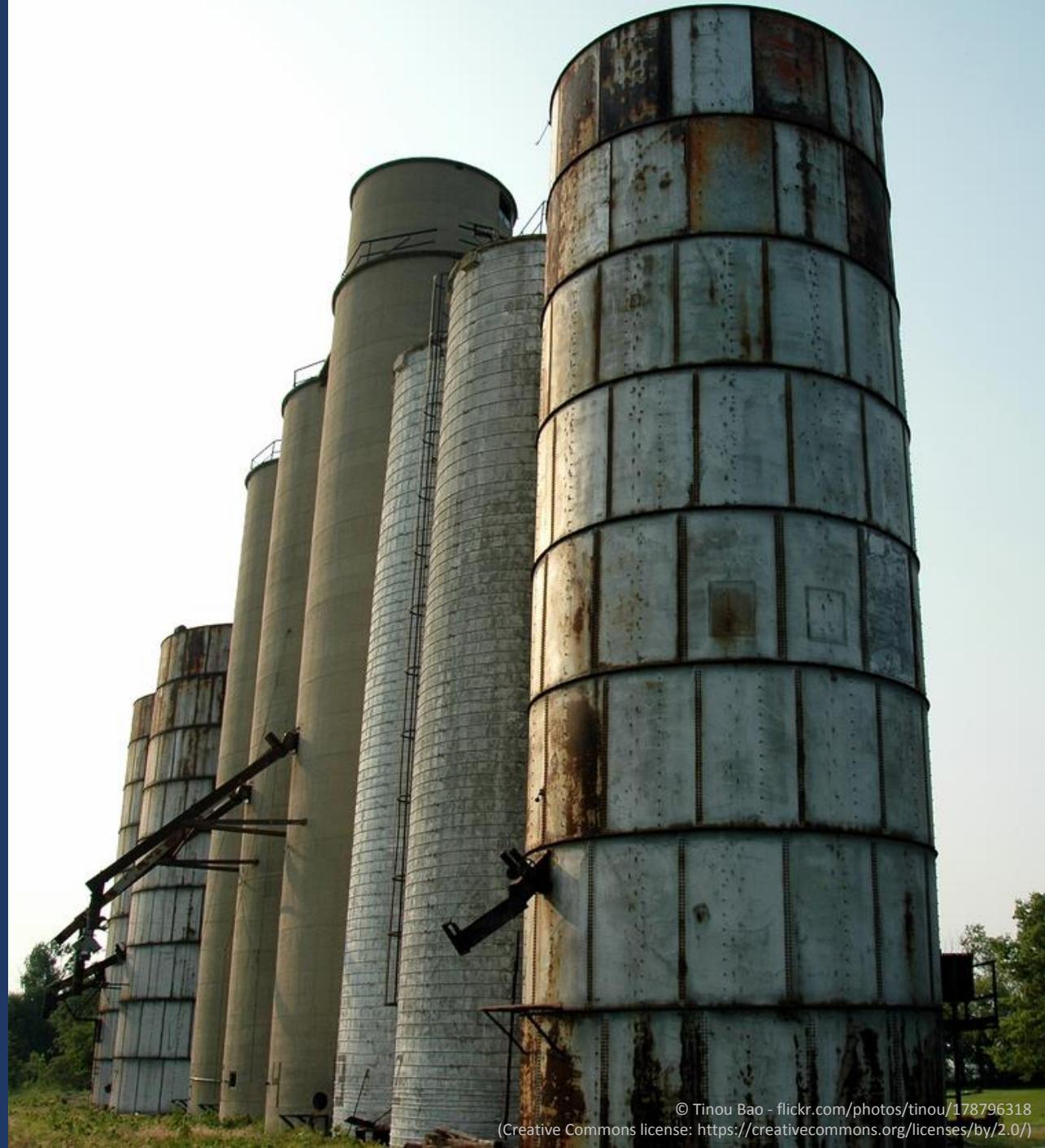
STANDARDS AND GOVERNANCE



WORKFLOW AND PROCESS DESIGN



CONTENT MANAGEMENT



INFORMATION ARCHITECTURE



METADATA STRATEGY



DISTRIBUTION TO CHANNELS, APPS, AND PLATFORMS



CONTENT STRATEGY?

CONTENT STRATEGY?

PEOPLE STRATEGY.



SO. MANY.

A photograph of three men in Elizabethan-style costumes hugging on stage. The man on the left has long dark hair and a beard, wearing a gold and brown patterned doublet. The man in the center has a beard and is wearing a green and gold patterned doublet over a white shirt. The man on the right has short hair and is wearing a white doublet with a lace collar. They are all looking down and hugging each other. The background features a red and yellow striped backdrop.

SO. MANY.
FEEEEEELINGS.

THE ANTIDOTE TO OUR POLITICS IS **EMPATHY**

LEARN MORE ABOUT CONTENT STRATEGY'S
HIDDEN DELIVERABLE FROM COREY VILHAUER.





5 IMPACTS OF A STRONG CONTENT STRATEGY



**HULK SMASH PUNY
CONTENT
MANAGEMENT SYSTEM!**

Voice and Tone



Creating content for humans

@katekiefer

voiceandtone.com

mailchimp.com

Voice and Tone



Creating content for humans

@katekiefer

voiceandtone.com

mailchimp.com

VISIT MAILCHIMP'S **VOICE AND TONE** SITE TO LEARN
HOW THEY CREATE CONTENT FOR HUMANS.

Voice & Tone

CONTENT TYPES

Freddie's Jokes

Success message

App copy

Company newsletter

Blog

App copy 2

Public site

Webinar

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account form

Webinar 2

Public Site 2

Press Release

Public Site 3

FREDDIE'S JOKES



USER

Ha! I never know what Freddie's going to say when I log in, but he always cracks me up.

USER'S FEELINGS

Surprise

Delight

Curiosity

TIPS

- ✓ Freddie's jokes aren't intended to be useful or educational—they're simply a layer of humor. Be funny!
- ✓ Surprise and delight our users here. Catch them off guard in the best way possible.

MAILCHIMP

Hi, Neil. Why am I smiling, you ask? Because I'm not wearing any pants!

Voice & Tone

CONTENT TYPES

- Freddie's Jokes
- Success message
- App copy
- Company newsletter
- Blog
- App copy 2
- Public site
- Webinar
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account form
- Webinar 2
- Public Site 2
- Press Release
- Public Site 3

COMPLIANCE ALERT



USER

Oh no! I hope I don't get fired.

USER'S FEELINGS

Confusion

Stress

Anger

Helplessness

Fear

TIPS

- ✓ Be straightforward. Upset people want to know what's going on right away.
- ✓ Be calm. Don't use exclamation points or alarming words like "alert" or "immediately."
- ✓ Be serious. Don't joke around with frustrated people.

MAILCHIMP

We had to suspend your account with the username OHNO100, due to an unusually high unsubscribe rate on a campaign.

Voice & Tone

CONTENT TYPES

- Freddie's Jokes
- Success message
- App copy
- Company newsletter
- Blog
- App copy 2
- Public site
- Webinar
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account form
- Webinar 2
- Public Site 2
- Press Release
- Public Site 3

LEGAL CONTENT



USER

I need to make sure MailChimp isn't going to steal my content before I send a campaign.

USER'S FEELINGS

- Apprehension
- Confusion
- Vigilance

TIPS

- ✓ Write as calmly and clearly as possible, within the obvious constraints. Only use legal jargon when it's absolutely necessary.
- ✓ Be thorough. Use the sidebar to provide examples and explanations, not summaries. Include links to relevant resources, like other policies or KB articles.
- ✓ Don't dumb anything down or joke around. Legal content is serious business.

MAILCHIMP

You retain ownership of the materials you upload to the Service. We may use or disclose your materials only as we describe in these Terms and our Privacy Policy.

2. Your Content

a. Posting content

Pinterest allows you to post content, including photos, comments, and other materials. Anything that you post or otherwise make available on our Products is referred to as "User Content." You retain all rights in, and are solely responsible for, the User Content you post to Pinterest.

More simply put.

If you post your content on Pinterest, it still belongs to you but we can show it to people and others can re-pin it.

b. How Pinterest and other users can use your content

You grant Pinterest and its users a non-exclusive, royalty-free, transferable, sublicensable, worldwide license to use, store, display, reproduce, re-pin, modify, create derivative works, perform, and distribute your User Content on Pinterest solely for the purposes of operating, developing, providing, and using the Pinterest Products. Nothing in these Terms shall restrict other legal rights Pinterest may have to User Content, for example under other licenses. We reserve the right to remove or modify User Content for any reason, including User Content that we believe violates these Terms or our policies.

More simply put.

Copies of content shared with others may remain even after you delete the content from your account.

c. How long we keep your content

Following termination or deactivation of your account, or if you remove any User Content from Pinterest, we may retain your User Content for a commercially reasonable period of time for backup, archival, or audit purposes. Furthermore, Pinterest and its users may retain and continue to use, store, display, reproduce, re-pin, modify, create derivative works, perform, and distribute any of your User Content that other users have stored or shared through Pinterest.

e. Feedback you provide

We value hearing from our users, and are always interested in learning about ways we can make Pinterest more awesome. If you choose to submit comments, ideas or feedback, you agree that we are free to use them without

More simply put.

Also, don't post porn or spam or be a jerk to other Pinners. Oh, and we can actually use

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**SEE PINTEREST'S USEFUL, USABLE
TERMS OF SERVICE TO SEE HOW A
FRIENDLY, APPROACHABLE VOICE
CAN OVERCOME "LEGALESE".**

More simply put.

Also, don't post porn or spam or be a jerk to other Pinners. Oh, and we can actually use

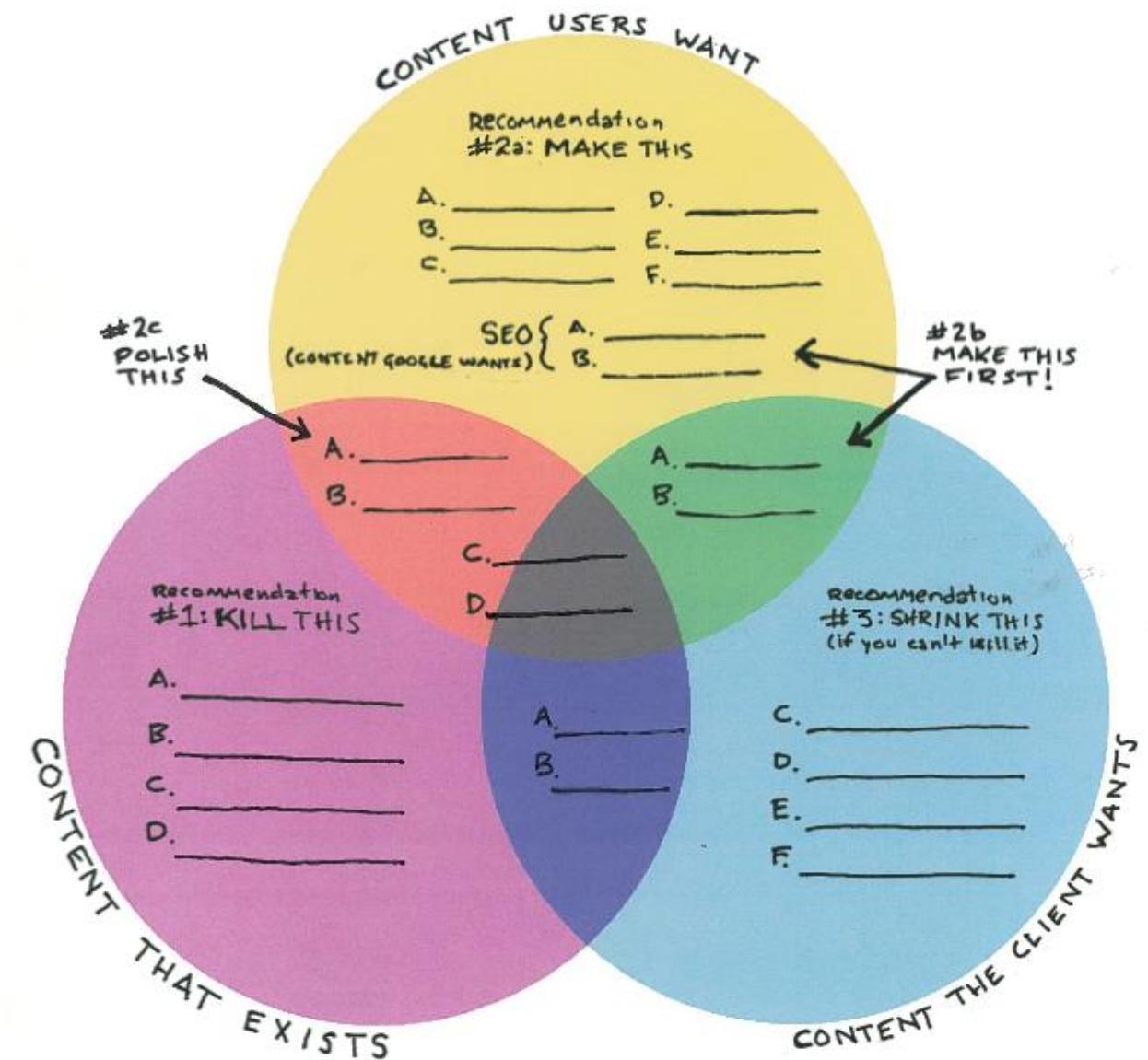
INVENTORY AND AUDIT



INVENTORY AND AUDIT

WHAT CONTENT DO WE HAVE?

CONTENT AUDIT TEMPLATE

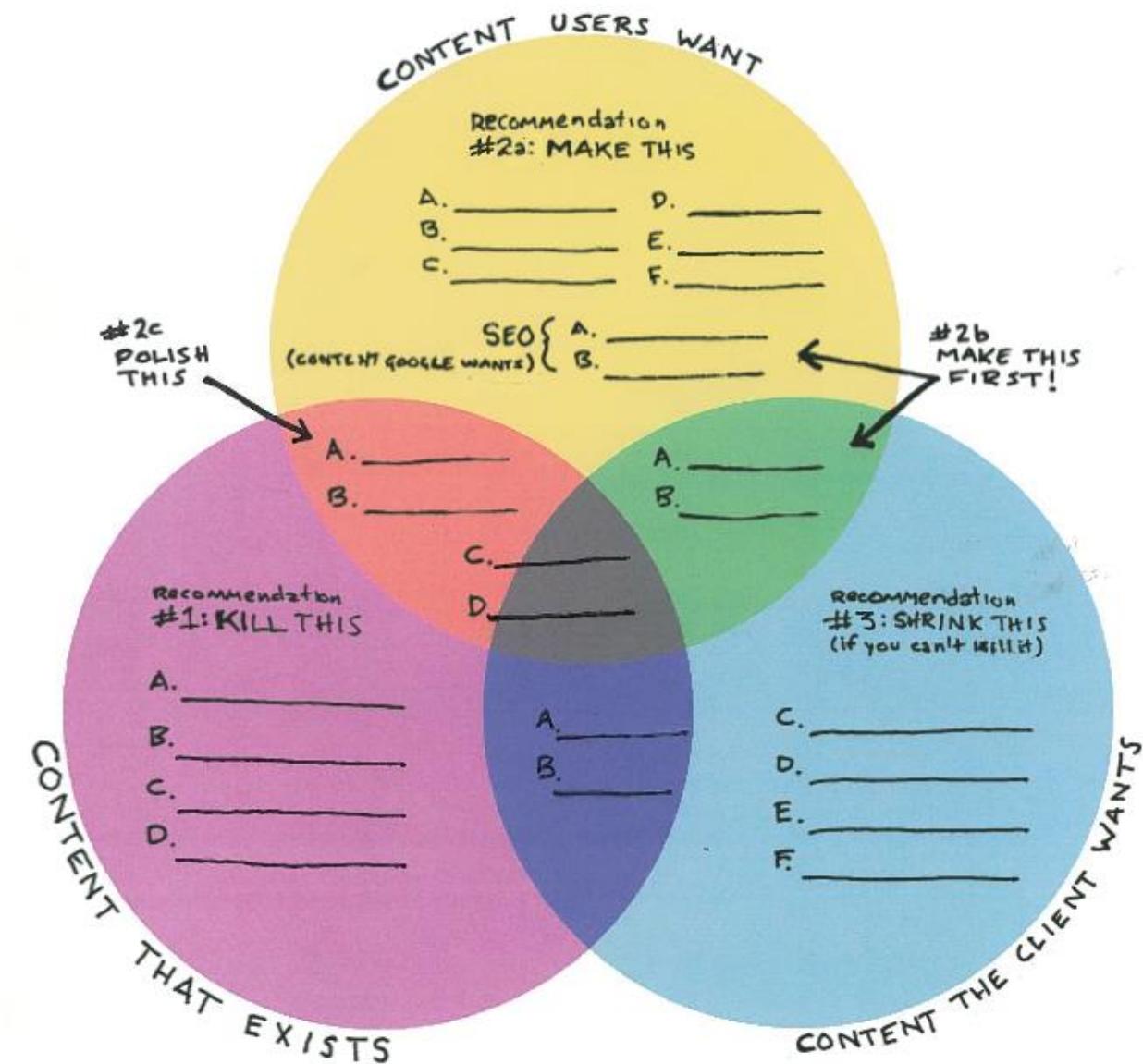


INVENTORY AND AUDIT

WHAT CONTENT DO WE HAVE?

WHAT CONTENT DO WE WANT?

CONTENT AUDIT TEMPLATE



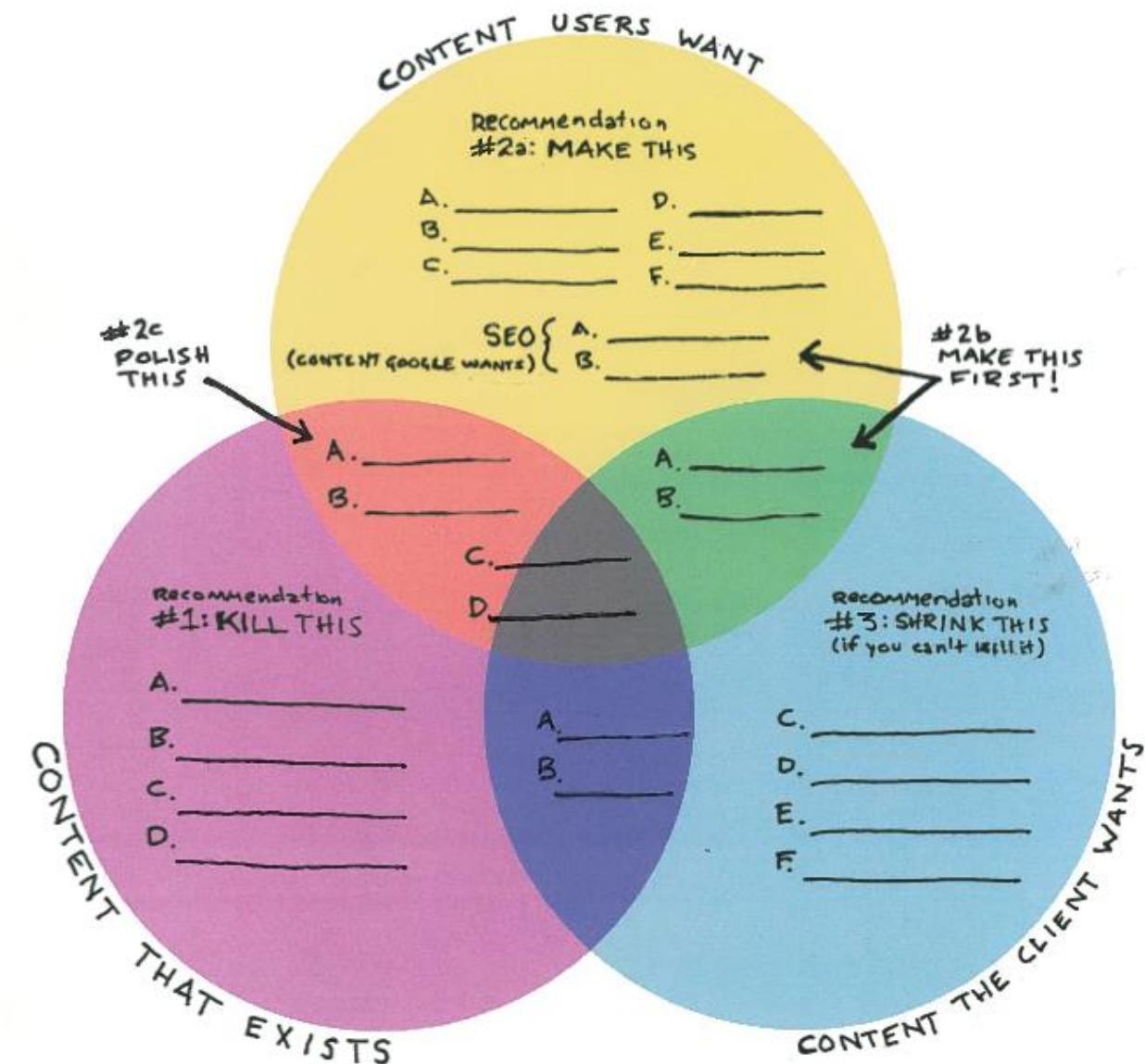
INVENTORY AND AUDIT

WHAT CONTENT DO WE HAVE?

WHAT CONTENT DO WE WANT?

WHAT CONTENT DO PEOPLE WANT?

CONTENT AUDIT TEMPLATE



INVENTORY AND AUDIT

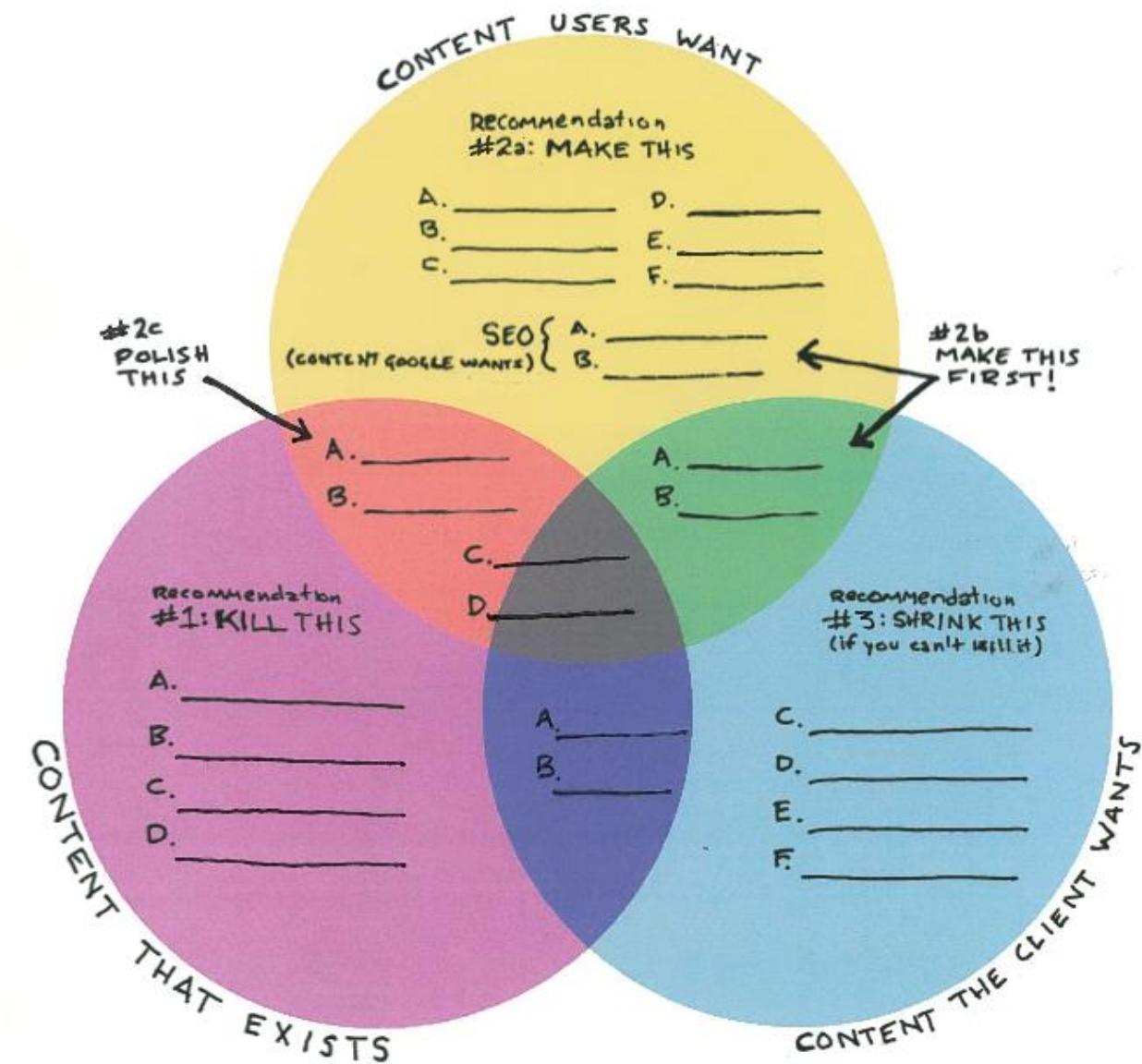
WHAT CONTENT DO WE HAVE?

WHAT CONTENT DO WE WANT?

WHAT CONTENT DO PEOPLE WANT?

GET [INVENTORY AND AUDIT TEMPLATES](#) FROM
CONTENT INSIGHT, MAKERS OF [THE CAT TOOL](#).

CONTENT AUDIT TEMPLATE



OP Content Audit - backup - Excel																																			
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http://www.rei.com/adventures/trips/asia/vietnam.html		Trips LP - Asia region		text/html	200	OK	Vietnam C	115	We'll cycle	130	Vietnam, c	168	Vietnam C	15	Vietnam C	26	Vietnam C	15	Vietnam C	26	Vietnam C	15	169,096	10,331	2	97	197	8	4	3.8					
http://www.rei.com/adventures/trips/latin/chile_fitz.html		Trips LP - Latin America region		text/html	200	OK	Fitz Roy &	114	Enjoy the r	132	Patagonia	325	Fitz Roy &	23	Fitz Roy &	23	Fitz Roy &	34	Fitz Roy &	23	Fitz Roy &	34	146,925	7,893	2	78	187	8	9	4.0					
http://www.rei.com/adventures/trips/weekend/gcb.html		Trips LP - Weekend Getaways		text/html	200	OK	Arizona: G	115	Let REI tak	135	Grand Can	61	Grand Can	24	Grand Can	24	South Rim	31	South Rim	24	South Rim	31	South Rim	31	65,694	3,894	2	50	146	8	0	4.1			
http://www.rei.com/adventures/trips/weekend/wst.html		Trips LP - Weekend Getaways		text/html	200	OK	California	112	Trek the C	134	0 Mt Whi	22	0 Mt Whi	22	0 Mt Whi	22	0 Mt Wh																		

A1	Content Location, Type, & Ownership	Title 1	Title 1 Len	Meta Desc	Meta Desc	Meta Keyw	Meta Keyw	H1-1	Y	Z	AA	AB	AC	AD	AF	
1	Content Location, Type, & Ownership															SEO Visibility & Links
2	Address (URL)	Content t							Page Level	Inlinks	Outlinks	External O	External Links	MozRank	MozTrust	
3	http://www.rei.com/adventures/	Adventure	62	150+ activ	148		0		51	0	10	148	8	183	4.3	
4	http://www.rei.com/adventures/trips/asia/nepal_everest.html	Trips LP -	115	Trek to Eve	134	Nepal, Eve	133	Everest Ba	20	2	105	196	8	36	4.1	
5	http://www.rei.com/adventures/trips/europe/europereg.html	Regional							97	1	432	243	6	4	5.0	
6	http://www.rei.com/adventures/trips/latin/latinreg.html	Regional							99	1	425	268	6	3	5.0	
7	http://www.rei.com/adventures/activity/hike.html	Activity L	69	Active vac	180		0	Travel to E	64	1	424	488	6	14	5.0	
8	http://www.rei.com/adventures/trips/europe/iceland.html	Trips LP -	72	Hike, cycle	197		0	Travel to E	11	2	66	179	8	10	3.7	
9	http://www.rei.com/adventures/trips/europe/cro.html	Trips LP -	58	Active hiki	161		0	Travel to L	25	1	196	191	8	9	4.8	
10	http://www.rei.com/adventures/trips/europe/scotland_high.htm	Trips LP -	111	Hike throu	133	Iceland, hi	305	Iceland Hi	52	2	95	188	8	6	3.8	
11	http://www.rei.com/adventures/activity/backpacking.html	Activity L							24	1	426	206	6	6	5.0	
12	http://www.rei.com/adventures/trips/namer/namerreg.html	Regional							88	1	436	441	6	3	5.0	
13	http://www.rei.com/adventures/trips/namer/oar	Trips LP -							80	2	1	0	0	0	3.4	
14	http://www.rei.com/adventures/trips/namer/az_grandcanyon.htm	Trips LP -							84	2	92	187	8	0	3.8	
15	http://www.rei.com/adventures/trips/africa/kilman.html	Trips LP -							23	2	115	194	8	20	4.3	
16	http://www.rei.com/adventures/activity/cycle.html	Activity L							71	1	423	193	6	54	5.1	
17	http://www.rei.com/adventures/trips/latin/inx.html	Trips LP -							21	2	116	190	8	1	3.8	
18	http://www.rei.com/adventures/activity/weekend_trips.html	Activity L							69	1	438	324	6	9	5.3	
19	http://www.rei.com/adventures/trips/europe/ireland.html	Trips LP -							16	2	77	185	8	14	3.8	
20	http://www.rei.com/adventures/activity/family.html	Activity L							18	1	430	195	6	43	5.0	
21	http://www.rei.com/adventures/trips/latin/peru_inca.html	Trips LP -							89	2	106	196	8	1	3.8	
22	http://www.rei.com/adventures/trips/weekend/ca_mtshasta_we	Trips LP -							77	2	79	192	8	0	3.9	
23	http://www.rei.com/adventures/trips/europe/italy_cinque.html	Trips LP -							65	2	85	192	8	16	3.8	
24	http://www.rei.com/adventures/trips/latin/mlp.html	Trips LP -							67	2	143	198	8	7	3.9	
25	http://www.rei.com/adventures/trips/latn/galapagos.html	Trips LP -							22	2	102	192	10	1	3.9	
26	http://www.rei.com/adventures/trips/latin/galapagos.jsp	Trips LP -							30	3	2	1	0	0	2.7	
27	http://www.rei.com/adventures/trips/europe/alps.html	Trips LP -							20	2	61	147	8	11	3.8	
28	http://www.rei.com/adventures/trips/asia/asiarereg.html	Regional							57	1	425	214	6	2	5.0	
29	http://www.rei.com/adventures/trips/weekend/ath.html	Trips LP -							24	2	76	187	8	0	3.8	
30	http://www.rei.com/adventures/trips/weekend/mvw.html	Trips LP -							26	2	83	189	8	3	3.9	
31	http://www.rei.com/adventures/trips/latin/mlp.html	Trips LP -							51	2	46	146	8	15	3.9	
32	http://www.rei.com/adventures/trips/weekend/smb.html	Trips LP -	0		0		0		16	2	86	191	8	0	4.0	
33	http://www.rei.com/adventures/trips/pacific/new-zealand-hiking	Trips LP -							21	2	52	162	8	2	3.9	
34	http://www.rei.com/adventures/trips/asia/asiavietnam.html	Trips LP -							31	2	97	197	8	4	3.8	
35	http://www.rei.com/adventures/trips/latin/chile_fitz.html	Trips LP -							32	2	78	187	8	9	4.0	
36	http://www.rei.com/adventures/trips/weekend/gcb.html	Trips LP -							34	2	50	146	8	0	4.1	
37	http://www.rei.com/adventures/trips/weekend/wst.html	Trips LP -							26	2	42	161	8	3	3.9	
38	http://www.rei.com/adventures/trips/latin/peru_amazon.html	Trips LP -	114	See East As	129	Africa, Tan	128	Africa - Tar	26	2	121	170	8	5	4.0	
39	http://www.rei.com/adventures/trips/latin/peru_amazon.jsp	Trips LP -							0	3	3	1	0	1	2.8	
40	http://www.rei.com/adventures/trips/namer/ca_deathvalley.htm	Trips LP -							73	2	51	147	8	4	3.9	
41	http://www.rei.com/adventures/activity/volunteer_expeditions.html	Activity L	69	Explore the	144		0	Bike Tours	47	1	419	144	7	62	5.0	
42	http://www.rei.com/adventures/trips/namer/gcr.html	Trips LP -							50	2	74	183	8	6	3.9	
43	http://www.rei.com/adventures/trips/namer/ca_deathvalley.htm	Trips LP -							1	1	101	207	7	17	5.0	

CONSISTENT TEMPLATES



3

AS WE SAY, NOT AS WE DO

AN REI.COM CONTENT AUDIT
FOUND 30+ HEADERS...



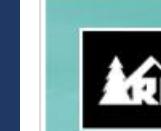
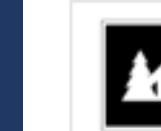
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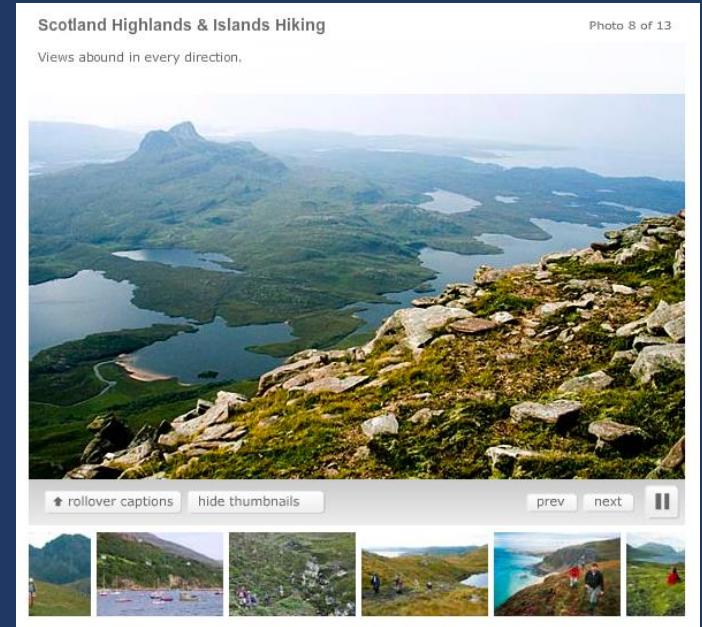
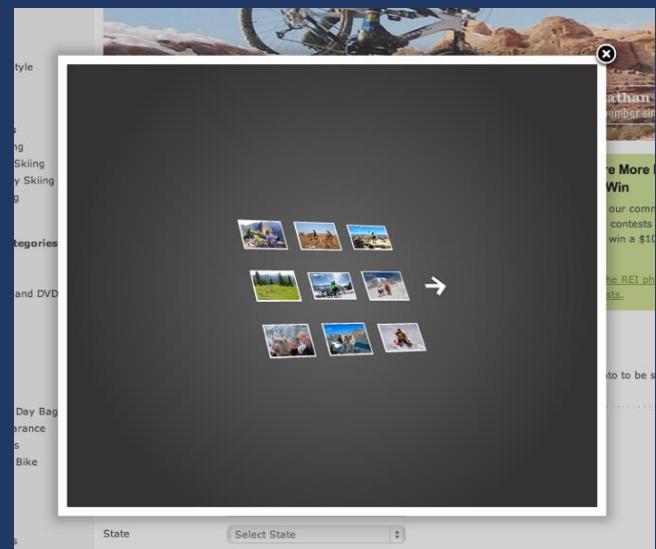


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**2008 REI STEWARDSHIP REPORT**

AS WE SAY, NOT AS WE DO

...AND 4+ PHOTO SLIDESHOW
PLAYERS...



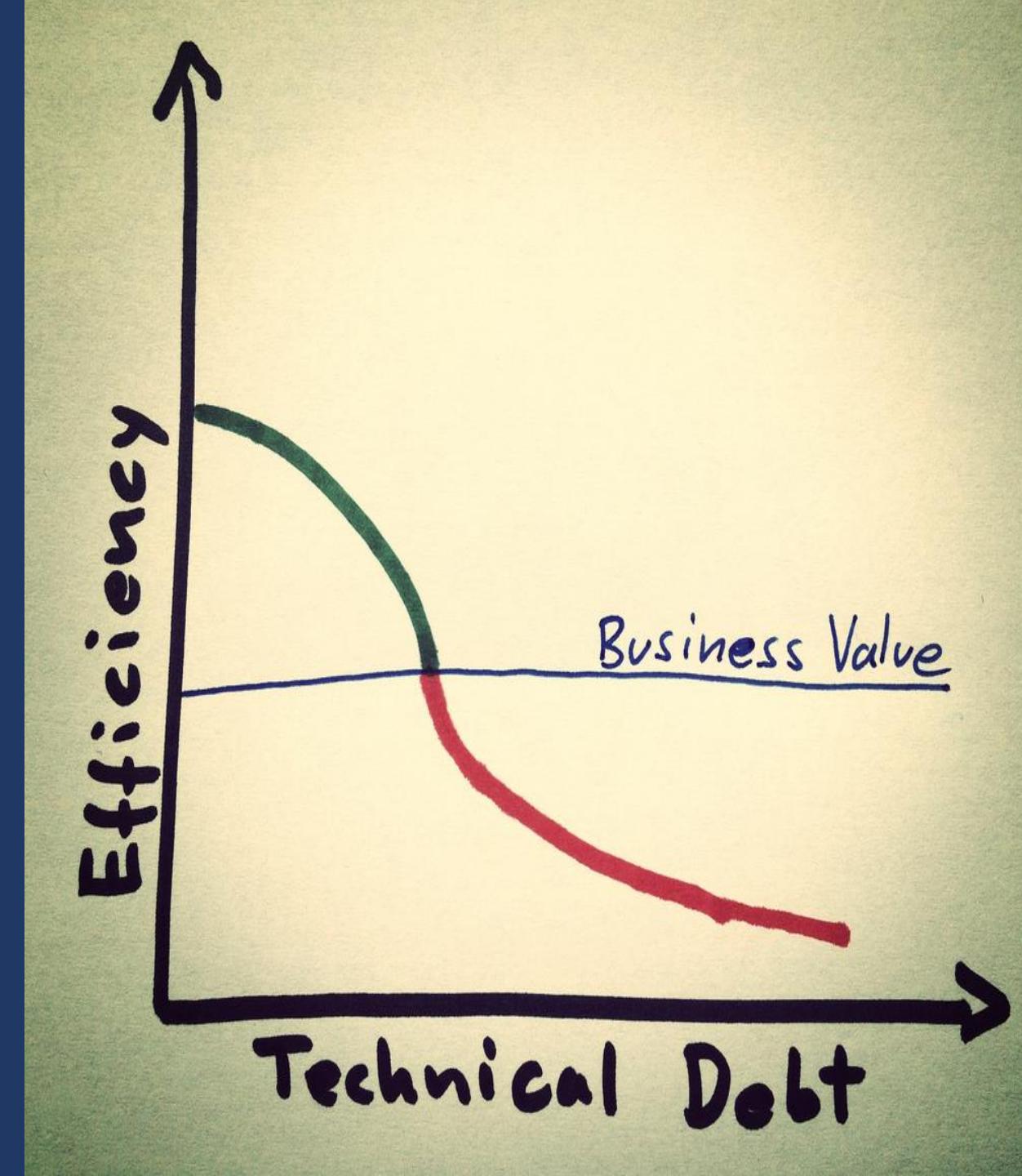
AS WE SAY, NOT AS WE DO

...AND 4+ VIDEO PLAYERS!

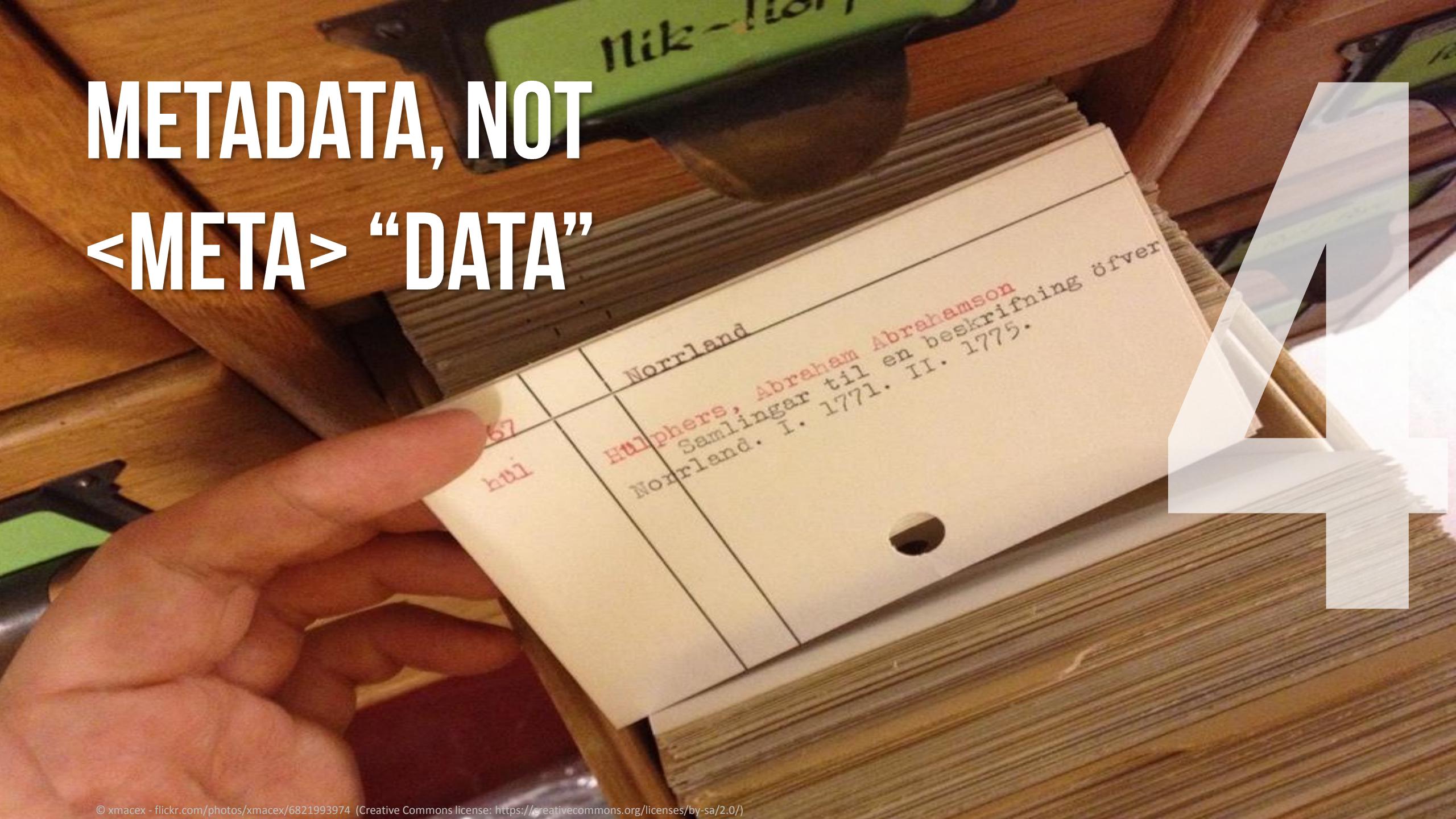


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140



SHARE



Print

GoPro HERO3 Black Edition Wide-Angle Helmet Cam

\$399.95

(12)

Item # 849164

REI Members get back an estimated **\$ 40.00** on this item as part of their annual member refund.

Product Overview: GoPro HERO3 Black Edition
The Wi-Fi enabled GoPro HERO3 Black Edition wide-angle helmet cam comes with a Wi-Fi remote and is smaller and lighter than its predecessors, yet possesses top-of-the-line, 1440p high-def performance.

1 Quantity

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GoPro HERO3 Black Edition Wide-Angle Helmet Cam Specs

Specification	Description
Best use	Multisport
Megapixels	12
Waterproof	Yes
High definition	Yes
Lens	Glass lens
Lens focal length	Unavailable
Zoom range	None
Vertical resolution	4K / 2.7K / 1440p / 1080p / 960p / 720p / WVGA
Image stabilization	No
Still mode	Yes
Movie mode	Yes
Frames per second	12 fps. / 15 fps. / 24 fps. / 30 fps. / 48 fps. / 60 fps. / 100 fps. / 120 fps. / 240 fps.
Self timer	Yes
Instant review	No
Interface	USB/micro-HDMI/composite A/V adapter/3.5mm stereo mic adapter/Wi-Fi
Remote control	Yes

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BEST USE

Clear

 Casual (1) Cycling (3)

Photography



Relevance

 Sale and Clearance Only

Items per Page: 20 100 1 2 3 4 5 of 8



(0)

GoPro HERO3 Black Edition Wide-Angle Helmet Cam - Bundle

\$399.93 \$500.00

(42)

GoPro HERO3 Black Edition Wide-Angle Helmet Cam

\$399.95

Award Winner!

Compare

(5)

GoPro HERO3 Black Edition Wide-Angle Helmet Cam - Surf Package

\$399.95

(2)

GoPro LCD Touch BacPac Video Viewer

\$79.95

Compare



(12)

(1)

(6)

(5)

METADATA, NOT <META> “DATA”

THE FOUNDATION OF ALL
CONTENT MANAGEMENT,
ON-SITE SEARCH, FACETED
NAVIGATION, AND MORE!

The screenshot displays a sidebar with various facets for filtering search results. The facets are organized into sections with expandable headers:

- FEATURES**:
 - Illumination (108)
 - Date display (98)
 - Stopwatch (81)
 - Alarm (80)
 - Countdown timer (58)
 - Multiple time zones (50)
 - Lap timer (36)
 - Altimeter (33)
- BEST USE**:
 - Clear
 - Backpacking (15)
 - Camping (17)
 - Casual (49)
 - Cross-training (17)
 - Cycling (3)
 - Hiking (5)
 - Kayaking (1)
 - Mountaineering (13)
- ANALOG OR DIGITAL**:
 - Clear
 - Analog (32)
 - Both (8)
 - Digital (80)
- OS COMPATIBILITY**:
 - Clear
 - No (50)
 - Windows / Mac (34)
- RATING**:
 - Five star icon
- PRICE**:
 - \$0.00 to \$19.99 (73)
 - \$20.00 to \$39.99 (72)
 - \$40.00 to \$79.99 (92)
 - \$80.00 to \$149.99 (71)
 - \$150.00 to \$1,999.99 (80)

LEARN MORE ABOUT METADATA AND
INFORMATION ARCHITECTURE.

CONTENT MODELING





POLAR BEAR (*URSUS MARITIMUS*)

Wildlife Finder > Animals > Mammals > Polar bear



Remarkable adaptations allow polar bears to live in the frozen Arctic, but global warming is destroying their habitat and leaving them seriously endangered. Despite being born deaf and blind beneath the snow, cubs eventually grow into the most powerful of all four-legged animals. Using their incredible sense of smell to

SPECIES ADAPTATIONS HABITATS ECOZONES

Wildlife Finder > Species

Wildlife Finder > Adaptations and beha

Wildlife Finder > Habitats

Wildlife Finder > Ecozones

What is a species

A species is a group of organisms that can breed. Wolves and dogs can interbreed, while mules are usually sterile so they are defined by their body shape rather than anything else.

Adaptations help organisms survive in their anatomical, behavioural or physiological environments.

Anatomical adaptations are physical features that help an organism survive. Behavioural adaptations can be inherited or learnt and include migration and hibernation. Physiological adaptations include the ability to regulate body temperature and salt levels such as temperature regulation.

A habitat, or biome, is the type of environment where an organism lives. Deserts, forests, reefs and the tundra are all habitats found around the world.

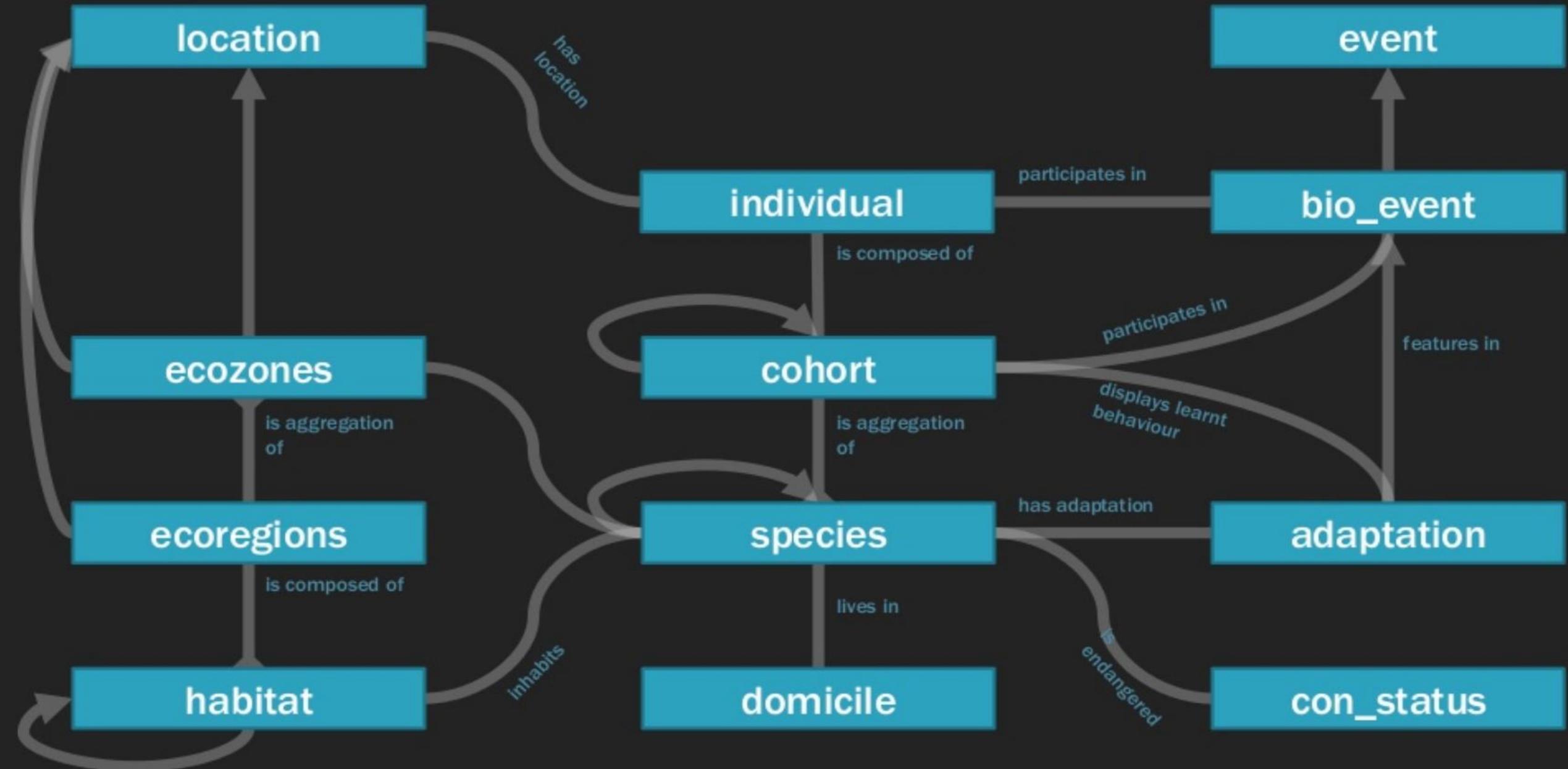
Terrestrial Habitats

Terrestrial habitats include forests, deserts, grasslands and tundras. They are defined by factors such as plant life (e.g. deciduous, needleleaf), plant spacing (forests, grasslands) and soil type.

Adapted to extremes

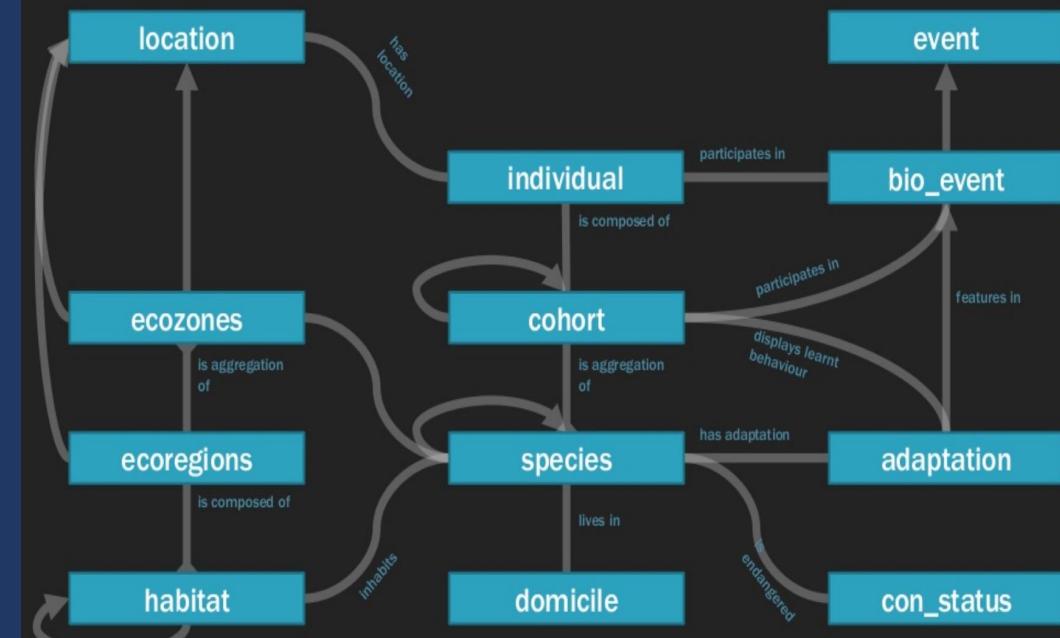
Adaptation to extremes encompasses all the ways in which living things need to withstand the planet's harsh environments. From the lack of oxygen at altitude, the searing heat of deserts and the freezing cold of the poles, animals and other organisms have evolved unique adaptations to survive.





FINDABILITY, PORTABILITY, AND RE-USABILITY

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MODELING WORKSHOP WITH MIKE ATHERTON.

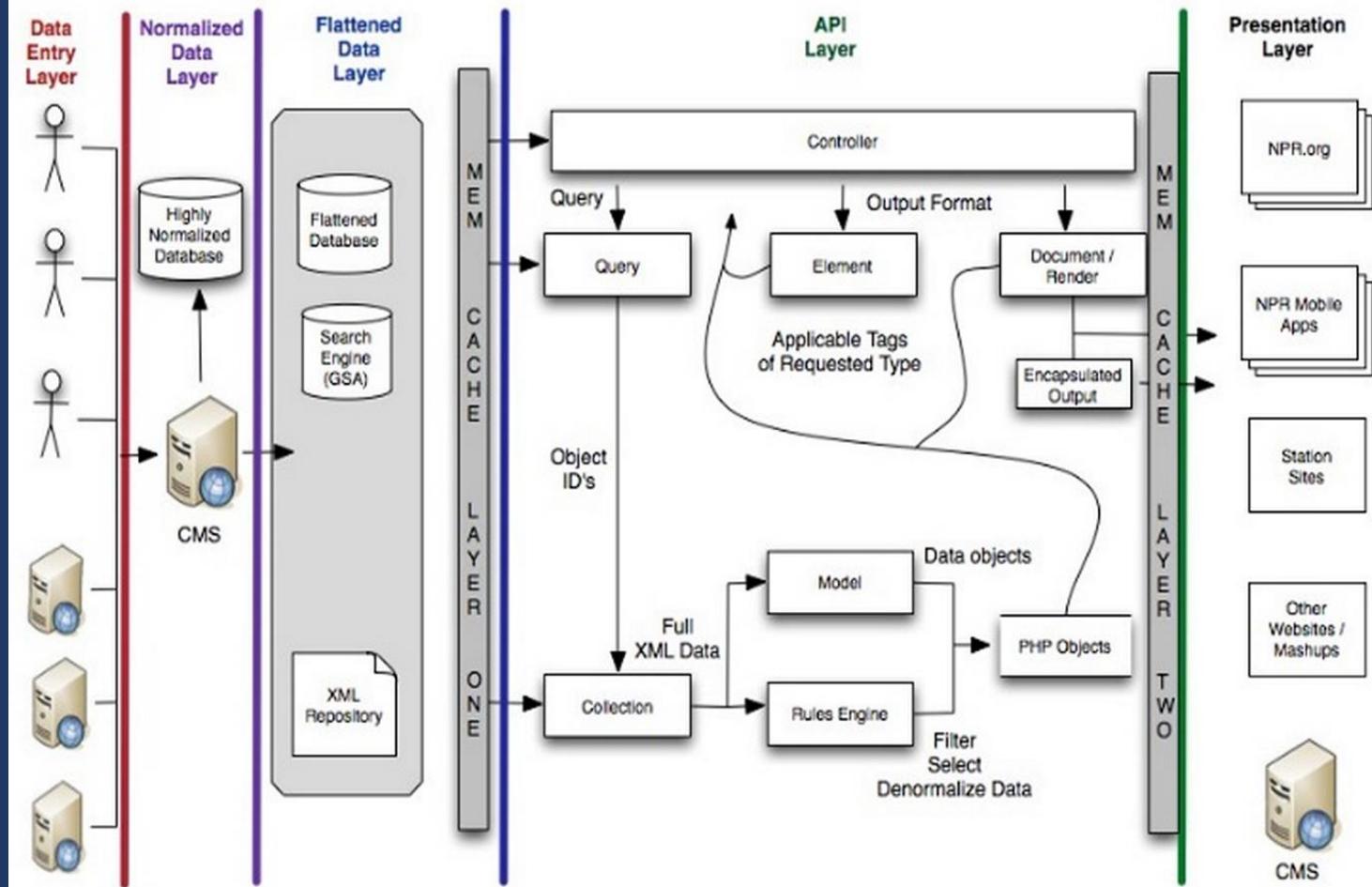


The screenshot shows a BBC page for a Polar Bear (Ursus Maritimus). The page includes a navigation bar with BBC News, Sport, Weather, iPlayer, TV, Radio, More, and a search bar. Below the navigation is a main heading "POLAR BEAR (URSUS MARITIMUS)" with a sub-navigation: Wildlife Finder > Animals > Mammals > Polar bear. The main content features a large image of a polar bear in a snowy landscape. To the right is a sidebar with text about polar bear adaptations and their endangered status. Below the main content are four cards: SPECIES, ADAPTATIONS, HABITATS, and ECOZONES. Each card has a sub-navigation and a detailed description. The SPECIES card defines a species as a group of organisms that can breed. The ADAPTATIONS card discusses physical, behavioural, and physiological adaptations. The HABITATS card defines a habitat as a type of biome. The ECOZONES card shows a world map with dashed lines indicating ecozone boundaries for the Nearctic, Oceania, and Neotropical regions.

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WAY BACK IN 2008!

The New Architecture of COPE



**WHEN YOU'RE DOING IT RIGHT,
IT'S HARD TO TELL WHERE
CONTENT ENDS...**

**WHEN YOU'RE DOING IT RIGHT,
IT'S HARD TO TELL WHERE
CONTENT ENDS...**

AND DESIGN BEGINS



DON'T MAKE THINGS.

THING
1

THING
2

A high-resolution satellite image of Earth, centered on the Pacific Ocean and parts of Asia and Australia. The image shows intricate cloud formations and varying shades of green and brown over the continents.

DON'T MAKE THINGS.

MAKE SYSTEMS.

QUOTE BY **ERIN KISSANE**



MAKE SYSTEMS



MAKE SYSTEMS
THAT MAKE THINGS.

QUOTE BY ERIN KISSANE

MAKE SYSTEMS THAT MAKE THINGS.

ERIN KISSANE SHOWS HOW
CONTENT STRATEGY MAKES
SYSTEMS THAT MAKE THINGS.

QUOTE BY ERIN KISSANE

A high-angle photograph capturing a massive, dense crowd of people filling the entire frame. The individuals are packed closely together, creating a complex, textured pattern of heads and shoulders. The crowd is diverse in age and attire, with many wearing casual clothing like t-shirts, hoodies, and jackets. The lighting is bright, casting soft shadows and highlighting the sheer volume of people.

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