



JONATHON COLMAN

PRINCIPAL EXPERIENCE ARCHITECT, REI

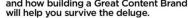






THIS PRESENTATION WAS **INSPIRED AND INFLUENCED BY:**









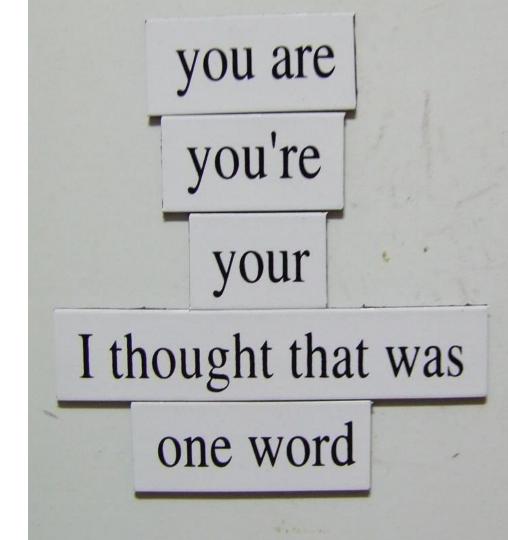


EVERYONE ALWAYS SAYS THAT









JUST THE FONT



JUST THE CREATIVE



JUST THE CODE



JUST THE UX



JUST THE UX



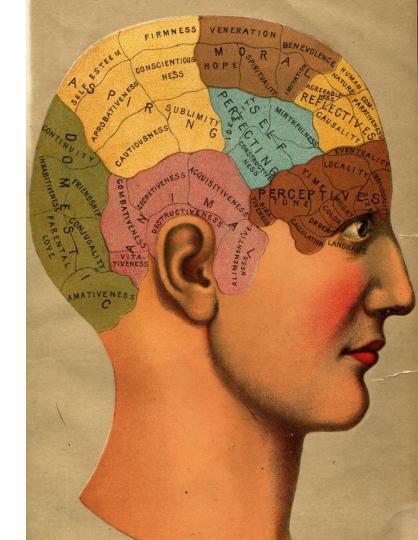
JUST THE ADS





YOU DON'T THINK THAT OUR CONTENT IS AN EXPERIENCE?







The New York Times

Monday, February 18, 2013 Last Update: 1:15 AM ET



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WORLD Obama's Plan U.S. Sees 8-Year POLITICS

JULIA PRESTON

NEW YORK Wait for Illegal BUSINESS **Immigrants** DEALBOOK By MICHAEL D. SHEAR and TECHNOLOGY

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OPINION

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set off political HEALTH recriminations and ARTS questions on Sunday about STYLE President Obama's promise

Congressional talks to take Autos precedence. Blogs

Post a Comment | Read (213)

to allow bipartisan

Disclosure of the proposal

In Pipeline Choice, Obama Faces Risks Either Way

By JOHN M. BRODER, CLIFFORD KRAUSS and IAN AUSTEN

In deciding whether to approve the Keystone oil pipeline, President Obama faces a choice between alienating environmental advocates or causing a deep rift with Canada.



Brendan Rannon for The New York Times

A Prodigy on the Way to Stardom

By TIM ROHAN

Connor McDavid is skilled but not yet strong, respected but naïve. He is only 16 but is widely considered the favorite to be chosen first in the 2015 N.H.L. entry draft.

Video: The Next Great One?

Brutal Course Offers Insight on Women in Infantry By JAMES DAO

Gen. James F. Amos, the Marine Corps commandant, said the corps would not lower its standards to accommodate women

The Opinion Pages

Editorial: About Those Black Sites

Many countries are complicit in America's brutal treatment of terror suspects.

THE GREAT DIVIDE Equal Opportunity, Our National Myth

By JOSEPH STIGLITZ The upwardly mobile American is becoming a statistical oddity.

OP-ED COLUMNISTS

· Krugman: Raise That Wage

· Keller: Catholicism Inc.

MORE IN OPINION

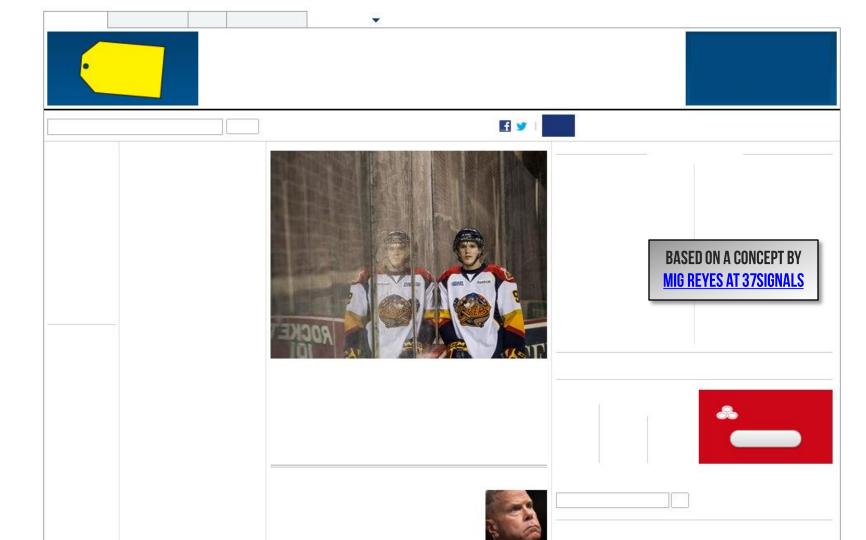
- · Room for Debate: Do We Have Too Many Holidays?
- Op-Ed: To Practice Law, Apprentice First
- · Ramesh Ponnuru:
- Reaganism After Reagan
- Editorial: From the Bottom Up





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Social Media Nonprof... 12

Seattle Greendrinks 1

Agile Marketing Facebook G...

OIBiz

Create Group...

PAGES

Pages Feed 20+ A Like Pages





How are you feeling, Jonathon?

Monica Wright likes Sugarrae.





Aleyda Solis and 6 other friends also like this.

Like Page · Find More Pages · February 9 at 3:57pm · Sponsored

Lulu Bael Gephart

Yep. This pretty much sums up the day. — with Graham Gephart at Ko'a Kea Hotel and Resort.



17 Ignite Seattle 19 on February 20

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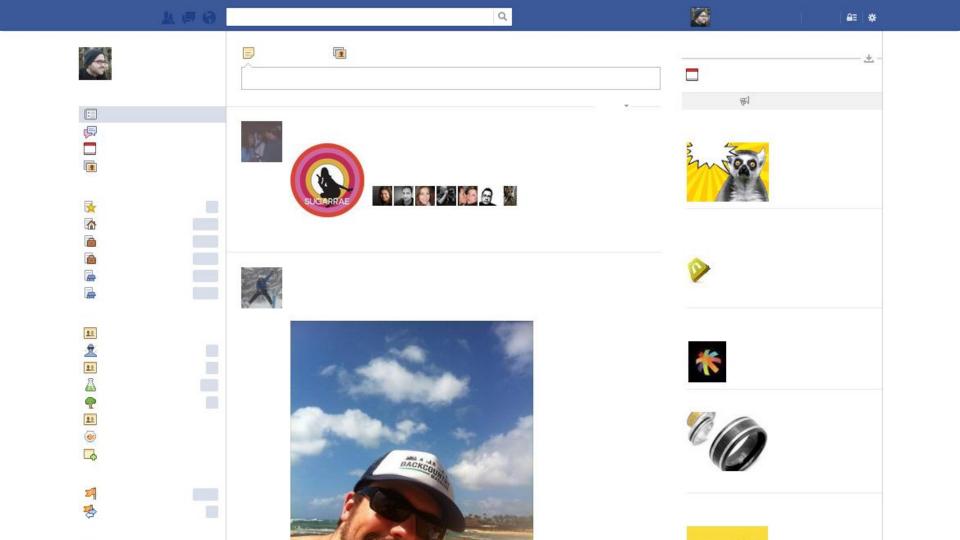
Get high-quality Stainless Steel Rings for only \$7 today on Nomorerack!

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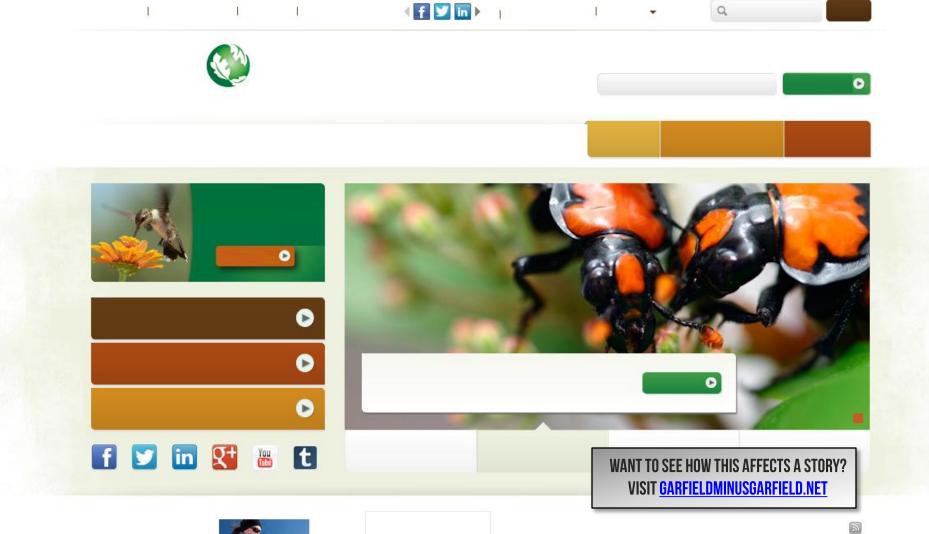




Birthday Ecards

the Wild

History Month

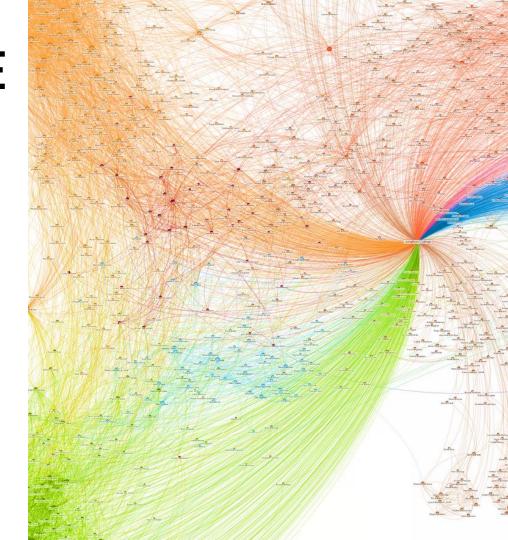


CONTENT IS NOT A FEATURE IT'S AN **EXPERIENCE**

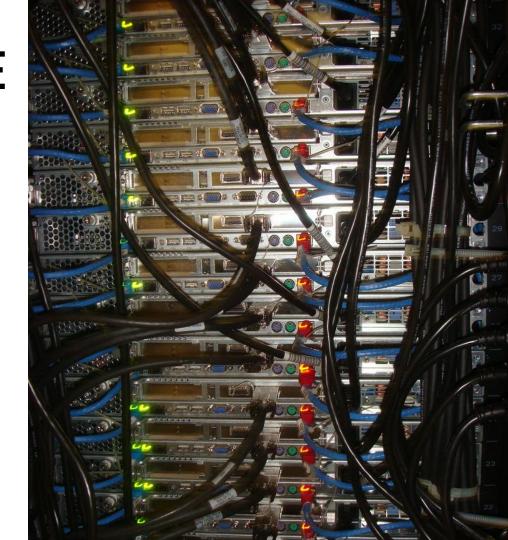
CONCEPT BY <u>Kristina Halvorson</u>, *et al*



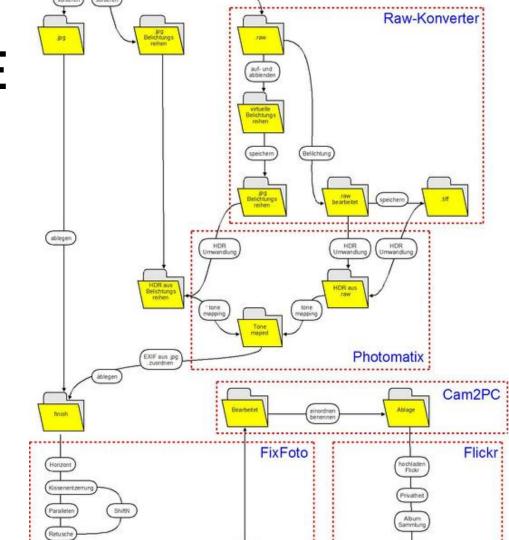
CONTENT IS NOT A FEATURE IT'S DATA



CONTENT IS NOT A FEATURE IT'S A SYSTEM



CONTENT IS NOT A FEATURE IT'S A PROCESS



CONTENT IS NOT A FEATURE IT'S PEOPLE





WE CAN DRESS UP
BAD CONTENT, BUT
WE WON'T FOOL
ANYONE



WE CAN "OPTIMIZE" BAD CONTENT, BUT WE WON'T CONVERT ANYONE





CONCEPT BY KRISTINA HALVORSON & MELISSA RACH Image copyright © BoydJones - flickr.com/photos/boydjones/4404199406





Q Where are you going?

BROWSE +

SIGN UP

LOG IN

HELP +

LIST YOUR SPACE

Cities

San Francisco

Saved neighborhoods

AIRBNB ACTIVELY CURATES LOCAL **CONTENT TO HELP THEIR USERS GET** MORE OUT OF THEIR TRAVEL.

Neighborhood Guide to

What kind of neighborhood are you looking for?

Loved by San Franciscans

Touristy

13

Stunning Views

Dining

Nightlife

Shopping

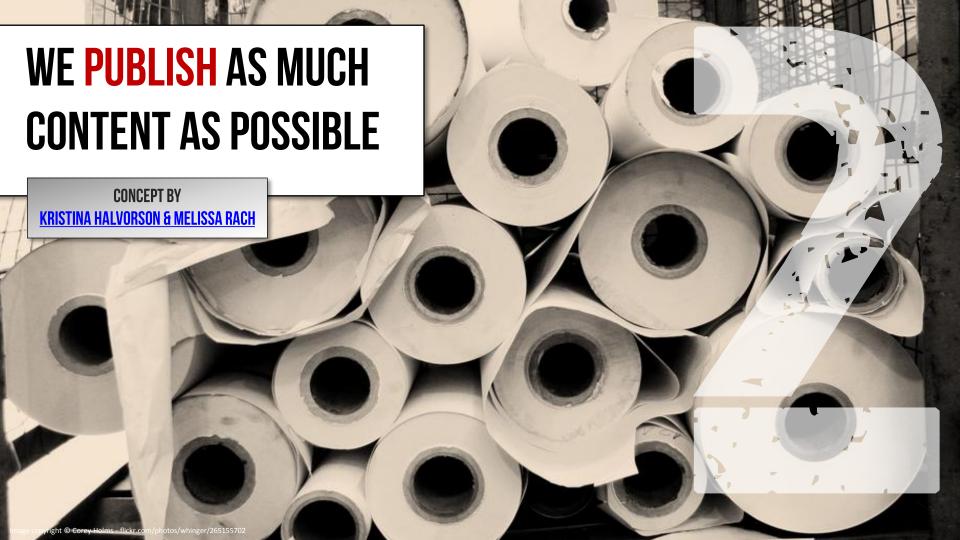
Peace & Quiet

Artsy

Great Transit

Oakland







mulu is the world's largest network of users and publishers who curate and share **shoppable content** for themselves or a cause.

MULU EMPOWERS CUSTOMERS AND CELEBRITY USERS TO CURATE THEIR OWN COLLECTIONS OF THINGS THEY LOVE

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Jonathan Franzen P New York, NY

Jonathan Franzen is a novelist, essayist, journalist, translator, and screenwriter. His novels include "Freedom" and "The Corrections."

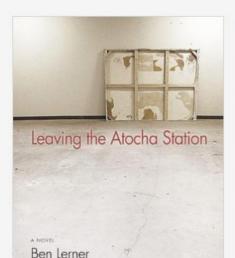
People I'm following

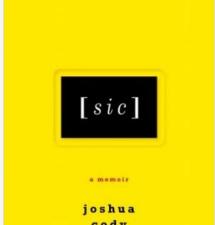
People following me

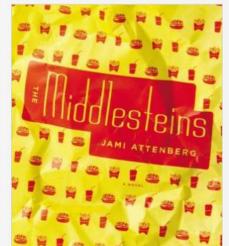


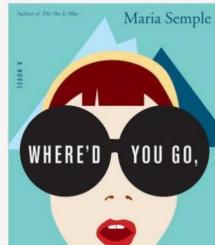
Jonathan's:

Collections











"My favorite show"



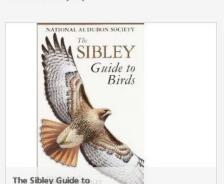


"Fragrance-free!"



"Also available in two smaller regional guides"

"Wear them every day"





"Every workshop should have one"

YES! WE GOT THE FRANZEN BUMP!



SO WE'RE NOT RELEVANT OR READY FOR AN OPPORTUNITY



YOU CAN STILL DUNK IN THE DARK

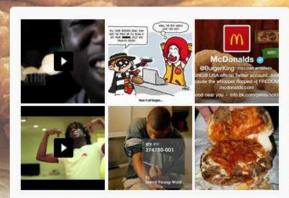


NOR FOR A CRISIS

Lists

Tweet to McDonalds

@BurgerKing



Who to follow · Refresh · View all





1,303 TWEETS 613

FOLLOWING

86,427 **FOLLOWERS**



Follow

Tweets All / No replies

1 new Tweet



McDonalds @BurgerKing

2 mins

SMACK YA FOR EATIN AT BK WHEN IT UNDA RENOVATION FOR MCDONALDS!!! #300

Expand



McDonalds @BurgerKing

Everybody follow us! @YourAnonNews #OpMadCow

Expand 50Ced2acastcdn.net/80450F/q103albany.com/files/2013/02/1-McDonalds-BurgerKing-on-Twitter-1-copy.png 6 mins







NATURE PUT UP A POST ABOUT DISCONTINUING THIS BLOG... AFTER GOING 18 MONTHS WITHOUT POSTING!

About this blog

Climate Feedback is a blog hosted by Nature Publishing Group to facilitate lively and informative discussion on the science and wider implications of global warming. The blog aims to be a forum for debate and commentary on climate science in the Nature Climate Change journal and in the world at large.

∇ E-alert



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Recent comments on this blog

Does this research take into consideration continental loading caused by ice, i.e. As ice melts or thins, the continent is Read more ▶

-- Andrew Sheldon

Is east Antarctic ice melting?

I agree about the risk. It becomes to be evident in small farms of India, due to rainfall pattern changes: ... Read more >

AAAC 2044, Climata ahanga nagan ahallanga ta faad

-- ANGEL UTSET

AAAS 2011: Climate change poses challenge to food safety

CLIMATE FEEDBACK

The Climate Feedback blog is no longer being updated

13 Jul 2012 | 15:17 BST | Posted by Climate Feedback Editor | Category: Uncategorized

The Climate Feedback blog is no longer being updated. Thank you to those who have followed the blog in the past. If you would still like to keep up with climate change news, visit us on Twitter and Facebook. Climate change-related news also appears on the Nature News blog.

We look forward to interacting with you elsewhere online,

The Nature Climate Change editors

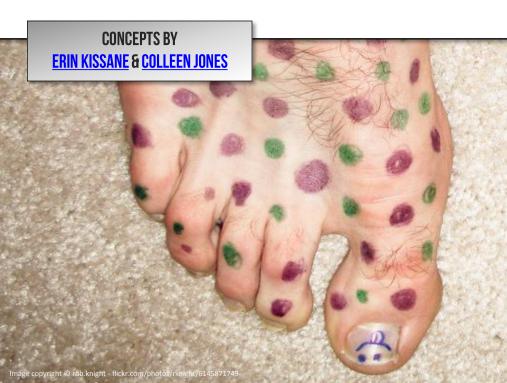








OUR CONTENT IS USELESS, UNUSABLE, & INCONSISTENT





INSTEAD OF CLEAR AND COMPLETE



worstinfographic

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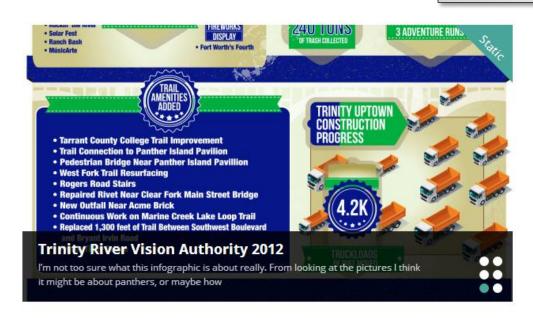
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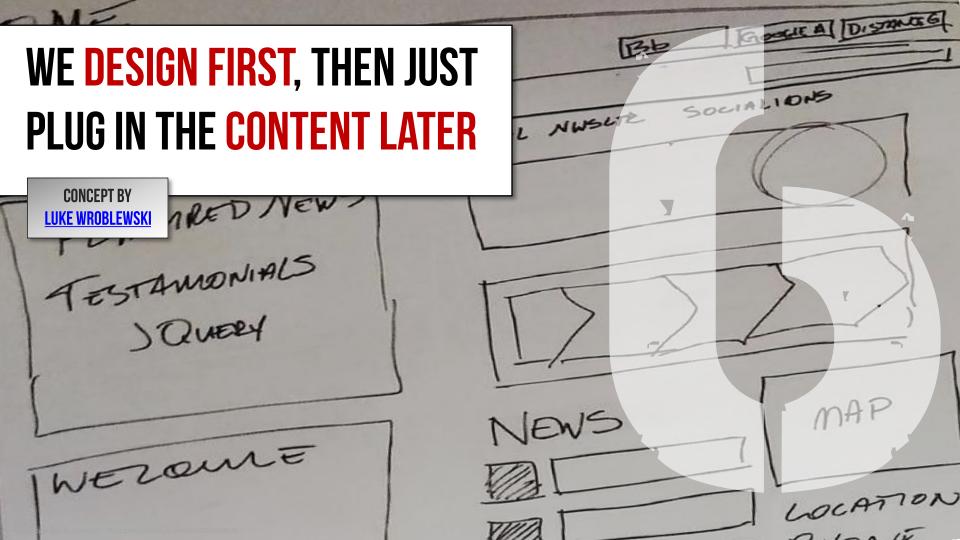
YouPorn: Big Numbers Hard Facts
January 20th | by admin



... TO PRINT THE HOBBIT?









tagline

logo

Scrivere qui in breve chi è il Teatro Claet, dove opera, ecc.

Sed ut perspiciatis unde omnis

iste natus error sit voluptatem

accusanti inventore veritatis et

voluptas sit aspernatur aut odit

aut fugit, sed nesciunt. Neque

porro quisquam est, qui dolo-

rem ipsum quia dolor sit amet,

consectetur, adipisci velit, sed

quia non numquam eius modi

tempora incidunt ut labore et

dolore magnam aliquam quae-

rat voluptatem molestiae con-

sequatur, vel illum qui dolorem

eum fugiat quo voluptas nulla

banner

pariatur.

quasi architecto beatae vitae

dicta sunt explicabo. Nemo enim ipsam voluptatem quia

il marchio deve sembrare un oggetto su un palcoscenico

USING *Lorem ipsum* tricks us into thinking we've planed for content when we haven't

sui post prevedere: autore, titolo, abstract, eventuale immagine, tag e categorie Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.

di Nome Cognome

15 giugno 2009

Dolorernque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur. (continua...)

categoria: spettacoli tag: dramma, Italia

12 giugno 2009

Perspiciatis unde omnis iste natus error sit voluptatem accusantium.

di Nome Cognome

Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi news

spettacoli

premi

staff

storia

dicono di noi

contatti

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Cerca...

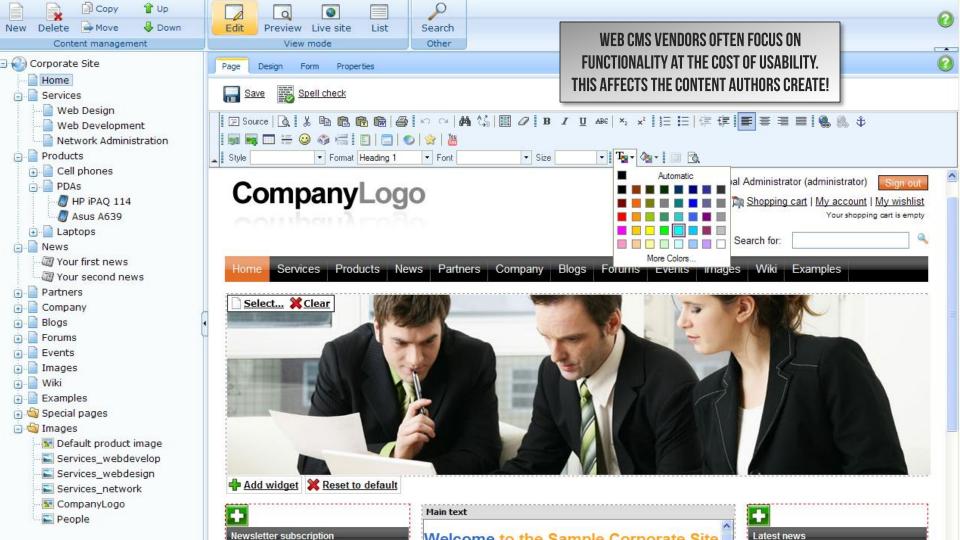
cerca

sotto la descrizione della compogia, aggiungere banner dei circuiti a cui sono iscritti (fanno parte dell'identità, quindi visivamente devono stare sotto il logo)

> sotto al banner inserire eventualmente la galleria delle immagini da Flickr









SO IT'S NEITHER RESPONSIVE NOR ADAPTIVE AND CAN'T BE REUSED

CONCEPTS BY

<u>Ethan Marcotte</u>, <u>Karen McGrane</u> & <u>Rachel Lovinger</u>

NPR USES AN API TO DELIVER THE RIGHT CONTENT WITH THE RIGHT PRESENTATION TO ANY DEVICE





A Day In The Life Of A Tibetan Monk

The Date of the Land

NAMES AND ADDRESS.

Ever wondered what goes on inside those tucked-away. Himalayan nonasteries? As you might imagine, not too much.

But Kaeshal Farikh was drawn to that simplicity. Last year, the Humbai-based photographer was attending a workshop in India when he stumbled across a small monastery and 'immediately hit is off with the head monk." The result of his five days in that monastery is a simple 'day in the life' photostory — and some valuable life lessoon.



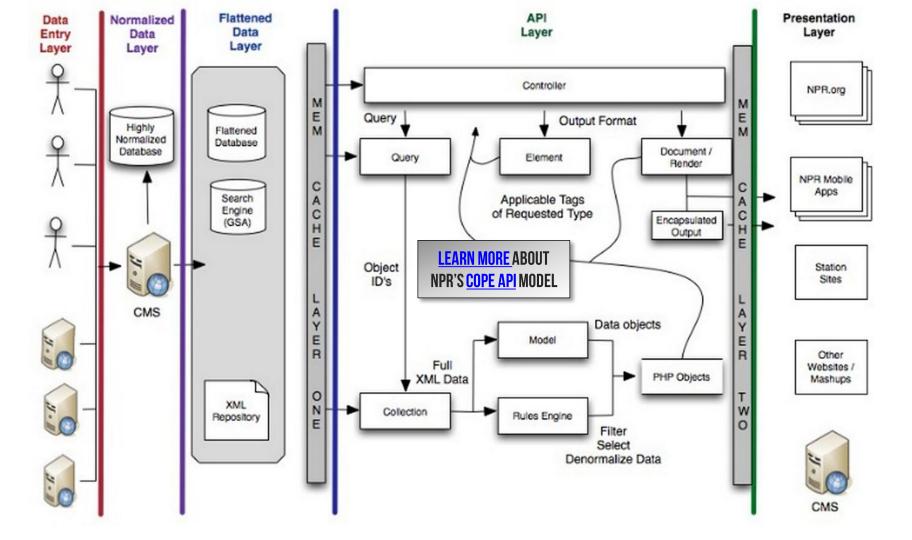


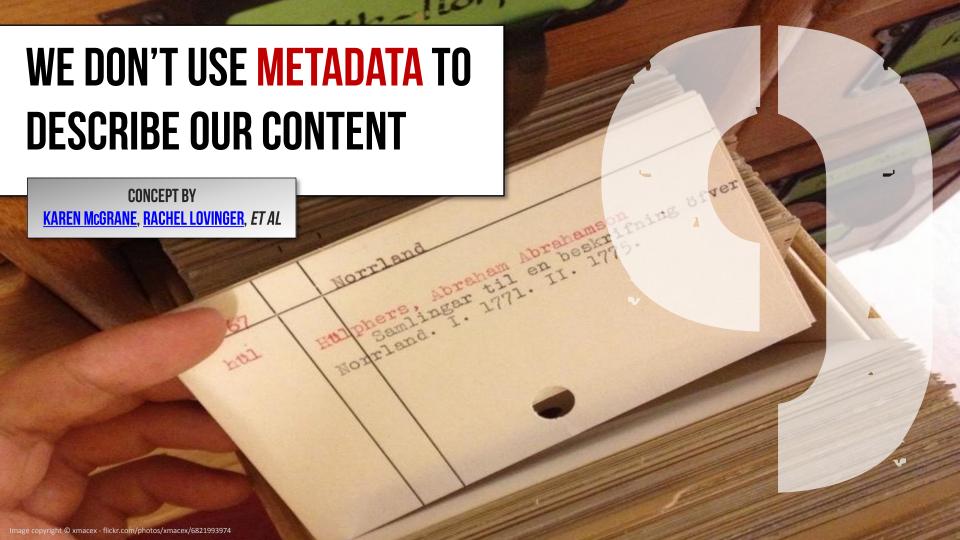












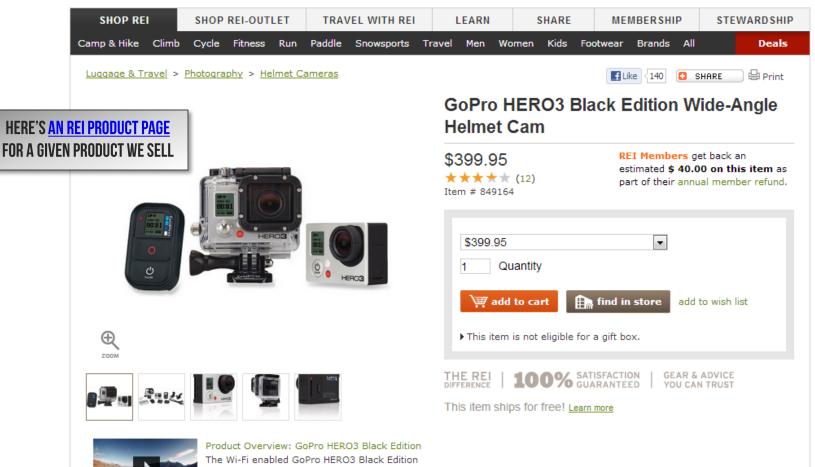








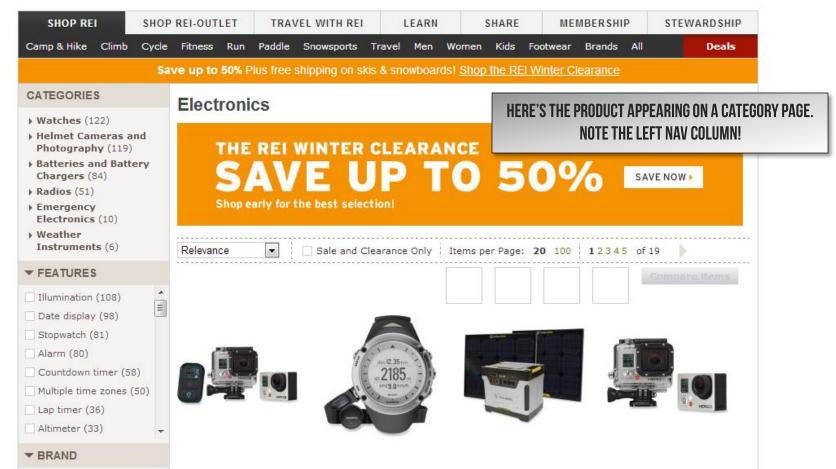


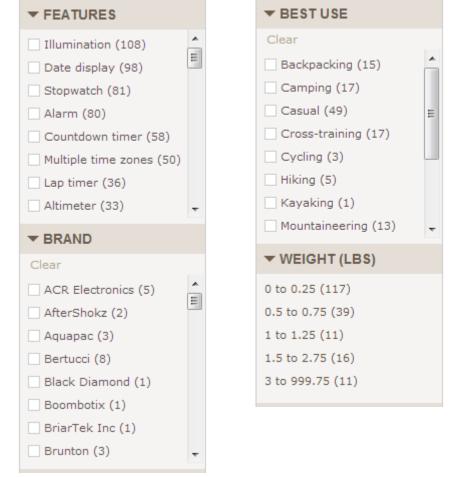


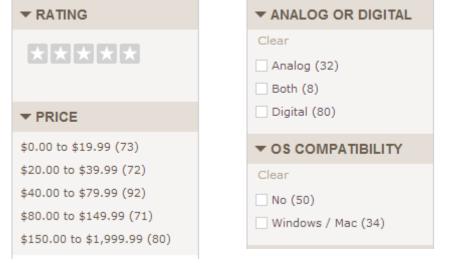
DESCRIPTION	SPECS	REVIEWS	
GoPro HERO3 Black Edi	tion Wide-Angle Helmet Ca	m Specs	
Specification	Description		
Best use	Multisport		
Megapixels	12		
Waterproof	Yes		
High definition	Yes	HERE ARE ALL THE TECHNICAL	
Lens	Glass lens	SPECS FOR THAT PRODUCT	
Lens focal length	Unavailable		
Zoom range	None		
Vertical resolution	4K / 2.7K / 1440p / 1080p / 96	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	No	
Interface	USB/micro-HDMI/composite A/	USB/micro-HDMI/composite A/V adapter/3.5mm stereo mic adapter/Wi-Fi	
Remote control	Yes	Yes	







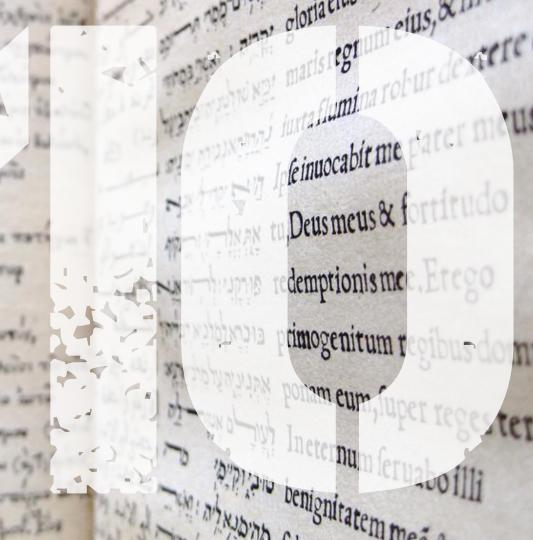




METADATA AIDS IN FINDABILITY VIA FACETED NAVIGATION

WE DON'T THINK BEYOND THE PAGE

CONCEPT BY
SARA WACHTER-BOETTCHER





...TO NEW SOCIAL **PLATFORMS**



MSR Pocket Rocket Stove. This thing can fit in your shirt pocket. Butane cans are used as the base. Boils water fast, even at 9,000 ft.



Nate Pollister onto Gear Up



Thermarest ProLite Sleeping Pad. Very good, lightweight pad. Built as 3season, but I have taken this thing in sub-zero camp.



Nate Pollister onto Gear Up



CoolMax Light Hiker Socks - Women's



Colleen Robinson onto Tomb





Black Diamond ReVolt Headlamp, 110 lumens, lightweight, USB rechargeable or alkaline. This thing is super bright.



Nate Pollister onto Gear Up



Bike Accessories at REI - FREE SHIPPING



Renee Slaff onto Celeste my





Runner's World Hydralite Hydration Belt



Becca LeClair onto Animal Kingdom



The North Face Jester Pack at REI.com

Mountain House



Amanda Bondi onto Backpacks



SOURCE: PINTEREST.COM/SOURCE/REI.COM

Topeak OneUp Bike Holder at RE



Renee Slaff onto Celeste my

Pasta Primavera Vegetarian

AND NEW MEDIA PLATFORMS



After the Ean Francisco Giants won the World Series, Ten S this represed joins hundreds of thousands of fans welching t San Francisco, Calif.

Hundreds of thous parade route

Kevin Fagan, Justin Barton, Demian Bules, Chronicle Staff V

(11-03) 18:22 PDT SAN FRANCISCO It was a deliriously fun combination of Mard Gras, New Year's Eve and world championsh

Gras, New Year's Eve and world championsh
- with the crowd of the century on hand to ce brate.

Hundreds of thousands of people jammed downtown San Francisco on Wednesday for Giants' World Series victory parade, one of tha largest gatherings the city has seen in years. They perched on building rooftops and stood 10:45 AM



g? Feds Launch Rental Cars



FLIPBOARD RECENTLY LAUNCHED BRANDED CHANNEL EXPERIENCES FOR PUBLISHERS

12 Stylish Ideas

12 Stylish Ideas for Your Next Cocktail Party

/ POSTED BY GUEST

bon appétit

RS party, admitted that pre-times rented without pre-times rented with

he parents of Raechel and Jacquie Houck, irs who died when their rented Chrysler PT ser caught fire and hit a truck on a Califorhighway.

When demand called, we rented out recalled

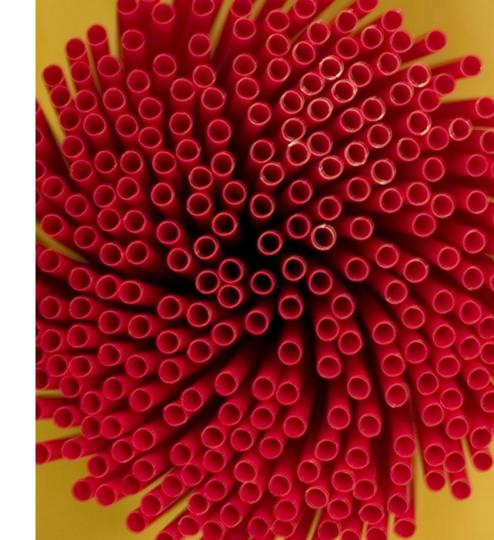
Page 1 of 3

PAGE 1 OF 8



CONTENT STRATECY

THE SOLUTION WHEN OUR CONTENT SUCKS





CONTENT STRATEGY

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

- KRISTINA HALVORSON, @HALVORSON



CONTENT STRATEGISTS

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

- RACHEL LOVINGER, orranger



CONTENT STRATEGY

IS TO COPYWRITING AS INFORMATION ARCHITECTURE IS TO DESIGN.

- RACHEL LOVINGER, orranger



A CONTENT STRATEGY

GIVES YOU THE STRUCTURE TO DECIDE WHAT TO PUBLISH, ACCOUNTS FOR THE RESOURCES YOU HAVE, AND HELPS YOU PLAN FOR THE FUTURE.

- JAMES CALLAN, <u>@SCAREQUOTES</u>



CONTENT STRATEGY

FOR THE WEB IS ABOUT BRINGING EDITORIAL SKILL AND METHODS INTO WEBSITE PLANNING.

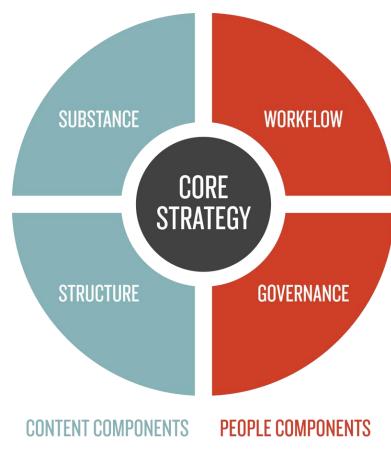
- ELIZABETH MCGUANE, @EMCGUANE



CONTENT STRATEGY

HELPS ORGANIZATIONS USE CONTENT TO ACHIEVE THEIR BUSINESS GOALS.

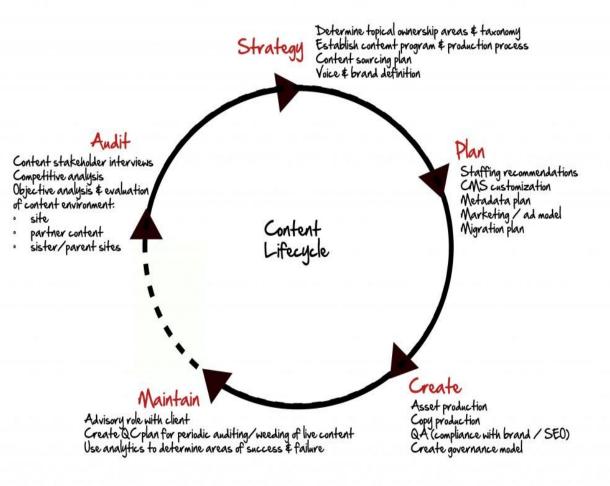
- MELISSA RACH, <u>@MELISSARACH</u>



SOUND TOO
COMPLEX?

THE BRAIN TRAFFIC AGENCY
VISUALIZES CONTENT STRATEGY
IN JUST FIVE COMPONENTS!

Copyright 2010 Brain Traffic



ERIN SCIME'S CONTENT LIFECYCLE MODEL ALSO CONTAINS JUST FIVE MAJOR STEPS

Erin Scime dopeData.com



THAT'S CONTENT STRATEGY:

IT TAKES JUST A FEW MINUTES TO UNDERSTAND... AND A LIFETIME FOR YOUR ORGANIZATION TO SUPPORT IT.

- JONATHON COLMAN, @JCOLMAN



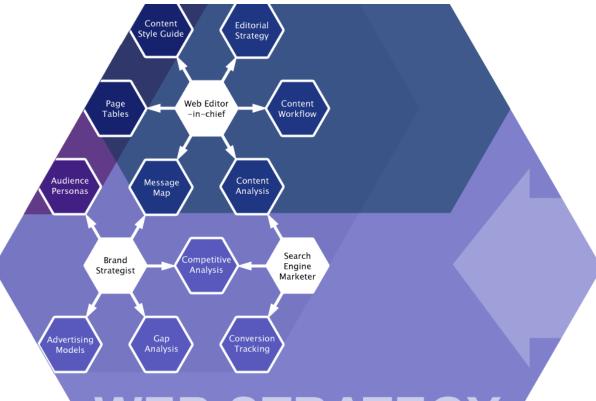




APPROACH

A LOOK AT HOW CONTENT STRATEGY WORKS WITH OTHER DISCIPLINES

CONCEPT/DESIGN BY <u>RICHARD INGRAM</u>



WEB STRATEGY & PLANNING

APPROACH TO CONTENT STRATEGY

BRAND, COMPETITION, ANALYSIS, AUDIENCE, MESSAGING

CONCEPT/DESIGN BY RICHARD INGRAM



CONTENT SUBSTANCE, QUALITY, EDITORIAL,

VOICE AND TONE

CONCEPT/DESIGN BY RICHARD INGRAM





CONCEPT/DESIGN BY RICHARD INGRAM

A FEW COMMON

OF THE CONTENT
STRATEGY TRADE



STAKEHOLDER INTERVIEWS

CONTENT INVENTORY CONTENT AUDIT EDITORIAL CALENDAR TEMPLATES STANDARDS CONTENT MANAGEMENT



PROTOCOL

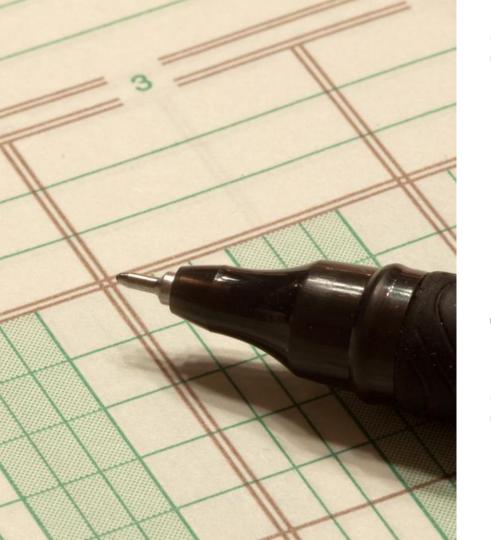
Content Inventory and Scope

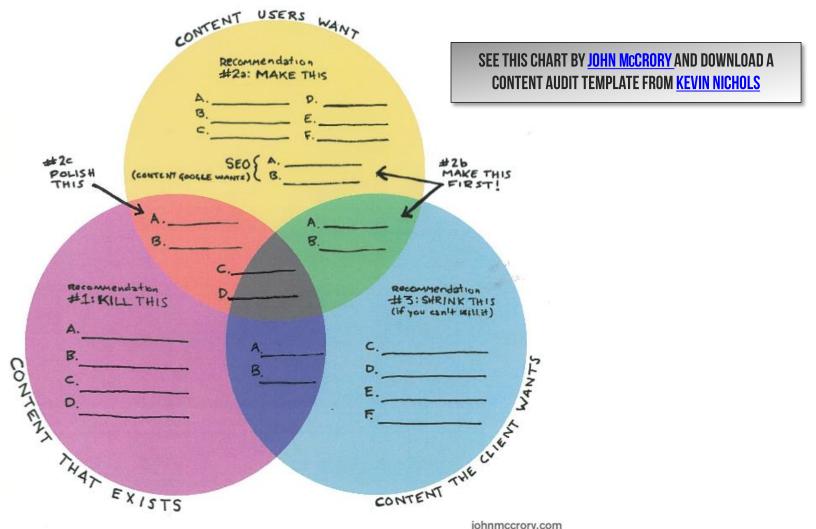
- Do you have a list of all the different types of content that you work with? Is there a sitemap (for websites) or any information architecture work that we can leverage to determine the content types and scope?
- Have you performed any inventories or audits that we could leverage to determine the scope of the content we must consider?
- Can you help us create a comprehensive list of content types that your organization works with (if list is not pre-existing)?
- In terms of quantity and volume, how much content is there?
- What is the frequency and amount of content published to the site?
- Will there be any content that will be decommissioned in the near future?
- Are there any legal or regulatory requirements that dictate the need for particular types of content?
- Do you have any editorial calendars or go-to-market calendars?
- How many new products are introduced annually and what is the content production effort for this?
- If we begin this project, what are the content-critical dates we need to consider? Do you have go-to-market campaigns, new product launches, etc. that will occur after we begin this project, but before we go-live? If so, will those elements need to be migrated into the new design?

DOWNLOAD THE QUESTIONNAIRE FROM KEVIN NICHOLS

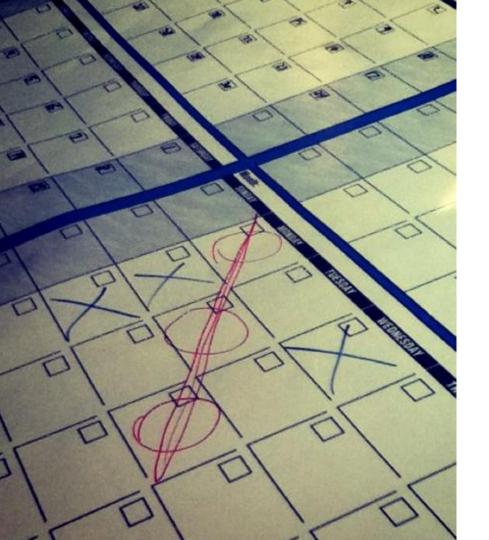


Map ID Number		ber						
Level 1	Level 2	Level 3	Navigation Label	Content Type	Page Title myUMBC@	Content	Content Developer	
1.1			Student's Home Page	HTML text; hyperlinks	myAdvising/home	Student's Home Page	Alison Tebo	
	1.1.1		My Advisor	HTML text; hyperlinks	myAdvising/advisor	myadvisor	Alison Tebo	
			My Transcript	HTML text	myAdvising/transcript	<u>mytranscript</u>	Alison Tebo	
	1.1.3		My Courses	HTML text	myAdvising/courses	current courses	Craig Hollinshead	
	1.1.4		My Major/Gen. Reqs.	hyperlink	myAdvising/major-req	Majors/Reqs	Naveen Bokhari	
		1.1.4.1	Degree Shopping	hyperlink	myAdvising/major-req/shop	<u>ISIS</u>	Alison Tebo	
	1.1.5		Virtual Chat	HTML text; JAVA	myAdvising/chat	<u>virtual chat</u>	Craig Hollinshead	
	1.1.6		Advising History	HTML text	myAdvising/advising_history	advising history	Robert Clatterbuck	
	1.1.7		E-Mail History	HTML text	myAdvising/email_history	email history	Alison Tebo	
	1.1.8		Forms	hyperlink	myAdvising/forms	GDR/GFR forms	Alison Tebo	
	1.1.9		Email Advisor/Student	HTML text	myAdvising/email	<u>email</u>	Alison Tebo	
	1.1.10		Course Authorization(s)	HTML text	myAdvising/course_auth	course authorization	Alison Tebo	
1.2			Advisor's Home Page	LEARN MORE ABOU	LEARN MORE ABOUT INVENTORIES AND TRY		Alison Tebo	
	1.2.1		Student Summary	A CONTENT ANA	NLYSIS TOOL FOR FREE nmary	Student Summary	Alison Tebo	
	1.2.2		Semester Courses	HTML text; hyperlink	myAdvisor/courses	schedule of classes	Alison Tebo	





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Title/Description	Status	Due Date	Publish Date	Type of Content	Producer/Designer	Editor	Tai
7 Technology Resolutions for the New Year	In Progress	Wed, Dec 19	Wed, Jan 2	Blog Post	Bob S.	Jenny L.	Cor
Using Cloud Services with Your Mobile Device	Assigned	Wed, Dec 26	Wed, Jan 9	Blog Post	Stephen P.	Jenny L.	Nev
Safely Cleaning Your Electronic Devices	On Hold	Mon, Dec 3	Mon, Jan 14	Video	Mike D.	Watson T.	Ger
The Best and Worst of CES 2013	Pending	Wed, Jan 2	Wed, Jan 16	Blog Post	TBD	Jenny L.	Pov
Turn Your iPad into a Home Theater for Under \$20	Pending	Wed, Jan 9	Wed, Jan 23	Blog Post	тво	Jenny L.	Ger
The Death of the PC? Mobile and Tablet Growth in 2013	In Progress	Thu, Dec 21	Thu, Jan 24	Infographic	Martin S. @ Hello Design Inc.	Watson T.	Ger
How to Choose the Right Tablet	In Progress	Mon, Dec 10	Mon, Jan 28	Free Guide	Frank T.	Jenny L.	Pas
The Top 11 Multimedia Apps	Pending	Wed, Jan 16	Wed, Jan 30	Blog Post	TBD	Jenny L.	Pov
			HIS CALENDAR TEMPLA Enn / Vertical Meas				
							$\overline{}$



Content title:	Use a clear, descriptive title that simply explains what is on this page. The title may be specified in the information architecture (IA) document. Try to be descriptive rather than funny or punny	
Template type:	Which type of content page is this? Does it need to fit into a pre-defined page template? Have you seen the wirefames for this template?	
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Resources:	Where can writers find the information they need to write this page?	





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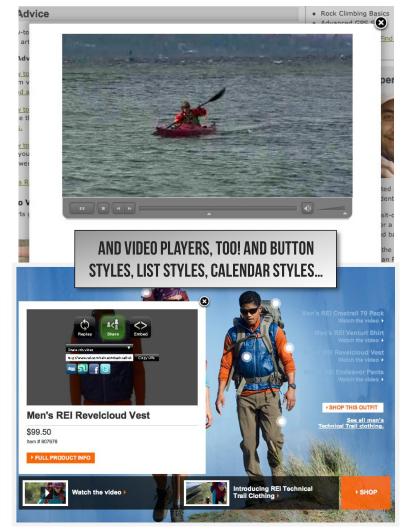
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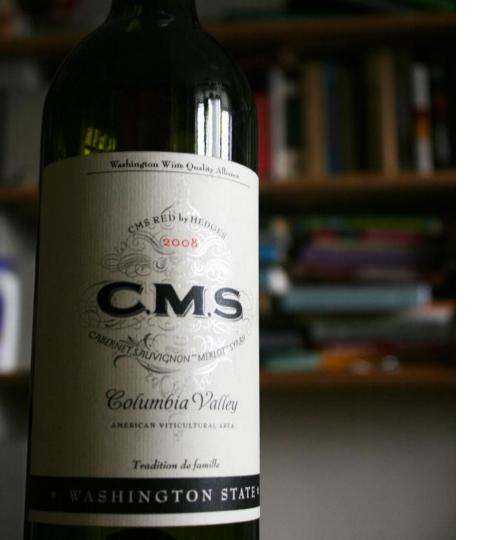


AFTER A CONTENT/UI INVENTORY AT REI, MY COLLEAGUES FOUND A HUGE NUMBER OF "STANDARD" TEMPLATE HEADERS.









Common MS Types

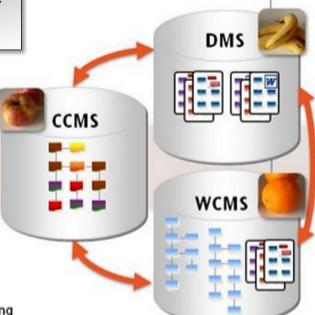
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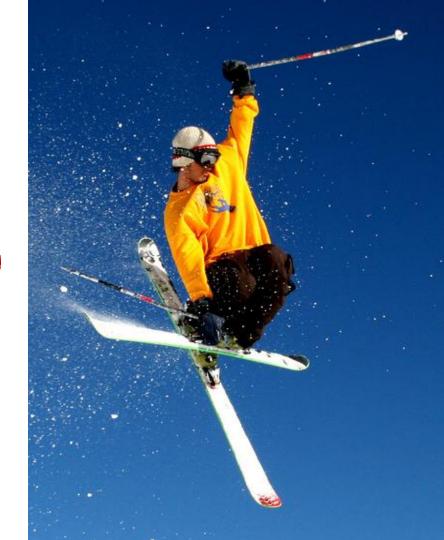


WE CAN STOP CREATING CONTENT THAT





AND START CREATING CONTENT THAT











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