CONTENT MANAGEMENT & STRATEGY

What is the current state of content at your organization? Is it redundant, outdated, inaccurate, or simply difficult to find and manage?

EK'S CONTENT MANAGEMENT AND STRATEGY SERVICES PROVIDE THE FOLLOWING:

CONTENT TYPES
Defined standard content types, including corresponding metadata, wireframes, and style guidelines.

STRUCTURE AND ALIGNMENT
A starter taxonomy design that follows EK's best practices.

EFFICIENCY AND CONSISTENCY
Metrics and processes to enable delegated content administration with a consistent voice and purpose.

USE AND REUSE
Structured, reusable, and consistent content that can be shared on multiple platforms.

Enterprise Knowledge's Content Management and Strategy considers three primary areas that together provide the necessary starting points required to progress an organization forward, driving adoption while also defining a balance between consistency and empowerment of business stakeholders to own and maintain their content.

CONTENT MARKETING
The style, tone, and consistency of the content, ensuring organizations are connecting end users (content consumers) in a way that serves their needs and the organization's brand.

CONTENT ARCHITECTURE
The definition and design of content types and templates for usability and consistency, as well as the supporting taxonomy and metadata necessary to ensure appropriate classification, placement, and findability.

CONTENT GOVERNANCE
The supporting metrics, policies, procedures, roles, and responsibilities necessary to align content and enhance it over time, ensuring that it remains "fresh" and accurate to best serve the needs of an organization's end users.

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