

The road to successful content

... is paved with good intentions

Web for Development Conference
Washington D.C., May 9-10, 2005

By Gerry McGovern
gerry@gerrymcgovern.com

Top 20 Carewords

1. Usability
2. Content is critical
3. Accessibility
4. Multilingual content
5. Content management systems
6. Knowing target audiences
7. Benefits to public
8. Information architecture
9. Senior management buy-in
10. Keep it simple
11. Community engagement
12. Quality control
13. Finding content faster
14. Search engine optimisation
15. Easier to use
16. Web metrics
17. Proving website's worth
18. Writing for the web
19. Visitor-friendly
20. Consistency

Top careword categories

1. Management	31%
2. Usability	21%
3. Content	20%
4. Readers	12%
5. CMS	8%
6. Marketing	4%

Management 31%

1. Senior management buy-in
2. Quality control
3. Web metrics
4. Proving website's worth
5. Knowledge management

Management Actions

1. Develop 3-5 year information/web strategy
2. Establish editorial board
3. Management evangelism
4. Define and publish top 3 metrics
5. Establish publishing processes and controls

Usability 21%

1. Usability
2. Accessibility
3. Information architecture
4. Easier to use
5. Consistent navigation

Usability actions

1. Measure accessibility
2. Internal linking
3. Search log analysis
4. Standard layout
5. Measure task completion by observation and feedback

Content 20%

1. Content is critical
2. Multilingual content
3. Keep it simple
4. Finding content faster
5. Writing for the Web

Content actions

1. Review headings, summaries, page titles, links
2. Say no! no! no! – slash and burn
3. Get linked – syndication, RSS
4. Less guides, more rules: reinforce already existing rules - 500 word rule
5. Identify critical content for translation

Readers 12%

1. Knowing target audiences
2. Benefits to public
3. Community engagement
4. Visitor friendly
5. Winning public support

Readers actions

1. Define top 3 readers and top 3 tasks
2. Use personas all the time
3. Keep everybody on point
4. Get out of the office – market research, site feedback
5. Reader first, technology second

Content management System

8%

1. Content management system
2. RSS
3. Design scalability/flexibility
4. Open source
5. XML

Marketing 4%

1. Search engine optimization
2. Marketing the website
3. Promotion of website
4. Branding
5. Raising awareness