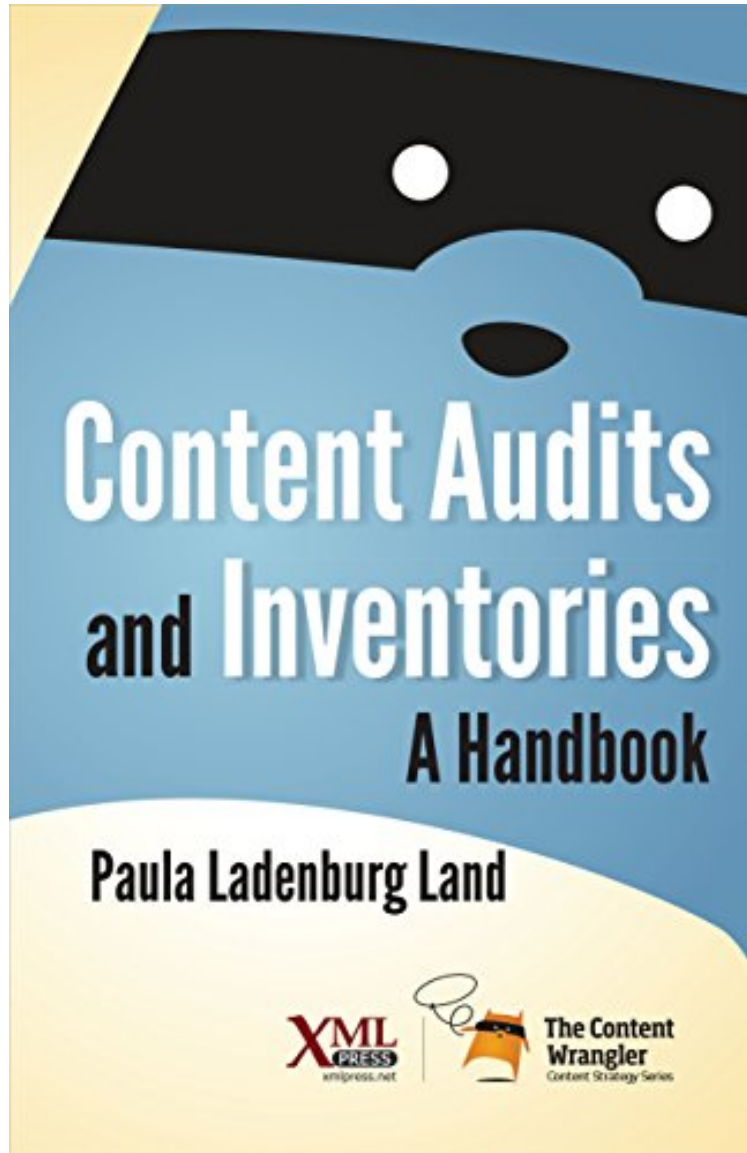


Content Audits and Inventories

Paula Ladenburg Land

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#757769 in eBooks 2014-10-04 2014-10-03 File Name: B00O5HOL00 | File size: 31.Mb

Paula Ladenburg Land : Content Audits and Inventories before purchasing it in order to gauge whether or not it would be worth my time, and all praised Content Audits and Inventories:

1 of 1 people found the following review helpful. Would you like to understand how to develop a strategy for performance-driven ...By Kevin P. Nichols Would you like to understand how to develop a strategy for performance-driven content? Or content planning informed by continual analysis of content performance? You cannot utilize such an approach without annual or ongoing content audits and analysis. And thanks to Paula Land, the content strategy bookshelf just got a great new addition: Content Audits and Inventories: A Handbook. Content audits and inventories

are critical parts of a content strategy project and often not adequately planned for or resourced. Also, people often see an inventory or audit as a one-time project that occurs prior to a major digital experience overhaul (design of a new website). But organizations can and should look at audits as something to build into their content planning and development processes. Without knowing the assets you have to work with (or continually assessing how well that content performs), and without grounding your project in an understanding of your users and your business goals, you start at a disadvantage. This handbook lays out, step by step, how to get started with planning and scoping an inventory and audit, including how to establish goals and set the business context, then presents the various tactics you can apply to audit content across all your publication channels. The book also discusses how to extract the insights that inform your ultimate strategy and how to present the results to stakeholders. There is even a section of sample deliverables and a list of additional resources. All in all, a lot of information packed into this small, easy-to-digest handbook. I only recommend books that I feel are value-add. This book is definitely value-add.

1 of 1 people found the following review helpful. as well as complete and easy to use

By Charles Robertson

If you're a content strategist or just working on content for websites, this book is what you want to have in hand. Read through it once and you'll find yourself referring back to it again and again. Pragmatic and practical, this book crushes the category. Disclaimer: I used to work for and with the author, I'm still a working content strategist now, and learned much of what I know from her. I found the book refreshing, as well as complete and easy to use. If you're struggling with content, it'll clear up much of the confusion and give you direction. If you're an old hand, it'll help you form a clear strategy and give you confidence you haven't missed a step.

1 of 1 people found the following review helpful. A comprehensive guide that's a must have for your toolbox

By Mark A. Lewis

If you are new to conducting content inventories, this book is a comprehensive guide through the necessary steps. I was quite impressed with each chapter-level outline, how thorough each topic was addressed and the consistent high quality of knowledge that was transferred across the book. If you are a tech pubs type of content strategist rather than a marketing content strategist, this book will give you an additional perspective with lots of valuable nuggets of information. I read the entire book, front to back. It's a great resource.

Successful content strategy projects start with a thorough assessment of the current state of all content assets: their quantity, type, and quality. Beginning with a data-rich content inventory and layering in a qualitative assessment, the audit process allows content owners and business stakeholders to make informed decisions.

Content Audits and Inventories, by veteran content strategist Paula Land, shows you how to begin with an inventory, scope and plan an audit, evaluate content against business and user goals, and move forward with a set of useful, actionable insights. 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.

"An excellent tutorial on this critical content strategy step... This book goes on my must-have bookshelf for anyone interested in content management, content strategy, or information architecture, as well as anyone facing a major content management system or Web site retooling." --Technical Communication, November 2015

"No other book provides such detailed, do-able guidelines for the all-important content audit. An invaluable resource for anyone involved with wrangling the realities of online content!" -- Kristina Halvorson, author, Content Strategy for the Web

"A must read for anyone working with content and making organizational decisions about content." -- Kevin P. Nichols, author, Enterprise Content Strategy: A Project Guide; co-author UX for Dummies

"Goes well beyond the promise of its title, while keeping the advice straightforward and actionable. With this book, you'll be ready to thoroughly map out the dense content landscape of any digital project you undertake." -- Rachel Lovinger, Experience Director Content Strategist, Razorfish

"Paula has done for content auditing what no one has done before: curated, assembled and commented on every possible angle you need to know to make your content auditing process smooth and successful. Being great at content starts with a great audit and being great at auditing starts with this handbook." -- Ahava Leibtag, President, AHA Media Group

"No one has covered this topic definitively before... This is the book you will have in hand throughout the life of a project. An indispensable manual for the bedrock documents of content strategy." -- Marlowe Sarah Beckley, Mgr, Content Strategy, SapientNitro