

The Marketer's Role in Managing Website Content

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considered IT solutions

The marketer's role in managing website content

So, you're in marketing and your company is building a new website

- Who owns the project?
- What are the company objectives?
- Who is responsible for the content?
- **How are you going to bring it all together?**



Agenda

1. Introduction: About Sigmer Technologies
3. Your organisation
 1. Organisation: Vision, Objectives, Governance
 2. Content: Authoring, Ownership, Editorship
 3. Technical: CMS, Support, Hosting, Applications
5. Key factors to be considered in content management
 1. Methodology for selecting best CMS
 2. Managing workflow
 3. Ensuring brand consistency
 4. Compliance: Accessibility etc
 5. Search engine optimisation
6. Case study: The International Save the Children Alliance



About Sigmer Technologies

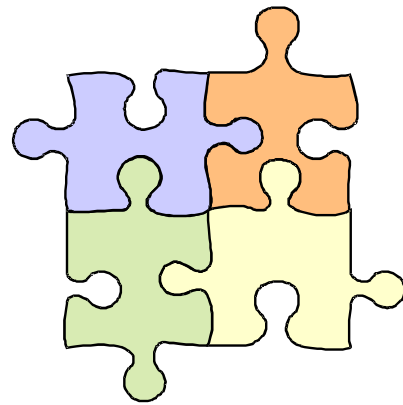
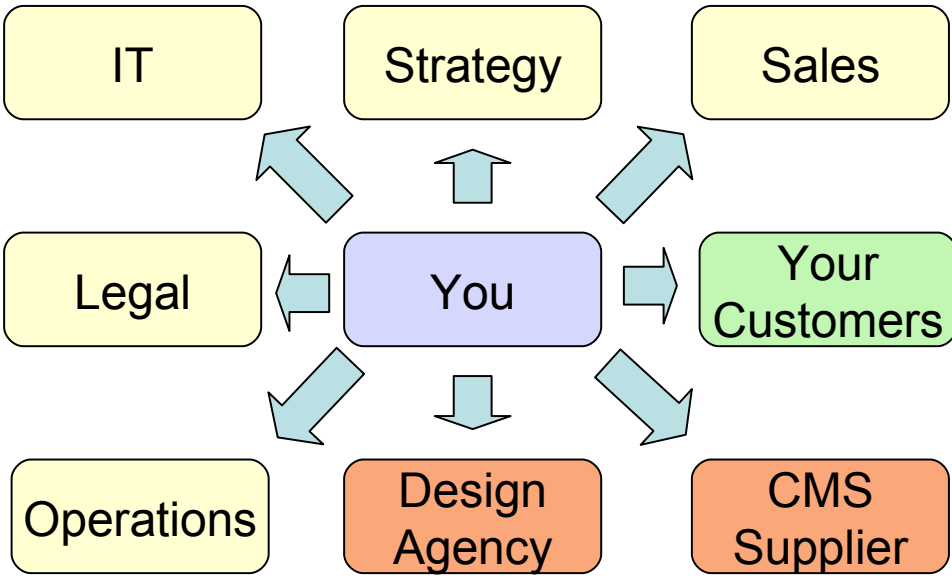
Who we are and what we do

- Founded in 1999 and based at the University of Sussex, Brighton
- Provide custom made software applications and IT solutions to the corporate, charity and NGO sectors
- Our clients include:
 - The International Save the Children Alliance
 - British Sky Broadcasting
 - The British Film Institute
 - United Nations organisations
- Experts in website content management systems and associated web services – design, usability, accessibility, development, consultancy





Your organisation



How do you bring it all together?



Your organisation and website content management

So, you might be thinking, I must ...

- Maintain brand control
- Feed into the corporate vision
- Align the site objectives with your marketing plan
- Produce profiles of site users and customers
- Ensure the site is compliant
- Help to set site objectives
- Feed the cat
- Brief the design agency
- Help decide on appropriate editorial control
- Create content authoring guidelines
- Find content authors
- Instruct IT in purchase of an appropriate CMS
- And... try and make friends in the process !!



Streams of work in website content management

There are three streams and you may not own any of them

- Corporate
 - Vision
 - Objectives
 - Governance
- Content
 - Editorial process, quality
 - Work flow
 - Authors
- Technical
 - Content Management System
 - Hosting
 - Applications



The marketing matrix: work modules

	Corporate	Content	Technical
Requirement	Vision Document Objectives, Budget Governance KPIs, SLA, QA	Inventory Authoring Model Content Ownership Workflow	Evaluate CMSs Applications Hosting User Profiles
Build	Change management Internal Marketing PR Strategy Budget	Instruct Authors Authoring Guide Editorial Control Migrate Content	CMS Usability Design & Layout Implementation
Launch	Budget PR Co-Ordination Marketing Camp.	Launch Content Final Editorial Acceptance Etc.	Final Testing Domain Changes Decommission Old Etc.
On-going	Review Budget Management Etc.	Editorial Quality Control Content Authoring Etc.	Measure & Report Support Application Dev. Etc.



The marketing matrix: marketing responsibility

	Corporate	Content	Technical
Requirement	Vision Document Objectives, Budget Governance KPIs, SLA, QA	Inventory Authoring Model Content Ownership Workflow	Evaluate CMSs Applications Hosting User Profiles
Build	Change management Internal Marketing PR Strategy Budget	Instruct Authors Authoring Guide Editorial Control Migrate Content	CMS Usability Design & Layout Implementation
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The marketing matrix: marketing gives input

	Corporate	Content	Technical
Requirement	Vision Document Objectives, Budget Governance KPIs, SLA, QA	Inventory Authoring Model Content Ownership	Evaluate CMSs Applications Hosting User Profiles
Build	Change management Internal Marketing PR Strategy Budget	Workflow Instruct Authors Authoring Guide Editorial Control Migrate Content	CMS Usability Design & Layout Implementation
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The marketing matrix: marketing requires output

	Corporate	Content	Technical
Requirement	Vision Document Objectives, Budget Governance KPIs, SLA, QA	Inventory Authoring Model Content Ownership	Evaluate CMSs Applications Hosting User Profiles
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Key factors to be considered

2. Methodology in selecting correct CMS
4. Workflow and decentralisation of authoring
6. Maintaining brand consistency
8. Compliance
10. Supporting Search Engine Optimisation



Methodology for selecting a content management system

- Typically the responsibility of IT
 - Budget constraints
 - Technical and platform constraints
- IT will interview and gather user requirements from all departments, build a feature matrix and weight required features to select a CMS
- Marketing should be concerned about:
 - Maintaining brand consistency
 - Controlling the look and feel of the site
 - Supporting Search Engine Optimisation
 - What extra resource they need?
 - Editorial control



Workflow and authoring models

- There are two main authoring models:
 - Centralised
 - De-centralised
- There are any number of work flow models
 - Author -> publisher
 - Author -> editor -> publisher
 - Author
 - And many more
- Ensure the proposed workflow model allows you to:
 - Maintain quality
 - Maintain compliance
 - Maintain control



Ensuring brand consistency



- CMSs allow separation of content from design
- Most CMSs are template driven
 - The devil is in the detail
 - Supports design best practice
- Can templates be updated across the site?
- CMS has strong user permissions model for different content types and areas
- Work closely with IT



Compliance

- Which web standards should the site work with?
- Are there any considerations under the Distance Selling Act, FSA regulations, other sector specific compliance, etc.
- Consider the Disability Discrimination Act – how accessible is your site to be? SEO
- Does your organisation or company have internal standards?
- How does all of this effect the workflow process, editorial control and CMS requirements?



Supporting search engine optimisation

- Good Search Engine Optimisation (SEO) can be achieved through:
 - Good and appropriate copy directed at well profiled users
 - Various technical considerations
 - SEO copy writing techniques
- Many CMSs break some or all of the golden rules of SEO and if this is an important factor in the success of your site, then you should fight your corner and maximise the importance of SEO in CMS selection



Case study



Save the Children



Sigmer created a new CMS for their global users

- Autonomy provided for individual users to work quickly and easily
- Management of branding retained firmly with the Alliance
- Complies with Accessibility Priority Level AAA
- Multiple languages supported

Results

- Increased communication flow and promotion of work on a global scale
- Over 16 countries using Scribe CMS including France, Spain, Germany, Australia and New Zealand



Case study



Save the Children

Nicky Drake, Webmaster of The International Save the Children Alliance Secretariat:

“The Scribe content management system has met our needs well, giving us the ownership and flexibility to manage a series of global websites. Web accessibility, browser cross-compatibility and clean, professional design have all been high priorities for us. Sigmer have proved themselves to be very committed to finding solutions to address all these issues in a very professional way. We are delighted that our international web portal, <http://www.savethechildren.net/>, now complies with W3C Priority Level 3 WAI Guidelines.”





Q&A





Contact details

Sigmer Technologies provides consultancy and services on website and intranet development and content management. Details of Sigmer's content management system Scribe can be found on our website.

Sigmer Technologies

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