UNDERSTANDING

UX CONTENT STRATEGY

presentation by Pat Higgins

Most content strategists evolve into their roles

There's no college degree in content strategy. Many content strategists start with journalism or communications degrees, which is an analogy I use when defining the UX content strategist.

Copywriters write stories; investigative reporters discover the facts

In the newsroom, the copywriter writes compelling headlines but the investigative reporter discovers the facts, interviews subject matter experts, connects the dots, and digs for truth to tell the full story.
While a content strategist should be a good writer, the role is not synonymous with the copywriter.

WHEN YOU PICTURE THE CONTENT STRATEGISTS ON YOUR TEAM AS INVESTIGATIVE REPORTERS AND NOT COPYWRITERS, YOU'LL UNDERSTAND THE VALUE OF THIS ROLE IN YOUR ORGANIZATION.

Where does UX content strategy sit on your team?

In large organizations, many teams influence customer communications and brand messaging. The UX content strategist sits closer to the technical team than the editorial team.

UX content strategists deliver…
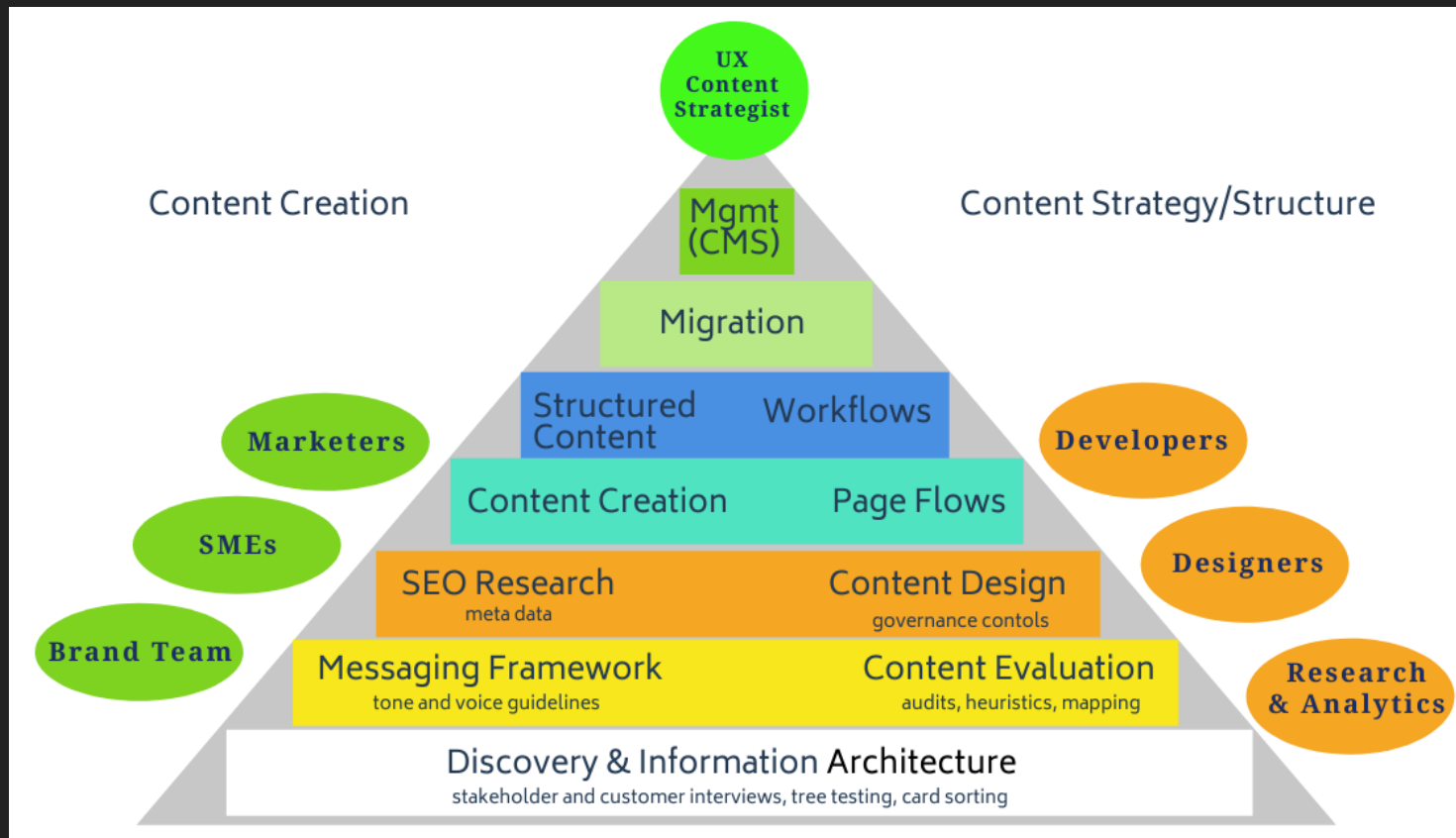
Working in continual, close collaboration with designers and developers, UX content strategists start their work during the discovery or research phase and continue through to the end of the project. Using both technical and creative skills, the UX content strategist works with teams on all sides of the UX project.

UX discovery exercises performed by UXCS

Messaging Brief

- Capture customer pain and problems
- Create messaging points by sales journey and channel
- Help stakeholders to think externally

Interviews

- Ask questions of stakeholders, front-line support teams and customers to uncover goals and painpoints
- Synthesize answers to guide content experience

Heuristic Evaluations

- Quantitatively compare your website against your competitors
- Involves multiple team member participation

Site Audit

- Evaluate the content on your current site to look for ROT (redundant, outdated, trivial)
- Capture current state in advance of content migrations
- Gap analysis

THERE'S A SYMBIOTIC RELATIONSHIP BETWEEN COPY AND DESIGN. COPY IS THE INFRASTRUCTURE UPON WHICH DIGITAL CONTENT AND USER EXPERIENCE IS BUILT. THE CONTENT EXPERIENCE IS THE OUTCOME.

The content experience is more than what's written

SCANNING & SKIMMING

Visitors don't read word-for-word

★ Keep headlines (H1) to one line of text
★ Use subheads to expand headline concepts
★ Chunk out copy into blocks
★ Use subheads to break up long content
★ Highlight critical information only
★ One or two sentences per paragraph
★ Turn long paragraphs into lists

The content experience is more than what's written

Scent Trails

When visitors move from page to page, they scan and skim for scent trails to make sure they landed on the intended page.
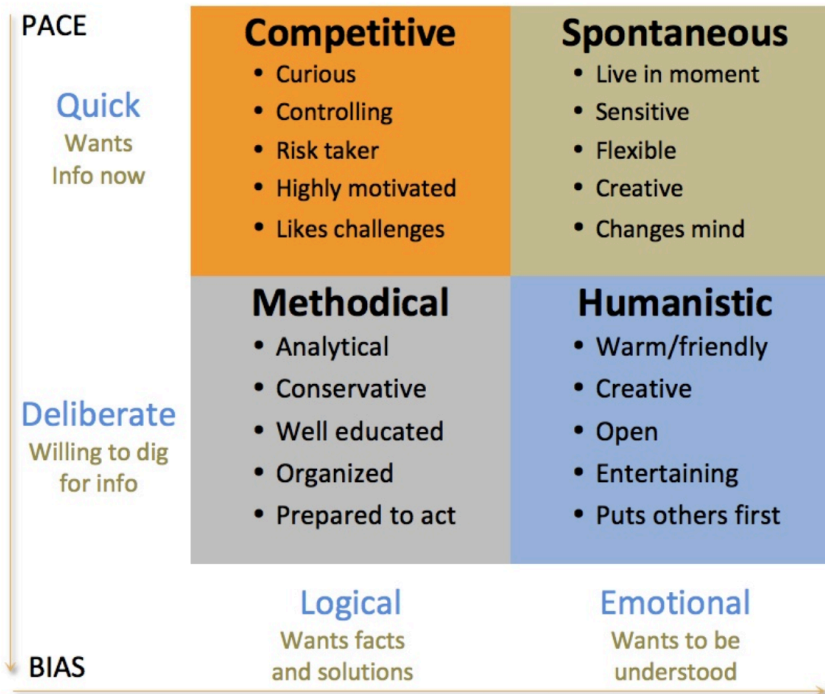
Know the language used by your customers

- Hyperlinks that include keywords lead visitors to relevant content which answers questions
- Provide scent on landing pages by READILY displaying the same keywords as the prompting ad or external promotion

The content experience is more than what's written

CONTENT STRATEGY IS THE FOUNDATION, BUT WORDS STILL MATTER….

we…
we…we…

Stop weeing
all over yourself!

If your content is about YOU
(your product, your company)

and not the USER
(his problems, his life)

you will fail…

A quick word about writing for the web….

FUD

Know and address all
Fear, Uncertainty & Doubts

LISTEN and ANSWER the customer's questions
Pretend the customer is sitting in front of you

if the customer asks…
Q: "How much will this cost me?"
and you answer… A: "Our product is faster than theirs." *Then you're not listening!*

LEARN MORE

▸ https://www.celerity.com/content-first-why-loreum-ipsum-isnt-enough

▸ https://www.uxbooth.com/articles/complete-beginners-guide-to-content-strategy/

▸ https://markboulton.co.uk/journal/structure-first-content-always/

▸ https://gerrymcgovern.com/skills-of-a-great-digital-designer/