

# CONTENT ENGINEERING

Content design and engineering requires a comprehensive understanding of how content is delivered and who is consuming the content. In a modern content ecosystem, the same content is often engineered for reuse via multiple channels. A well-engineered content design is critical to the ongoing sustainability of any organization and enables a competitive edge for reaching audiences with accurate, personalized, and localized multi-channel delivery of content.

If you're not maximizing the value your content can bring to your organization, accelerate your impact with Content Engineering consulting from Enterprise Knowledge (EK). EK solutions architects, developers, and content engineers can work within your existing CMS to rapidly build and test a prioritized content model or support a revamped content architecture. EK's Content Engineering consulting is ideal for those seeking to optimize their content and to build a case to gain leadership and executive support for investing in an organization-wide content engineering.

## CONTENT ENGINEERING APPROACH

### Use Case Definition

EK's solution architects and highly-skilled consultants will facilitate focus groups and stakeholder engagement interviews to understand desired business outcomes and prioritized content use cases. We will leverage use cases to identify target audiences and delivery channels to optimize business outcomes.

### Content Analysis

EK will identify key content attributes to understand the prioritized contents' shape, structure, application, and potential for reuse and personalization. In addition, EK will assess the existing technical content management ecosystem and integration architecture supporting content capture, management, and delivery.

### Content Model Design and Implementation

EK will leverage content analysis insights as part of designing a content model to support content reuse, multi-channel delivery, and personalization for the prioritized use cases. In this activity, we will also include modeling content types with associated schemas and metadata as well as relational mapping enabling advanced content functionality like content reuse and context to enhance search, findability, and discoverability.

### Content Engineering Outcomes

EK's Content Engineering Consultants will develop a bespoke content model that empowers your organization's content delivery goals. This model will:

- ❖ Granular content reuse to improve content update efficiency and content accuracy
- ❖ Personalized content to help improve user experience, conversion rates, and customer loyalty and engagement
- ❖ Support multi-channel content delivery to help provide content at the point of need
- ❖ Empower question-answering search capabilities that improve search experience and efficiency and is foundational for chatbots and AI

### Business Value



Reduced content maintenance costs through reusable content.



Increased customer confidence with up-to-date information and consistent messaging.



Improved information discoverability and findability through connected content.



Reduced organizational risk through consistent messaging.





# ENTERPRISE KNOWLEDGE