

CONTENT AUDIT WORKSHOP

Kick-start your content audit with a practical, skill building workshop

Whether you are planning a content management system implementation, a structured content initiative, a redesign or rebranding, or other content initiative, a content audit is the first step in understanding your current content landscape and preparing for your project. A well-designed and implemented content audit will help ensure that your content meets your business objectives and user goals and is in compliance with your style, discoverability, and management requirements.

Our interactive workshop can be customized to meet the specific needs of your organization, aligning stakeholders across the business to set the foundation and develop a roadmap to accelerate a content improvement initiative.

THE EK ADVANTAGE

-  Industry-leading expertise in content strategy, content analysis, taxonomy, content design and delivery, and enterprise content management technology
-  Our analyses are grounded in business strategy with a focus on content ROI
-  EK enhances its qualitative analysis with semantic analysis tools to increase outcomes and decrease cost
-  Templates and methodologies to prepare you to audit not only the content but also the systems within which it is managed and delivered
-  Workshop objectives and activities are customized to your business, technology stack, and content
-  We deliver both strategic and tactical guidance, including tested processes to ensure usable outcomes
-  EK experts guide workshop participants to apply key concepts and best practices in content auditing in order to maximize skill development

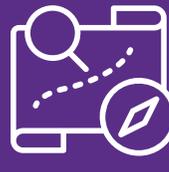
EK's content analysis experts will:



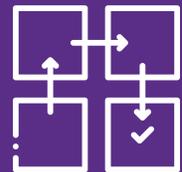
Empower participants to design and conduct an effective, actionable content audit project



Facilitate conversations with stakeholders to understand your organization's unique content challenges



Discover business needs which may influence content creation, publication, and management processes



Provide the framework for a repeatable process for ongoing content analysis

At the end of the workshop, EK consultants will produce a report documenting workshop findings, along with recommendations that can be used to address your highest priority content issues.



WHY AUDIT?

A content audit allows you to:

- Assess whether your content supports business and user goals
- Identify whether content consistently follows design, editorial, style, and metadata guidelines
- Gain detailed knowledge of your content's depth, breadth, substance, style, and structure
- Establish a basis for analyzing the gap between the content you have and the content you need
- Identify content for revision, removal, and migration
- Make informed decisions about resources and budget
- Support your long-term content strategy and planning
- Make the case for content as a business asset and quantify content ROI
- Uncover opportunities for content improvements in the short and long term
- Prepare your content for transformation
- Identify areas for improvement in documentation, processes, training, and tools
- Plan for ongoing content governance

WORKSHOP OUTCOMES

By the conclusion of the workshop you will have an actionable content audit plan including:

Prioritized business goals: Setting the context for the audit, this exercise will make the connection between business strategy and the content that supports it

List of priority audiences and their content requirements: Understanding your audience's pain points with your content and the tasks they need to complete allows you to evaluate where content is supporting or lacking

Defined project objectives: Participants will complete a project brief that captures the objectives of the audit to ensure that the audit plan will result in usable outcomes

List of content stakeholders, their roles, and responsibilities: Listing the key stakeholders across the organization and roles and responsibilities assists in developing workflows and ensuring accountability

Content use cases: A prioritized list of the user tasks and business requirements content needs to support surfaces gaps or opportunities for content creation or improvement

Content type analysis: Identification and evaluation of the mix of content types, their use, design, and effectiveness

Content evaluation criteria definitions and measurements: The heuristic evaluations by which content will be audited, with clear definitions and metrics to ensure consistent results

Scope and timeline for a full audit: Guidance as to how to set the scope for a full content audit and determine the time and resources required

Map of your content ecosystem: Identifying all channels to which content is published and their integrations

Hands-on experience: During the workshop, participants will audit a pilot selection of content to test and refine the criteria and process

Skill development: Through instruction and hands-on practice, participants will gain skills in analyzing content

Templates: Participants will receive reusable templates that can be used for capturing and presenting audit activities and outcomes

Content governance framework: An outline for developing a content governance plan to manage content and processes over time

Ready to get started? Contact us at info@enterprise-knowledge.com