CONTENT MIGRATION STRATEGY

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Where, in Detail, is All of Your Website Content?

Before you begin your website endeavors, it is critical you understand WHAT content you have and exactly WHERE it is. Legacy content can be a huge unknown and new content can pile up. Ownership is typically unclear. The majority of content is inconsistent, irrelevant, out-of-date.

To avoid repeating the same problems in a new site, it is very important to create a Content Migration Strategy. From small informational sites to enterprise-wide sites, we collaborate with your current agency vendors or internal teams, our content strategists dig deep into your current content assets and ecosystems. We are committed to your website's success.

A Content Migration Strategy Covers ...

- A complete inventory of existing sources of content, such as database applications, custom applications, content management systems (CMS), site pages, and binary files (e.g. PDFs, Word, Excel, PowerPoint, etc.) and digital assets (e.g. images, Video, Flash, etc.)

- All new site content sources, which will be populated by the site existing content

- Metadata (includes keywords and descriptions) for internal and external search engines to index files, also needs to be applied to each and every piece of content. This includes binary files and assets

- Transfer of content to off-site sources. For example, you may have videos, which can be uploaded to YouTube. Each video can then be encoded into specific site pages to provide streaming video

- A new content supply chain strategy to create new content and optimize migrated content into the new layout, as well as optimize images to the new dimensions and website style guides

- Navigation Editing Strategy so that categories can be edited when the content categories are identified

- Content review strategy for all edited content to be reviewed and approved by the company's content owner

- The effect of competitors and influencers on your current content

- Content Governance & Guidelines Strategy for all new and edited content to be implemented in an accurate and efficient manner

- Management and Content Owner training to accurately perform new roles and processes

Know the Exact Amount & Types of Content You Have

- 🟩 CMS Generated Content
- 🟪 Database Content
- 🟨 Binary Docs (PowerPoint)
- 🟦 Binary Docs (PDFs)
- 🟧 Digital Assests (Images)
- 🟥 Digital Assests (Videos)

A Content Migration Strategy Must Answer ...

- **What type and quantity of content do you have?**
- **How is the content structured?**
- **Where exactly is all of the content?**
- **What is the purpose of the content?**
- **What is content communicating to each end-user?**
- **Is the content relevant?**
- **Is the content accurate and useful?**
- **How often is the content updated?**
- **Is the content clear and concise?**
- **Is the content easy to find?**
- **What languages and regions are accessing your content?**
- **Who will maintain and update the content?**