Class 3: Content Strategy 💡

Voice & Tone

Voice: What makes your agency sound like you.
Tone: The stylistic variations your voice takes in different contexts.

Example brand words

- Academic
- Assured
- Concise
- Contributive
- Conversational
- Direct
- Educational
- Empowering
- Friendly
- Informative
- Sophisticated
- Thorough

Consistency

Be consistent to:

- Build trust
- Measure changes
- Be predictable
- Enable sustainability

Plan your content continuously:

- Brainstorm topics with your team — Evergreen & Seasonal
- Plan 1 month ahead
- Allow space for Timely content
- Don't forget social media

Rework and reuse existing content. How can you rework your evergreen content for different seasons?
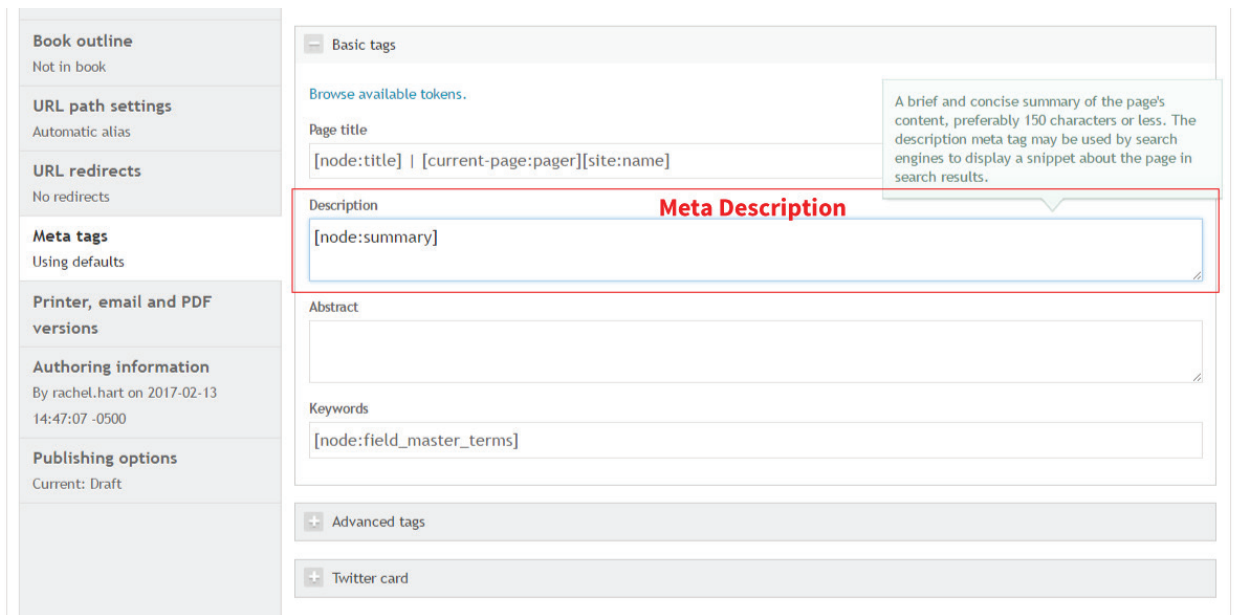
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Writing for SEO

Search engine optimization boosts your ranking in search engines to help your audience find you.

Use keywords and variations of keyword phrases (your audience's language) in:

- Titles and headers
- Metadata
- Top of page

Before Keywords	After Keywords
Welcome To Consumer Ed!	Consumer Ed is a service of the Consumer Protection Unit in Georgia.
Making a major purchase or using credit can be a confusing and overwhelming experience, especially if you're contemplating these decisions for the first time.	Ask Ed a question about consumer laws in Georgia, and we'll post our answer on the site.
The Georgia Department of Law's Consumer Protection Unit has designed this website as a comprehensive resource to help you make wise decisions – whether you're buying a car, getting your first house or apartment, applying for credit, or trying to manage your money.	We've helped many people by answering questions relating to: • Lemon laws in Georgia • Identity theft in Georgia • Home financing in Georgia • Bankruptcy in Georgia
Follow ConsumerEd to learn more about these important topics.	Whether you're applying for home loans, buying a car or you have a question about consumer rights in Georgia, we'd love to hear from you!

Book outline
Not in book

URL path settings
Automatic alias

URL redirects
No redirects

Meta tags
Using defaults

Printer, email and PDF versions

Authoring information
By rachel.hart on 2017-02-13 14:47:07 -0500

Publishing options
Current: Draft

Basic tags

Browse available tokens.

Page title

[node:title] | [current-page:pager][site:name]

A brief and concise summary of the page's content, preferably 150 characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results.

Description   **Meta Description**

[node:summary]

Abstract

Keywords

[node:field_master_terms]
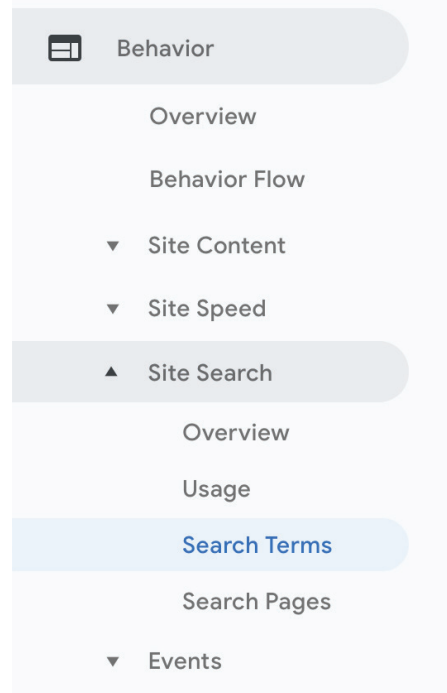
Advanced tags

Twitter card

Keyword Research Tools

- Google Analytics
- Moz Keyword Explorer
- KW Finder
- Keyword Tool

Google Analytics

External search terms (Search Console):
Acquisition > Search Console > Queries
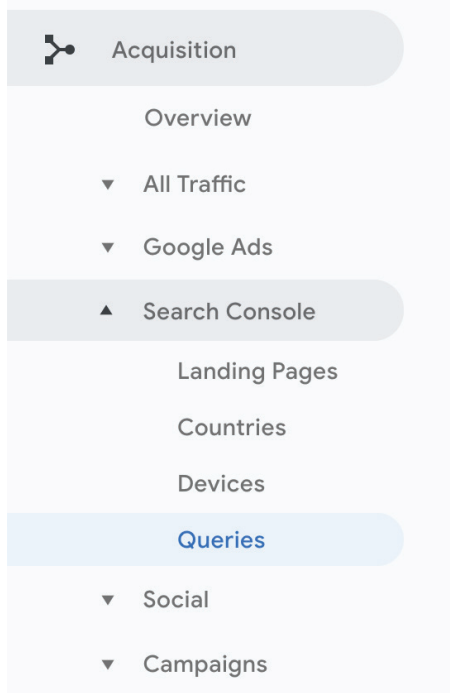
Internal search terms:
Behavior > Site Search > Search Terms

Acquisition	Behavior
Overview	Overview
▼ All Traffic	Behavior Flow
▼ Google Ads	▼ Site Content
▲ Search Console	▼ Site Speed
Landing Pages	▲ Site Search
Countries	Overview
Devices	Usage
Queries	Search Terms
▼ Social	Search Pages
▼ Campaigns	▼ Events

Investigate unexpected search trends. Filter, look for patterns or
spikes over time, see what page where they're on when they search.

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Structure Content

Structure helps your site's SEO, responsiveness, and usability. It will also get your site ready for Drupal 8!

Current content types:

- Blog Entry
  (list at /blogs)
- Book Page
- Document
  (list at /documents)
- Event
  (list at /events)
- Landing Page
- Location
  (lists at /locations and /find-location)
- Press Release
  (list at /press-releases)
- Webform
- Video
  (list at /videos)

- Alert
- Content Header
- Index List
- Photo Gallery
  (list at /photo-galleries)
- Profile

Using the right content types helps organize and categorize your content so you don't have to. Structured content doesn't just help users; **structured content helps** *you*.

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Example: Events

Title (required)
State Certified Content Specialist – Winter 2019

Summary (Hide summary)

The Content Specialist Certification is offered to content managers and agencies throughout the state for a more robust understanding of who their users are, usability and accessibility best practices, and to help agencies create a better digital experience for citizens.

Description

About the Course

Digital Services Georgia offers a series of 6, half-day workshops on content and understanding your audience. These courses are designed as a hands-on approach for state agencies to improve their content strategy, writing, and best practices for accessibility.

The cost of this course is covered under hosting and support.

To receive your Content Specialist certification, you must complete six 3-hour classes and applicable course work for each.

Register for this Course

Course Dates

The certified course includes the successful completion of each of the following classes:

Disable rich-text
Text format   More information about text formats
Full HTML

Event Date

☐ All Day ☑ Show End Date
Date   **Time**
02/05/2019   09:00am
to:
Date   **Time**
03/12/2019   12:00pm

File Attachments

Add a new file
Upload | File browser
Choose File   No file chosen   Upload

Thumbnail Image
Upload | File browser
Choose File   No file chosen   Upload

Location

Country
United States

Address 1
47 Trinity Avenue SW

Address 2

City
Atlanta

State   **ZIP code**
Georgia   30334

Menu settings   ☐ Provide a menu link
Not in menu

Machine Name
Book outline
Not in book

URL redirects
No redirects

URL path settings
Automatic alias

Printer, email and PDF versions

Home » Events » State Certified Content Specialist - Winter 2019

State Certified Content Specialist - Winter 2019

Add to Calendar

Tue, 02/05/2019 - 9:00am to Tue, 03/12/2019 - 12:00pm

Location:
47 Trinity Avenue SW
Atlanta, GA 30334

About the Course

Digital Services Georgia offers a series of 6, half-day workshops on content and understanding your audience. These courses are designed as a hands-on approach for state agencies to improve their content strategy, writing, and best practices for accessibility.

The cost of this course is covered under hosting and support.

To receive your Content Specialist certification, you must complete six 3-hour classes and applicable course work for each.

Register for this Course

Course Dates

The certified course includes the successful completion of each of the following classes:

- Personas - Tuesday, February 5th
- Citizen Journey Mapping - Tuesday, February12th
- Content Strategy - Tuesday, February 19th
- Accessible Content - Tuesday, February 26th
- Writing for the Web - Tuesday, March 5th
- Content Makeover - Tuesday, March 12th

See State Certified Content Specialist for the complete class overview.

47 Trinity Ave SW
47 Trinity Ave SW, Atlanta, GA 30334   Directions Save
View larger map

Home » Events

Events

Upcoming Events

State Certified Content Specialist - Winter 2019
Tuesday, February 5, 2019 - 9:00am to Tuesday, March 12, 2019 - 12:00pm
Atlanta, GA

The Content Specialist Certification is offered to content managers and agencies throughout their users are, usability and accessibility best practices, and to help agencies create a
Read Event Details...

Editor's Training - March 2019
Tuesday, March 5, 2019 - 1:00pm to 4:00pm
Atlanta, GA

This is the basic training class for content managers using the GeorgiaGov Platform.
Read Event Details...

Office 365   Outlook

💾 Save   🗑 Delete   Reply all | ∨   📎 Attach   Ⓢ Add Skype mee

Details

State Certified Content Specialist - Winter 2019

47 Trinity Avenue SW, 30334, Atlanta, GA, United States ✕

Add a location or a room

Start
Tue 2/5/2019   9:00 AM

End
Tue 3/12/2019   12:00 PM

🌐 Time zone ∨

Repeat   Save to calendar

Upcoming Training

FEB 5 **State Certified Content Specialist - Winter 2019**
February 5, 2019 to March 12, 2019
Atlanta, GA

The Content Specialist Certification is offered to content managers and agencies throughout the state for a more robust understanding of who their users are, usability and accessibility best practices, and to help agencies create a better digital experience for citizens.

Read Event Details...

MAR 5 **Editor's Training - March 2019**
March 5, 2019
Atlanta, GA

This is the basic training class for content managers using the GeorgiaGov Platform.

Read Event Details...

MAR 7 **Advanced Editor's Training - March 2019**
March 7, 2019
Atlanta, GA

This is the advanced training class for content managers using the GeorgiaGov Platform. This training is for users who have already attended Drupal Editor's Training.

Read Event Details...

See All Upcoming Events

Columns

Content

No Columns added yet. Select a Column type and press a button below to add one.

| Add Related Links | Add Image | Add Text Area | Add Video | Add Infographic | Add Related File |

| Add one–column | Add two–column | Add three–column | Add four–column |

Examples

Put an *image with important text* in an **Infographic Column** instead of directly in the WYSIWYG.
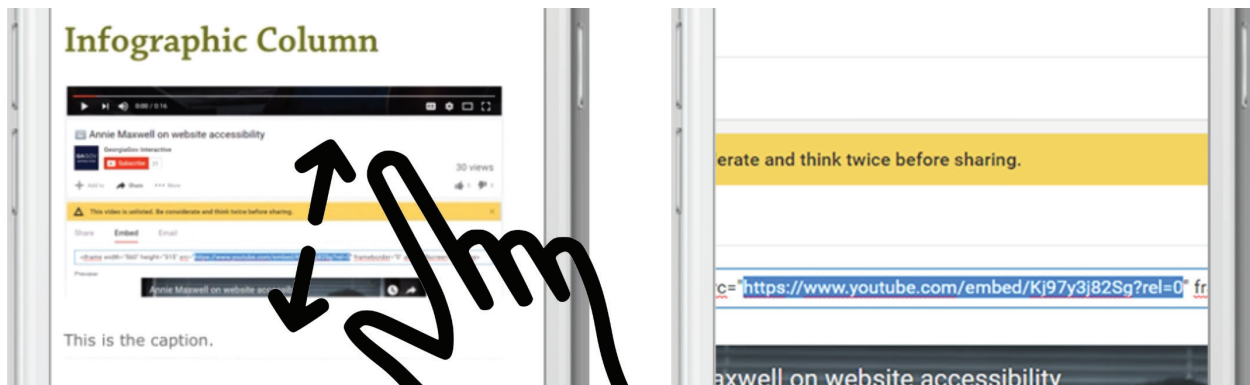
Put lists of *information with searchable data* (like the users' county, etc.) in a **DataTable Index List** instead of in a regular table or into side-by-side columns.

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Calls to Action

Even though we're not trying to make money like a private business, we still want our users to do something and take some kind of action.

Template

Headline: Build the *emotional appeal* with *benefits*, not features

> Bolster your immune system, protect your heart and eyes, and enjoy clearer skin while enjoying the taste of delicious citrus!

Magic 5: Health, wealth, relationships, success, peace of mind
Be *honest*, tell *real* stories, and *don't* be the hero.

Offer: Build the *logical appeal* with details. Be *clear*, not clever.

> Click to buy Everyday Citrus Recipes — more than 100 recipes for using oranges, grapefruits, tangerines, and clementines at every meal.

Button/Link: Write action-oriented text by completing the sentence: "I want to…"

> Get healthy and delicious citrus recipes.

Use CTAs on your website, social media, newsletters, etc.
New Call to Action block coming in Drupal 8!

Homework

Complete:

- Unfinished exercises

Bring:

- Laptop
- Login credentials
- Microsoft Word

Next class:

Web Accessibility

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