# Class 03: Content strategy

Likening websites to the Copenhagen Interpretation of quantum theory…
The user brings the website into existence, they initiate the dialogue.
What is content strategy?
What is effective content?
A good content strategy and effective content creates *influence.*
Rhetoric is the art of influence and there are three elements…

> Credibility
> Logic
> Emotion

Consider the context in which content is experienced.
User-centred content.
Chunking content for skim and scan.
New ways of thinking when engaging users.

## References
Elements of content strategy by Erin Kissane
Content Strategy for the Web (2nd Ed) by Christina Halvorson
Letting go of the words (2nd Ed.) by Janice Reddish
Clout by Colleen Jones

### *Content strategy*
The discipline of Content Strategy – Kristina Halvorson for A List Apart
Tinker, Tailor, Content Strategist – Rachel Lovinger for A List Apart
How to Develop a Content Strategy in 7 Steps – Hubspot

Further reading:
Excellent articles at A List Apart: Content Strategy

## Homework
Read: The elements of content strategy – free at A Book Apart
     OR the articles listed above.

Think about how you might apply the principles of content strategy (particularly the principle of **rhetoric**) to your small business website revision (when it's time to do so), and to your major project. There is a great deal of crossover between Content Strategy and UX, so consider assets such as user personas when defining your content strategy.

Start/continue the research for your seminar presentation.

Complete the JavaScript challenge if you didn't manage to do so during the session. Be sure to work through the JavaScript tutorials on Moodle; it's important that you develop a core understanding of behaviour and DOM scripting.

Course materials: Content Management

There are many elements to a good content strategy. They may not all be appropriate in all contexts, but the infographic above should be used as a checklist.



Just like most aspects of web design, content strategy is a process. Successful strategies do not just happen, they are researched and carefully considered. The infographic above describes an approach you could take.

Above all, you must create content that is **credible** and has **influence**. This is not easy to achieve, but following a good Content Strategy will help.

Course materials: [Content Management](#)