

A scenic landscape featuring rolling green hills under a bright blue sky filled with fluffy white clouds. A paved road with a yellow center line and white edge lines winds through the valley between the hills. In the distance, a line of dark evergreen trees and a small mountain peak are visible.

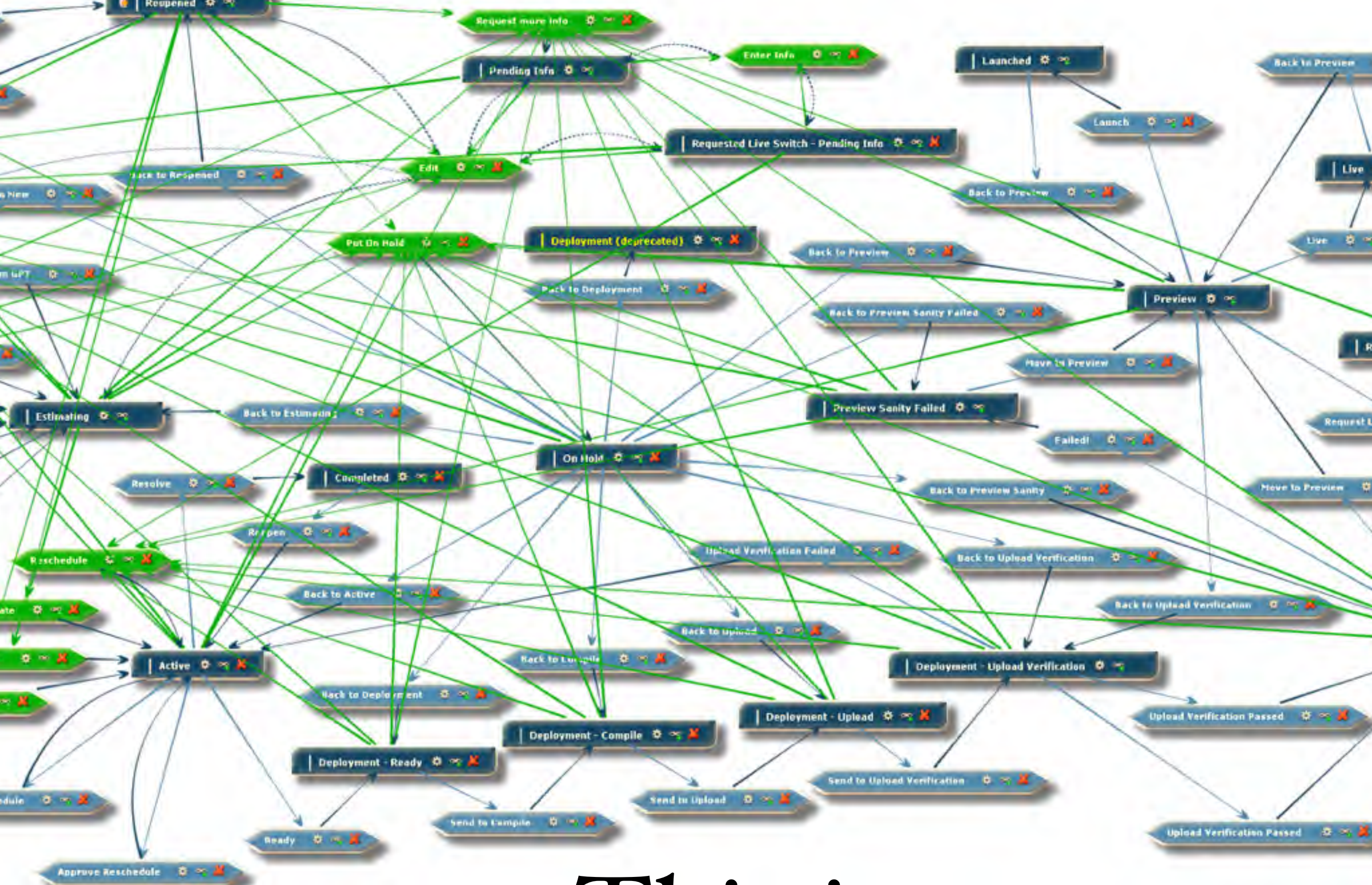
A Content Strategy Roadmap

UX London 2012 • Kristina Halvorson

Content



This is copywriting.



This is content.

Content Strategy

Content strategy plans for the creation, delivery and governance of useful, usable content.

Not just ...

- What

But ...

- What
- Why
- How
- When
- For whom
- With what
- Where
- When
- How often
- What next



■ CONTENT COMPONENTS

■ PEOPLE COMPONENTS

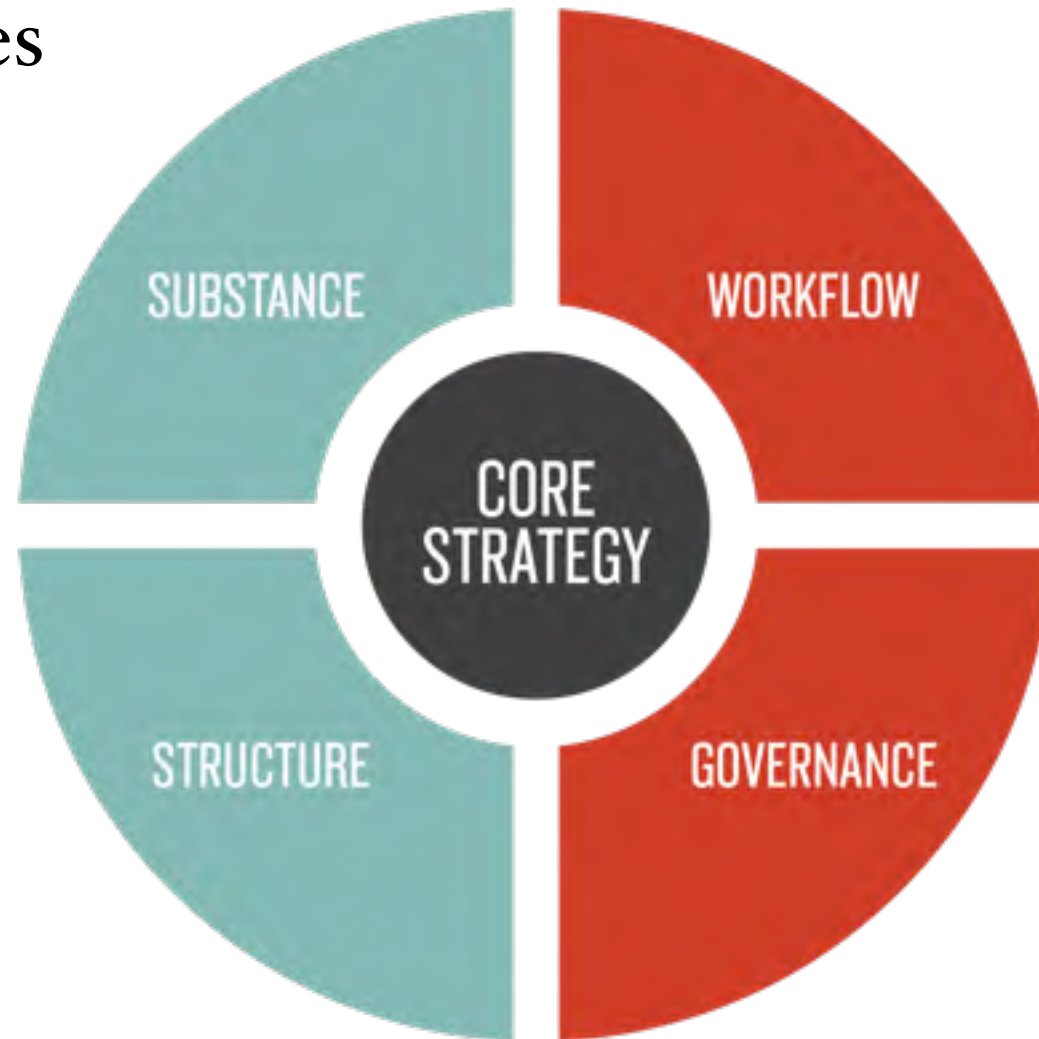
Core Strategy (or, Purpose)

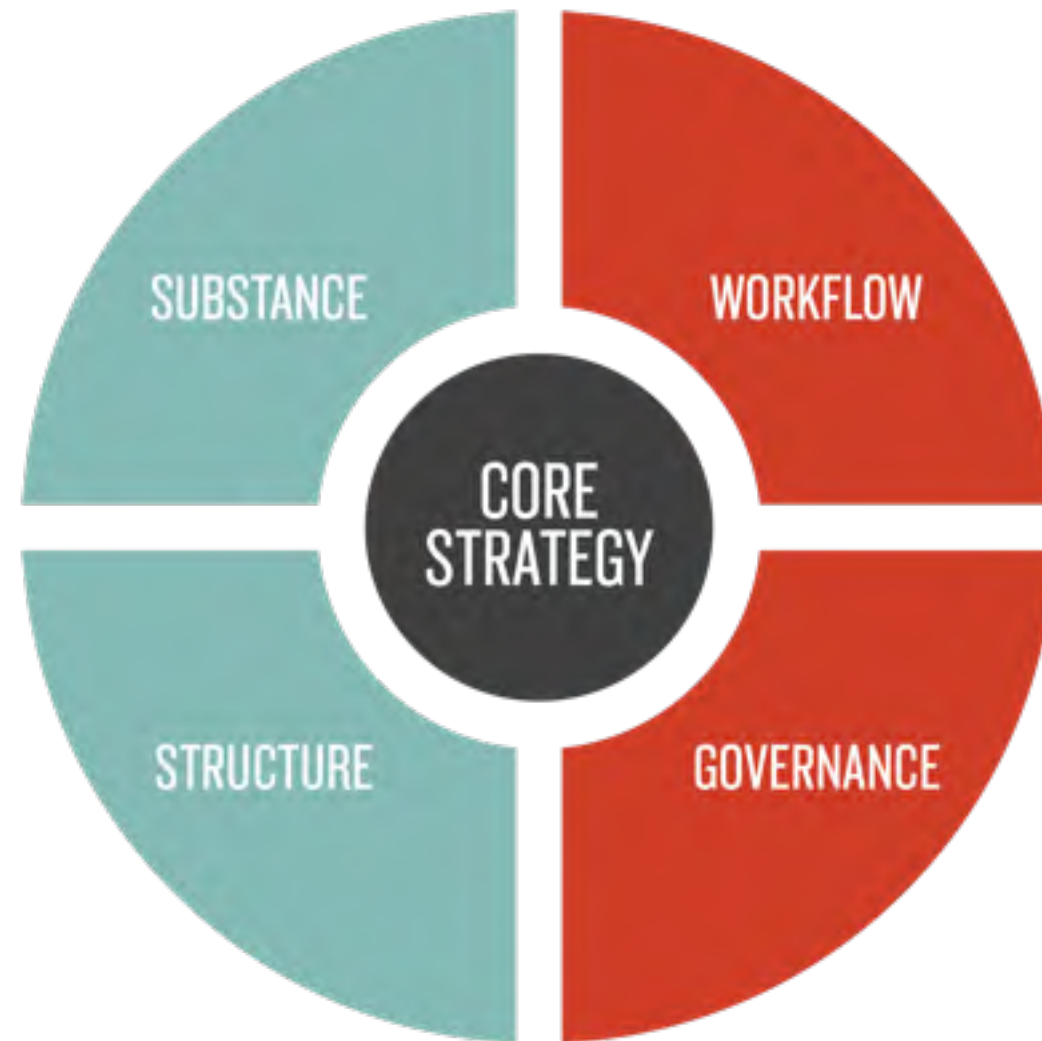


What will your content do for
your business and your users?

Substance

What content do you
and your audiences
need, and why?



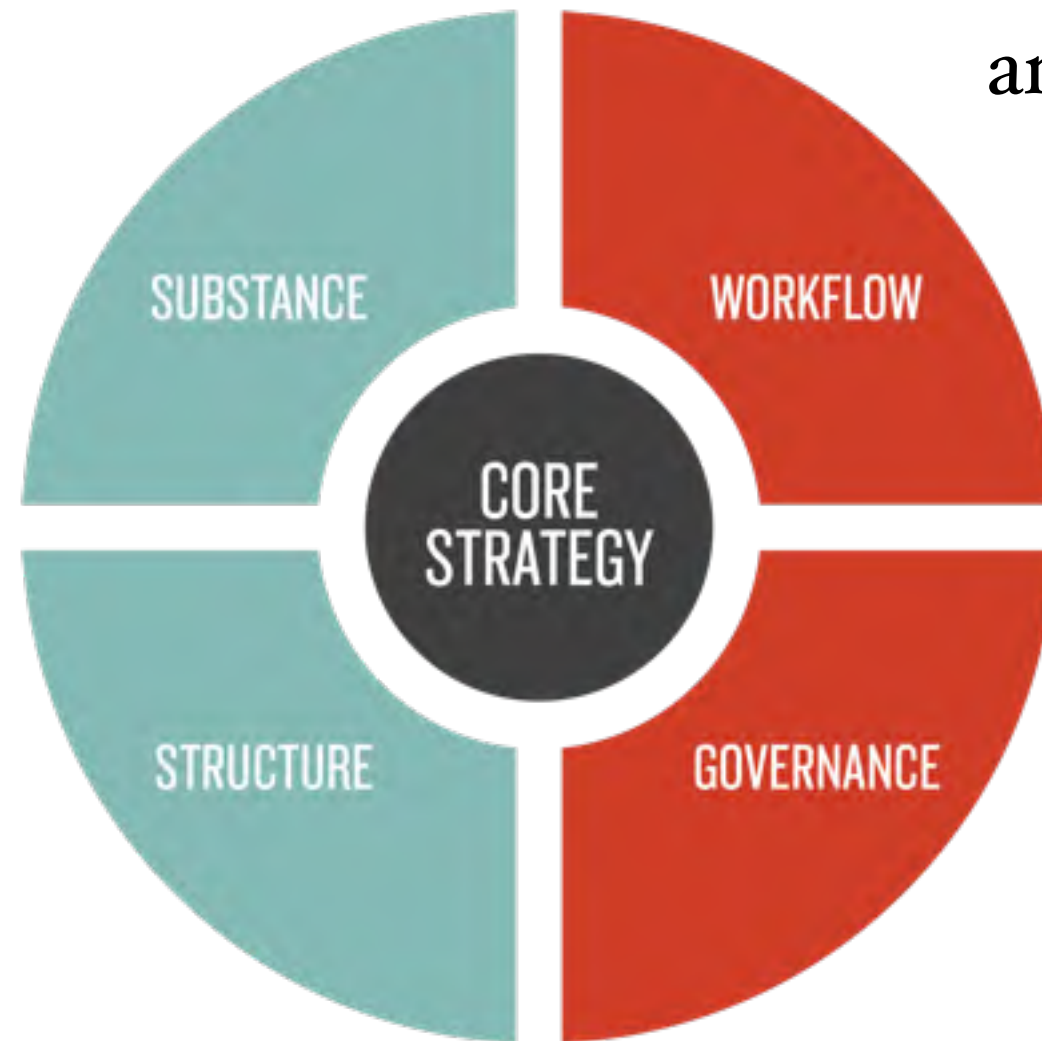


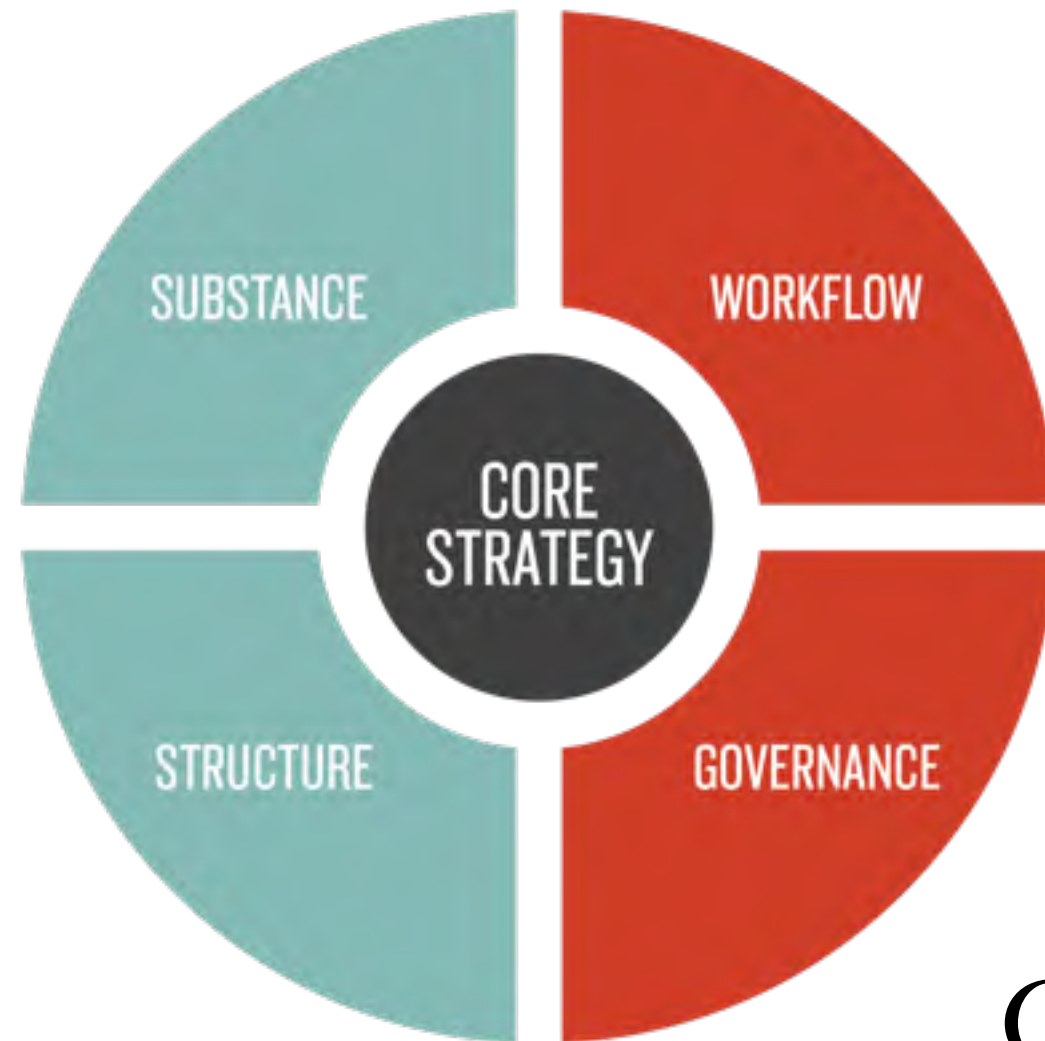
Structure

How is content organized, prioritized, and accessed?

Workflow

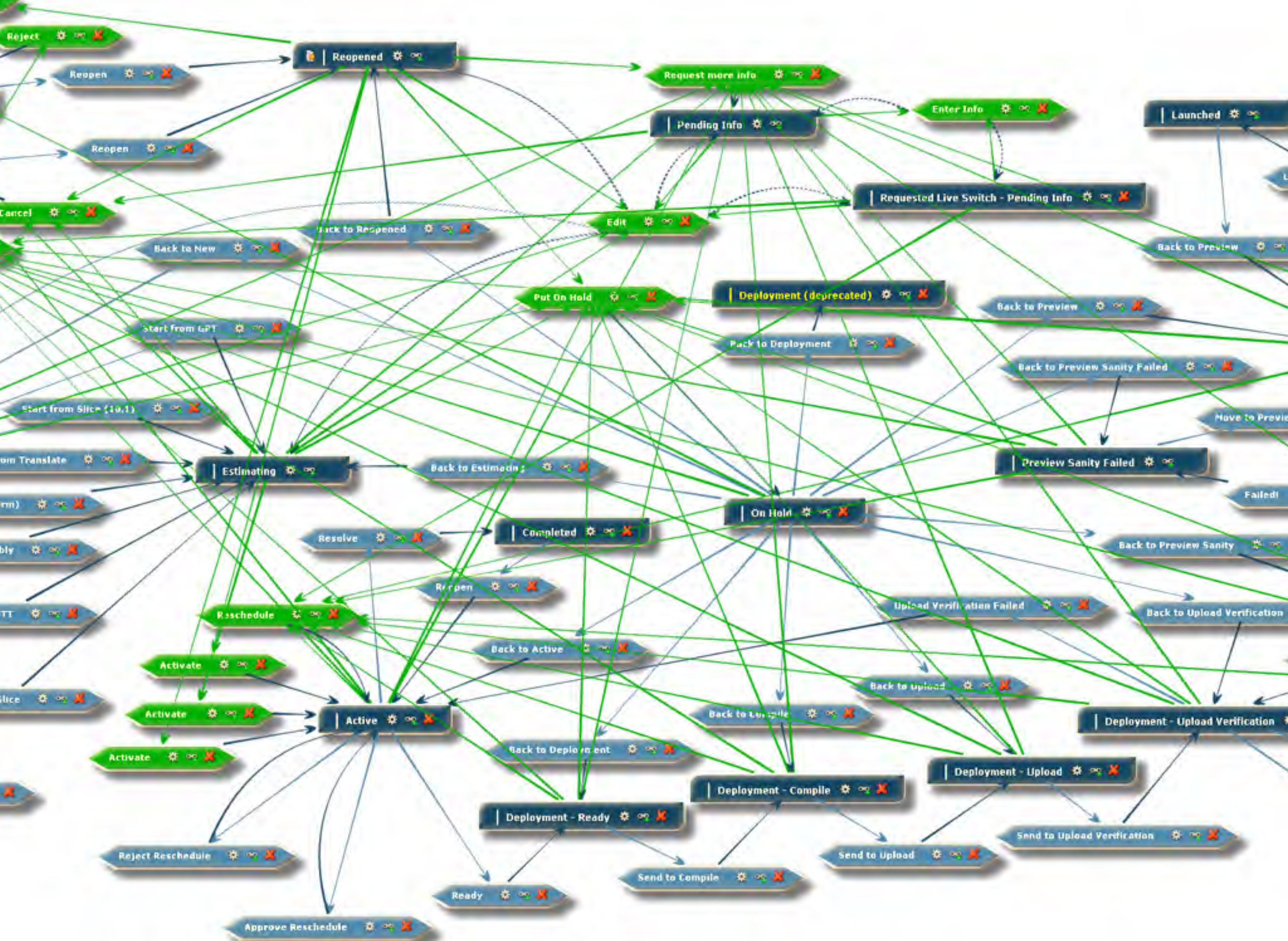
How is content created and maintained?





Governance

How are decisions about content and content strategy made?






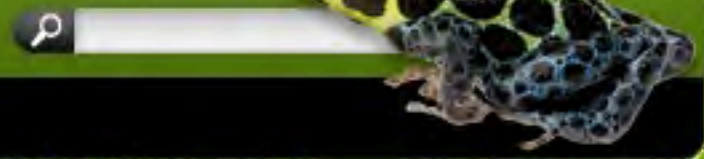
The Story of Jasper
and the Tree Frogs
(and His Website)





JUNGLEBOX

-  Login
-  Basket
-  Checkout

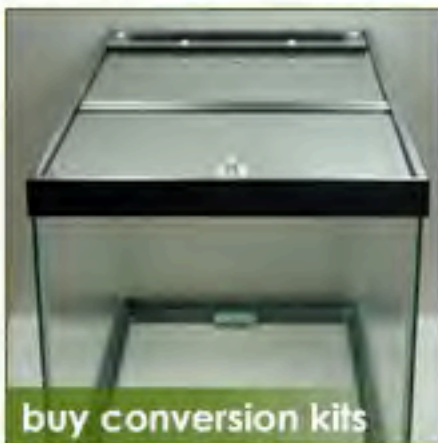


- [home](#)
- [products](#)
- [gallery](#)
- [blog](#)
- [about](#)
- [contact](#)

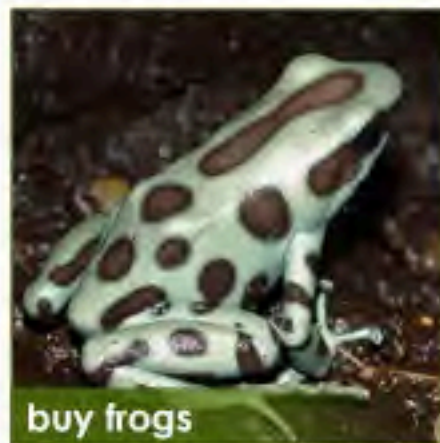


Welcome to Jungle Box

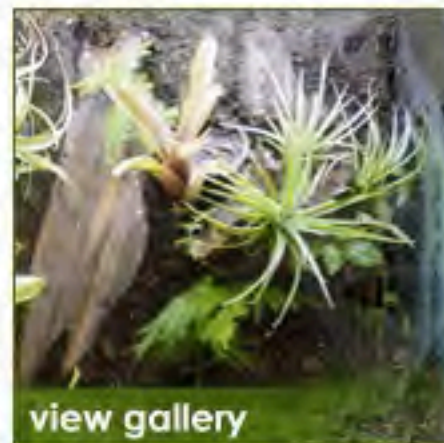
Conceived in 2004, we have been dedicated to supplying hobbyists with the best possible animals, products, and information. Our goal is to provide you with the tools you need to create the ideal environment for your dart frogs, allowing them to live long, healthy lives.



[buy conversion kits](#)



[buy frogs](#)



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featured products



blogposts

San Diego Reptile Super Show June 18-19, 2011

Get ready for the biggest reptile & amphibian event in...

A beginner's guide to culturing Springtails

Culturing springtails of the Collembolla class can be very easy...

Setting up a vertical 20 gallon dart frog vivarium

This post will deal with the ins and outs of...

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USER
EXPERIENCE



DAVE
VISUAL
DESIGNER



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DEVELOPER

Discover

Define

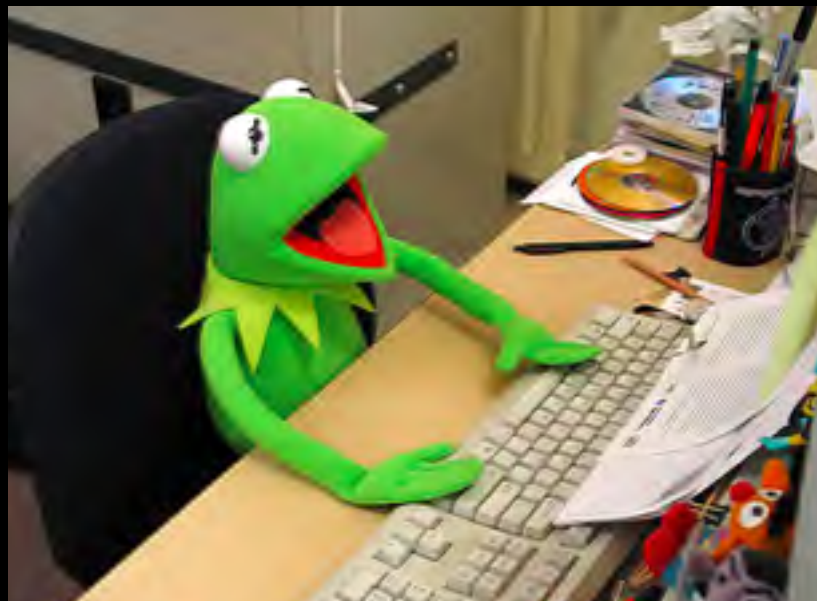
Design

Develop




Deploy

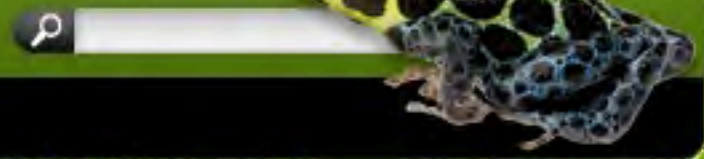
The Kickoff





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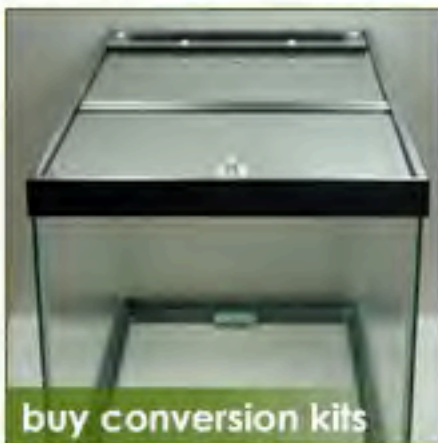


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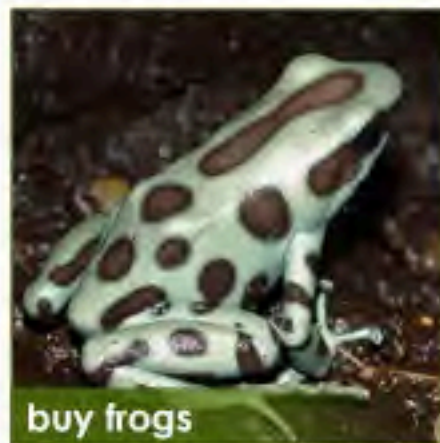


Welcome to Jungle Box

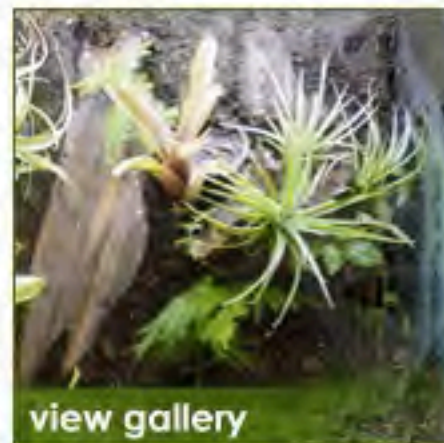
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Setting up a vertical 20 gallon dart frog vivarium

This post will deal with the ins and outs of...

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How will your content
serve your business and
your users?

Discover

Define

Design

Develop

Deploy

Discover

- Business objectives
- Project objectives
- User research
- Stakeholder interviews
- Usability testing
- Design research
- Current technology
- Functional requirements
- Cross-platform initiatives
- Industry trends
- Competitors
- Content audit



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[conversion kits](#)

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[feeder insects](#)

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Product List

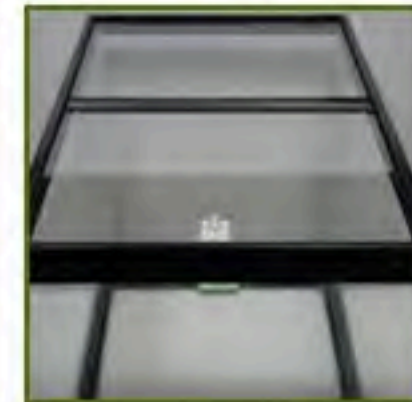
Tropicals



Supplies



Conversion Kits



Feeders & Supplements



Frogs



Page ID	Title	URL	Meta Title	Meta Description	Meta Keywords	Notes
32	1.3.14	Neoregelia 'Fireball'	http://www.junglebox.net/product/126.html?Category_Code=TROP	Neoregelia 'Fireball' - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
33	1.3.15	Pelionia repens	http://www.junglebox.net/product/116.html?Category_Code=TROP	Jungle Box: Not Found	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
34	1.4	Supplies	http://www.junglebox.net/category/SUP.html	Supplies - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
35	1.4.1	Vivarium soil mix	http://www.junglebox.net/product/215.html?Category_Code=SUP	Vivarium soil mix - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
36	1.4.2	Hydroton	http://www.junglebox.net/product/200.html?Category_Code=SUP	Hydroton - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
37	1.4.3	Oak Leaf Litter	http://www.junglebox.net/product/201.html?Category_Code=SUP	Oak Leaf Litter - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
38	1.4.4	Magnolia Leaves	http://www.junglebox.net/product/211.html?Category_Code=SUP	Magnolia Leaves - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
39	1.4.5	Manzanita Branches	http://www.junglebox.net/product/210.html?Category_Code=SUP	Manzanita Branches - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
40	1.4.6	Coconut breeding hut	http://www.junglebox.net/product/213.html?Category_Code=SUP	Coconut breeding hut - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
41	1.4.7	Coconut husk chips	http://www.junglebox.net/product/212.html?Category_Code=SUP	Coconut husk chips - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
42	1.4.8	10 Gallon Terrestrial Vivarium Starter Kit	http://www.junglebox.net/product/208.html?Category_Code=SUP	10 Gallon Terrestrial Vivarium Starter Kit - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
43	1.5	Feeders & Supplements	http://www.junglebox.net/category/BUG.html	Feeders & Supplements - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
44	1.5.1	Repashy Calcium Plus	http://www.junglebox.net/product/402.html?Category_Code=BUG	Repashy Calcium Plus - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
45	1.5.2	Repashy Superpig	http://www.junglebox.net/product/401.html?Category_Code=BUG	Repashy Superpig - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
46	1.5.3	Springtails	http://www.junglebox.net/product/400.html?Category_Code=BUG	Jungle Box: Not Found	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
47	1.6	Gift Certificate	http://www.junglebox.net/product/gift_certificate.html	Gift Certificate - Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
48	2.0	Gallery	http://www.junglebox.net/blog/gallery/	Gallery - Jungle Box:	None	None
49	3.0	Blog	http://www.junglebox.net/blog/	Jungle Box Blog:	None	None

News/Blog post 3.4 links to this page, but it displays "Product '116' is not available at this time."

Left Navigation calls this "Vivarium Supplies"

Left navigation calls this "feeder insects"

"Superpig" stands for "super pigment" I believe. Heh.

News/Blog post 3.4 links to this page, but it displays a "Product '400' is not available at this time."

The link to this page is on all landing pages, including the home page.
 *Gallery of images of "Our Vivaria" and "Our Frogs" and "Customer Submissions." There are no instructions for how customer's can submit images. *Also, some images have captions (visible when you click on image) but some don't so there isn't information on what the image is showing.
 *The left navigation is for News & Announcements, so it doesn't fit here.

*This page has same left nav as Gallery.
 *Left nav indicates these are "News & Announcements" rather than blog entries.
 *The left nav on Products, About and Contact page has link for "Articles" which also links to this page.

TEAMWEB

Junglebox.com Content Audit

1	Page ID	Title	URL
2			
3	0.0	Home Page	http://www.junglebox.net/
4	1.0	Products	http://www.junglebox.net/PLST.html
5	1.1	Conversion Kits	http://www.junglebox.net/category/VIV.html
6	1.1.1	10 Gallon vertical conversion kit	http://www.junglebox.net/product/300.html?Category_Code=VIV
7	1.1.2	20 gallon high vertical conversion kit	http://www.junglebox.net/product/306.html?Category_Code=VIV

Notes

*Left nav link to this page says "News & Announcements"

*All 3 entries for blog/news are listed on this page.

*Archives list only dates of blog postings, and not the titles of the postings, which are more important.

*This page is displaying the same story as 3.1, which is a 2011 event showing up in this July 2010 posting.

*Clicking the linked title brings you to "expanded" posting, which is 3.2.1.

The only additional content on this posting, from the 3.2 "overview" page, is this page contains the fields for leaving a comment.

This page contains intro copy to posting, and a link to the complete posting, though it isn't clear why the entire posting couldn't be put here.

Does not explain what springtails are.

Weird image here with caption "Several adults consuming a soggy piece of fish food." Content above it, "Diet," is mildly amusing. P.S. A Springtail is a type of insect.

Meta Title	Meta Description	Meta Keywords
Jungle Box Online - Frogs, Vivarium Supplies, Feeders and Tropical Plants:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
Product List – Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
Conversion Kits – Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
10 Gallon vertical conversion kit – Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments
20 gallon high vertical conversion kit – Jungle Box:	Welcome to Jungle Box Online, we sell Frogs, Vivarium Supplies, Tropical Plants and Feeders.	frogs, dart frogs, vivaria, vivarium supplies, dartfrogs, tropical plants, frog environments

TEAMWEB



ANGIE
PROJECT
MANAGER



BEN
USER
EXPERIENCE



DAVE
VISUAL
DESIGNER



CARI
DEVELOPER



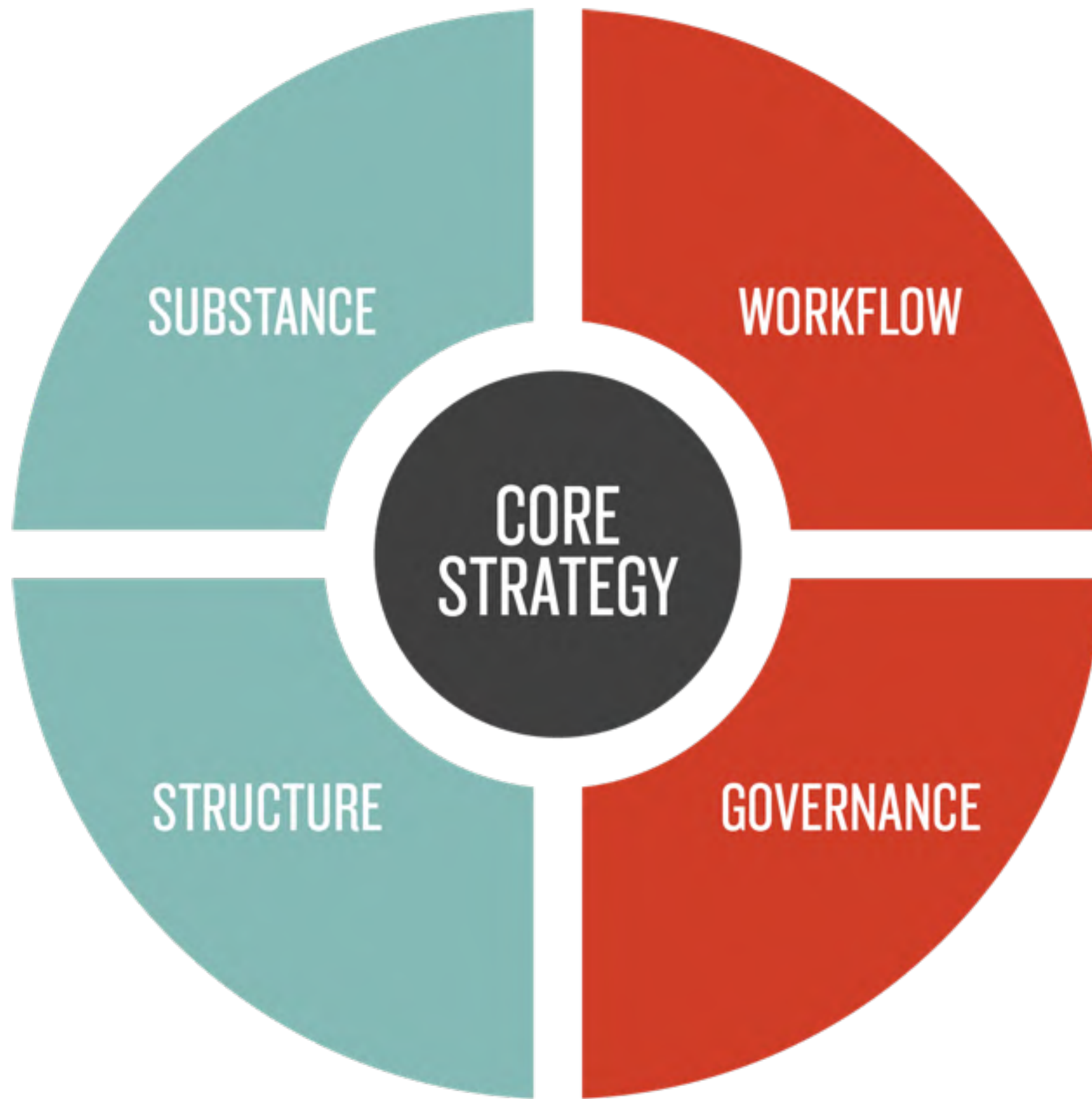
JULIE
CONTENT
WRANGLER

Discover

CONTENT

- Content ROT
- Current style guide
- Content readability
- Search analytics
- Legal requirements
- Channel requirements
- Stakeholder agendas
- Content owners
- Workflow and timelines
- Metadata integrity
- Translation requirements
- Accessibility requirements





■ CONTENT COMPONENTS

■ PEOPLE COMPONENTS

- **Substance:** Who are you trying to reach? Why? What do they want to know? Is your current content accurate, relevant, up-to-date?
- **Structure:** Where is your content? How is it organized? What does your metadata look like? How do people find your content? Are you delivering content on multiple channels and platforms?
- **Workflow:** How does content happen (from creation to deletion)? Who is involved?
- **Governance:** What are your policies, guidelines, and standards? Who owns that?

“Tell me more about that.”

Discover

Define

Design

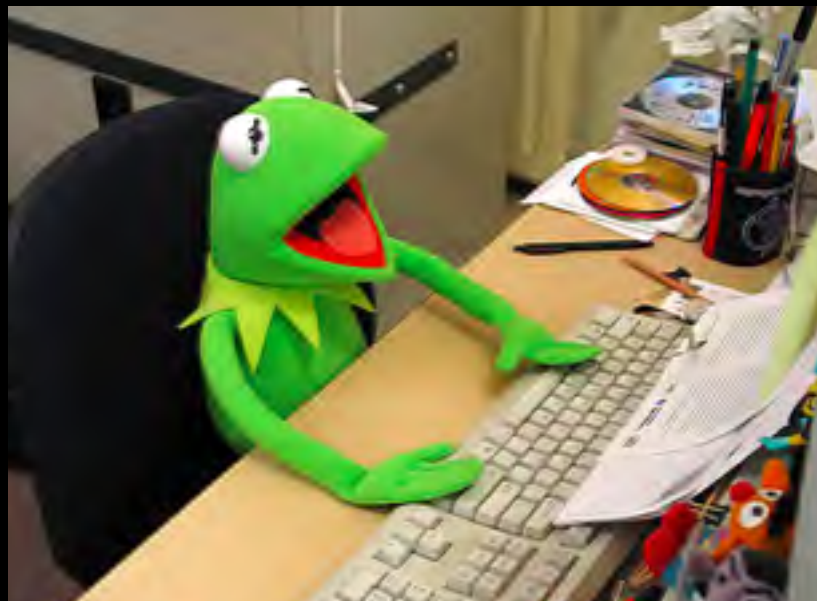
Develop

Deploy

Define

- Project plan
- Website objectives
- Success metrics
- Dependencies
- Branding elements
- Design mock-ups
- High level architecture
- Content requirements
- Features definition
- Development plan
- User testing/QA
- Launch plan







Back it up.

- What
- Why
- How
- When
- For whom
- With what
- Where
- When
- How often
- What next

Define CONTENT

- **Core messaging**
- Style guide
- Topics and transactions
- Governance guidelines
- Workflow design
- Role descriptions
- Editorial calendar
- Content migration plans



Messaging

Messaging is an *internal tool* used to...

- Prioritize content types and choices
- Keep content consistent (over media and time)
- Guide design choices
- Align content owners



JULIE
CONTENT
WRANGLER



BEN
USER
EXPERIENCE

CORE MESSAGE

Junglebox makes it possible for everyone to experience the joy of owning, breeding and raising exotic frogs.

TEAMWEB

Junglebox.net Content Requirements

1

2

3

4

5

6

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8

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10

11

12

13

14

15

16

17

Page ID**Title****Notes****0.0****Home Page****1.0****Buy Dart Frogs**

1.x

frog x

2.0**Buy Supplies**

2.x

supply x

3.0**Our Gallery**

3.x

photo x

4.0**Our Story****5.0****Jasper's Frog Blog****6.0****Watch and Learn****7.0****Contact Jasper****8.0****Log In****9.0****Check Out**

Define CONTENT

- Core messaging
- **Style guide**
- Topics / Transactions
- Governance guidelines
- Workflow design
- Role descriptions
- Editorial calendar
- Content migration specs



SHORT STYLE GUIDE:

Junglebox is...

Like this.

Not this.

Smart	These tiny springtails float on the water's surface, which makes it easier to remove them for feedings.	Due to their tiny size, springtails float on the surface of water. This trait can be exploited when attempting to remove the springs from their culture for feedings.
Helpful	Have questions? I'm happy to help out however I can.	Should you have questions or concerns regarding our live specimens, products, shipping or other subject, please contact us so we may be of assistance.
Enthusiastic	Our new vivariums have us hopping up and down with excitement.	OMG! Check out our awesome new crop of Dendrobates Tinctorius!! Seriously, you'll freak out over these. FREAK. OUT.

Define CONTENT

- Core messaging
- Style guide
- Topics / Transactions
- Governance guidelines
- Workflow design
- Role descriptions
- **Editorial calendar**
- Content migration specs





JULIE
CONTENT
WRANGLER



ANGIE
PROJECT
MANAGER

EDITORIAL CALENDAR

JUNGLEBOX.NET: 2011 editorial calendar

	AUG	SEP	OCT
HOT TOPIC	Summer	Back to school	Halloween
Home page	jungle frogs	frog basics	scary frogs
Products	tropicals	first-time owners	feeder insects
Blog	frog fossils	fun frog facts	dead frogs
Article links	1-2x weekly	1-2x weekly	1-2x weekly
Video links	2-3x month	2-3x month	2-3x month

Discover

Define

Design

Develop

Deploy

Design

- Detailed site map
- Page types
- Wireframes
- Storyboards
- Task design
- Application structure
- Visual treatment definition
- Mockups
- Style guide
- Copywriting
- Video/audio creation
- CMS templates



TEAMWEB

Junglebox.net Content Requirements

1

2

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16

17

Page ID**Title****Notes****0.0****Home Page****1.0****Buy Dart Frogs**

1.x

frog x

2.0**Buy Supplies**

2.x

supply x

3.0**Our Gallery**

3.x

photo x

4.0**Our Story****5.0****Jasper's Frog Blog****6.0****Watch and Learn****7.0****Contact Jasper****8.0****Log In****9.0****Check Out**



[Buy
Dart Frogs](#)

[Buy
Supplies](#)

[Our
Gallery](#)

[Our
Story](#)

[Jasper's
Frog Blog](#)

[Watch &
Learn](#)

[Contact
Jasper](#)

FEATURED FROGS

FROG 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur

FROG 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur

FROG 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur

Flexible space #1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur

Flexible space #2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur

Flexible space #3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur

[Buy Dart Frogs](#)[Buy Supplies](#)[Our Gallery](#)[Our Story](#)[Jasper's Frog Blog](#)[Watch & Learn](#)[Contact Jasper](#)

FEATURED FROGS



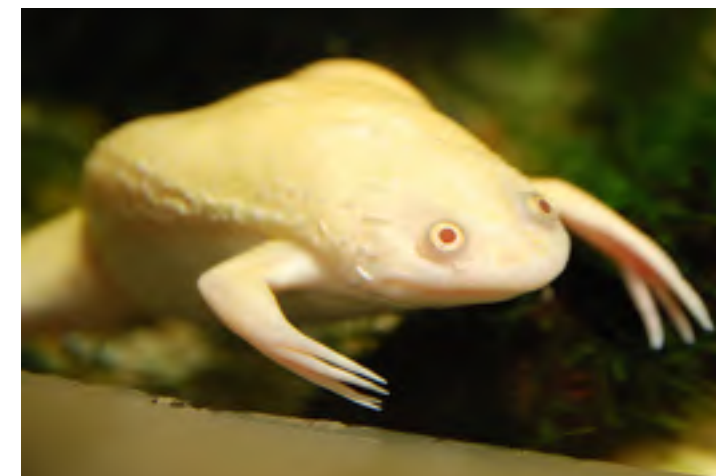
frog 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur



frog 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur



frog 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur

Learn: (topic)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Frog Blog

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

ON SALE!

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Frogs can hear using big round ears on the sides of their head.

The size of a frog will affect the sound of its croaks. Large frogs have deep voices and small frogs have higher. Frogs swallow their food whole. When a frog swallows, his eyeballs will close and go down into his head applying pressure and helping to force food down their throat. Most frogs are carnivorous. They eat insects, worms, spiders and centipedes. Large frogs also eat mice and small snakes. There are a few herbivorous frogs. The Izecksohn's Brazilian Treefrog for instance eats brightly colored fruits and then later excretes the seeds. Frogs don't drink, but absorb water from their surroundings through their skin (by osmosis).

Tree frogs have adhesive pads on their toes which aid in climbing on the tips of the fingers and toes. Aquatic frogs have webbing between their toes that aid in swimming. Frogs that burrow into the sand to keep moist in the heat have stubby clawlike fingers that are adapted to digging. "Flying frogs" have parachute-like webbing on their hands and feet which act as an air-brake when they glide from tree to tree or leaf to leaf.

Frogs can range across very many colors. However, most frogs are dull in color to blend in with their environment. Some frogs can adjust their color according to changes in light, moisture, temperature, or even mood. Male and female frogs usually have the same color. You can distinguish between them by different markings and by the fact that only the males call.

Frogs have all kinds of enemies in the wild, including snakes, lizards, birds, small animals like hedgehogs, sharp toothed fish, swimming mammals and even other frogs.

Most frogs blend with their backgrounds to avoid getting spotted by predators and some even change colors to match the backgrounds. Some frogs pretend to be dead when attacked. There are also frogs with flash markings. They show really bright markings just before they jump. When they land, the markings disappear and the predator will think the frog is gone.

Frogs can live from 4 to 40 years, depending on the type. Most live between 4 and 15 years.

Frogs are good swimmers, but most will eventually drown if they don't have access to land.

Frogs lose water very fast in a totally dry atmosphere. They normally die within 3 hours.

Frogs bulging eyes allow them to see in almost any direction.

When frogs mate, the male frog will climb on the female's back. They usually mate in the water and it can last for several days. The male frog will fertilize the eggs as they are laid. Some frogs will then leave, but others will stay to watch over the little ones.

Shortly after hatching, the tadpole will feed on the remaining yolk, which can be found in its gut. At this point the tadpole has poorly developed gills, a mouth and a tail and is very fragile. After 7 to 10 days, the tadpole will begin to swim around and feed on algae. After about 4 weeks, the gills start getting grown over by skin, until they eventually disappear. At this point they are fairly social creatures and some will even interact.

Design CONTENT

- Messaging hierarchy
- Page tables
- Content attributes
- Metadata schema
- Workflow design
- Role descriptions
- Editorial calendar
- Content migration specs





JULIE
CONTENT
WRANGLER



BEN
USER
EXPERIENCE

Design CONTENT

- Messaging hierarchy
- **Page tables**
- Content attributes
- Metadata schema
- Workflow design
- Role descriptions
- Editorial calendar
- Content migration specs



Frogs can hear using big round ears on the sides of their head.

The size of a frog will affect the sound of its croaks. Large frogs have deep voices and small frogs have higher. Frogs swallow their food whole. When a frog swallows, his eyeballs will close and go down into his head applying pressure and helping to force food down their throat. Most frogs are carnivorous. They eat insects, worms, spiders and centipedes. Large frogs also eat mice and small snakes. There are a few herbivorous frogs. The Izecksohn's Brazilian Treefrog for instance eats brightly colored fruits and then later excretes the seeds. Frogs don't drink, but absorb water from their surroundings through their skin (by osmosis).

Tree frogs have adhesive pads on their toes which aid in climbing on the tips of the fingers and toes. Aquatic frogs have webbing between their toes that aid in swimming. Frogs that burrow into the sand to keep moist in the heat have stubby clawlike fingers that are adapted to digging. "Flying frogs" have parachute-like webbing on their hands and feet which act as an air-brake when they glide from tree to tree or leaf to leaf.

Frogs can range across very many colors. However, most frogs are dull in color to blend in with their environment. Some frogs can adjust their color according to changes in light, moisture, temperature, or even mood. Male and female frogs usually have the same color. You can distinguish between them by different markings and by the fact that only the males call.

Frogs have all kinds of enemies in the wild, including snakes, lizards, birds, small animals like hedgehogs, sharp toothed fish, swimming mammals and even other frogs.

Most frogs blend with their backgrounds to avoid getting spotted by predators and some even change colors to match the backgrounds. Some frogs pretend to be dead when attacked. There are also frogs with flash markings. They show really bright markings just before they jump. When they land, the markings disappear and the predator will think the frog is gone.

Frogs can live from 4 to 40 years, depending on the type. Most live between 4 and 15 years.

Frogs are good swimmers, but most will eventually drown if they don't have access to land.

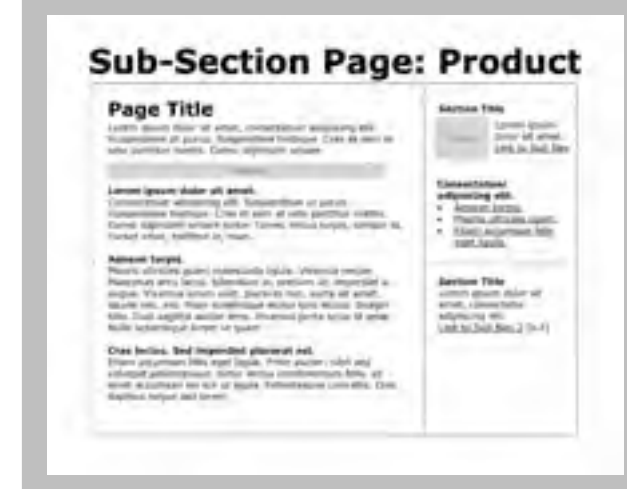
Frogs lose water very fast in a totally dry atmosphere. They normally die within 3 hours.

Frogs bulging eyes allow them to see in almost any direction.

When frogs mate, the male frog will climb on the female's back. They usually mate in the water and it can last for several days. The male frog will fertilize the eggs as they are laid. Some frogs will then leave, but others will stay to watch over the little ones.

Shortly after hatching, the tadpole will feed on the remaining yolk, which can be found in its gut. At this point the tadpole has poorly developed gills, a mouth and a tail and is very fragile. After 7 to 10 days, the tadpole will begin to swim around and feed on algae. After about 4 weeks, the gills start getting grown over by skin, until they eventually disappear. At this point they are fairly social creatures and some will even interact.

Page Table



Page:	Products
Objective:	Help customers understand we are experts who sell the same high quality products we use ourselves, so they will have the confidence to buy.
Source Material:	<i>Current site, product box copy, current campaign materials</i>
Maintenance:	<i>Monthly</i>
Key Messages:	After 10+ years of raising frogs, these are the products we recommend. You don't have to shop around, because everything you need is right here.
Priority 1:	Highlight product categories Only <i>three</i> bullet points (10-15 words each) for each category. <ul style="list-style-type: none">- What is it?- What is it for?- Why will it help you?
Priority 2:	Intro text One sentence about how Junglebox only offers the products we use ourselves.



JULIE
CONTENT
WRANGLER



DAVE
VISUAL
DESIGNER

[Buy
Dart Frogs](#)[Buy
Supplies](#)[Our
Gallery](#)[Our
Story](#)[Jasper's
Frog Blog](#)[Watch &
Learn](#)[Contact
Jasper](#)

FEATURED FROGS



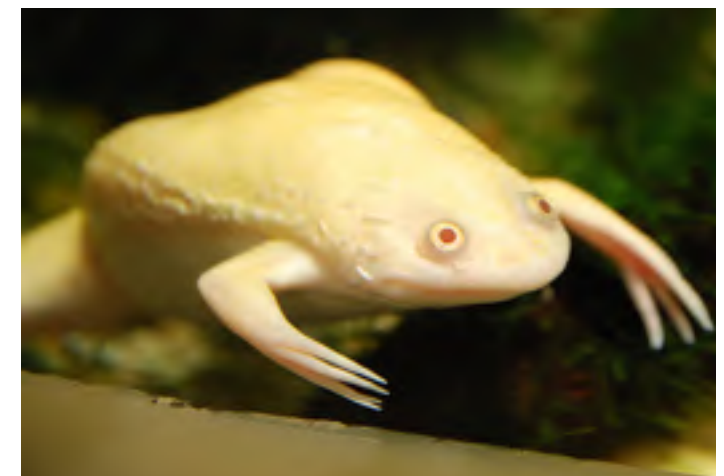
frog 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur



frog 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur



frog 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non massa accumsan odio consectetur

Learn: (topic)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Frog Blog

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

ON SALE!

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

CORE MESSAGE

Junglebox makes it possible for everyone to experience the joy of owning, breeding and raising exotic frogs.

SHORT STYLE GUIDE:

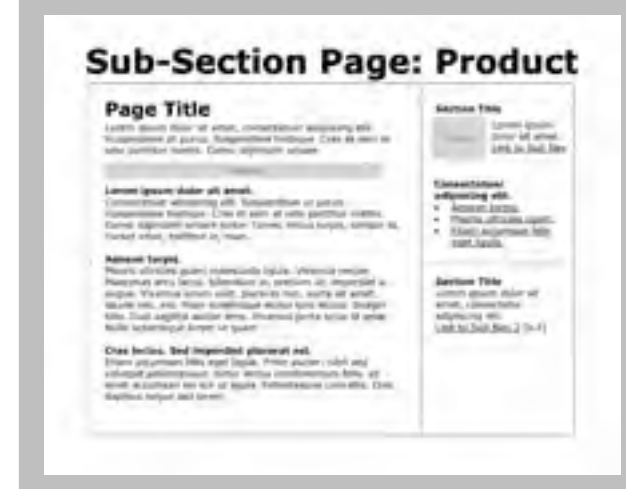
Junglebox is...

Like this.

Not this.

Smart	These tiny springtails float on the water's surface, which makes it easier to remove them for feedings.	Due to their tiny size, springtails float on the surface of water. This trait can be exploited when attempting to remove the springs from their culture for feedings.
Helpful	Have questions? I'm happy to help out however I can.	Should you have questions or concerns regarding our live specimens, products, shipping or other subject, please contact us so we may be of assistance.
Enthusiastic	Our new vivariums have us hopping up and down with excitement.	OMG! Check out our awesome new crop of Dendrobates Tinctorius!! Seriously, you'll freak out over these. FREAK. OUT.

Page Table



Page:	Products
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Maintenance:	<i>Monthly</i>
Key Messages:	After 10+ years of raising frogs, these are the products we recommend. You don't have to shop around, because everything you need is right here.
Priority 1:	Highlight product categories Only <i>three</i> bullet points (10-15 words each) for each category. <ul style="list-style-type: none">- What is it?- What is it for?- Why will it help you?
Priority 2:	Intro text One sentence about how Junglebox only offers the products we use ourselves.



JUNGLEBOX

Herpetology the way you like it.

[Buy
Dart Frogs](#)

[Buy
Equipment](#)

[Our
Gallery](#)

[Our
Story](#)

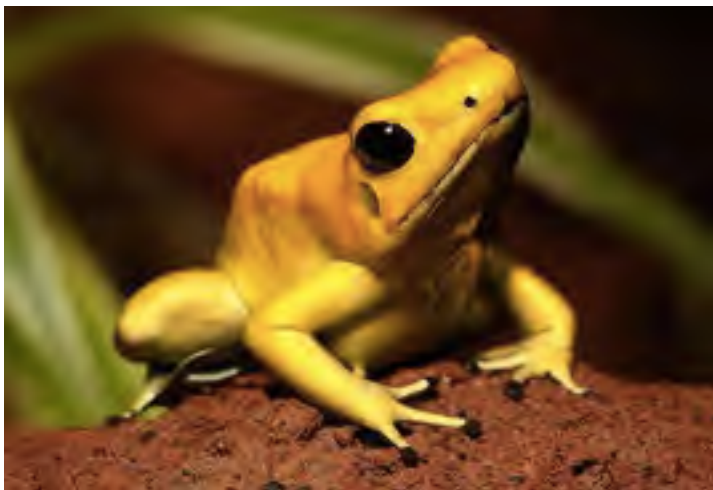
[Jasper's
Frog Blog](#)

[Watch &
Learn](#)

[Contact
Jasper](#)



EXCITING, EXOTIC DART FROGS



Phyllobates terribilis

The world's most poisonous vertebrate. Vulnerable to disease and climate change.



Dendrobates auratus

The green-and-black poison arrow frog is the most-often sighted frog in the wild.



Epipedobates tricolor

Some of the smallest frogs around, ranging from 1 to 4 centimeters.

Learn: Feeding

Avoid these top 5 mistakes when feeding your growing frog.

Frog Blog

04.17.12 — Jasper shares how climate change can affect your littlest friends

ON SALE!

We're overstocked on a few of Jasper's favorites. [Check them out >](#)

Discover

Define

Design

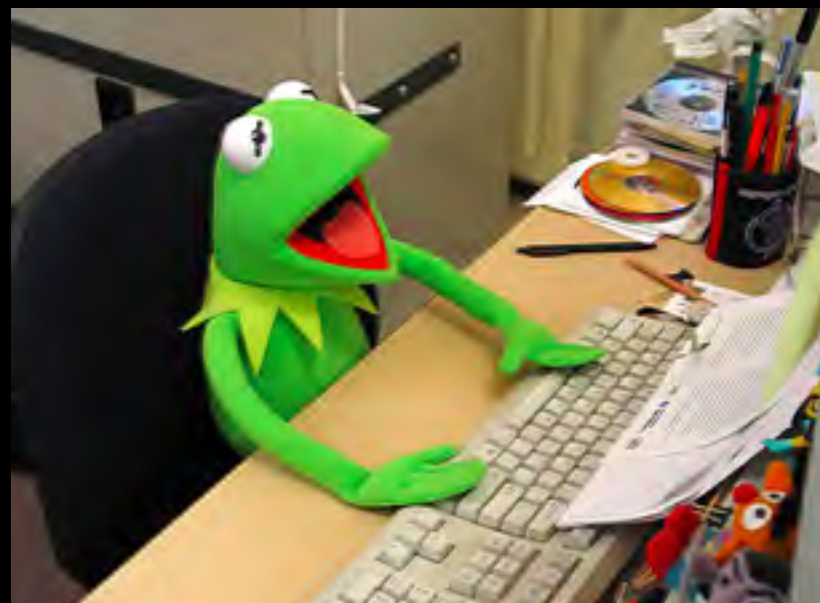
Develop

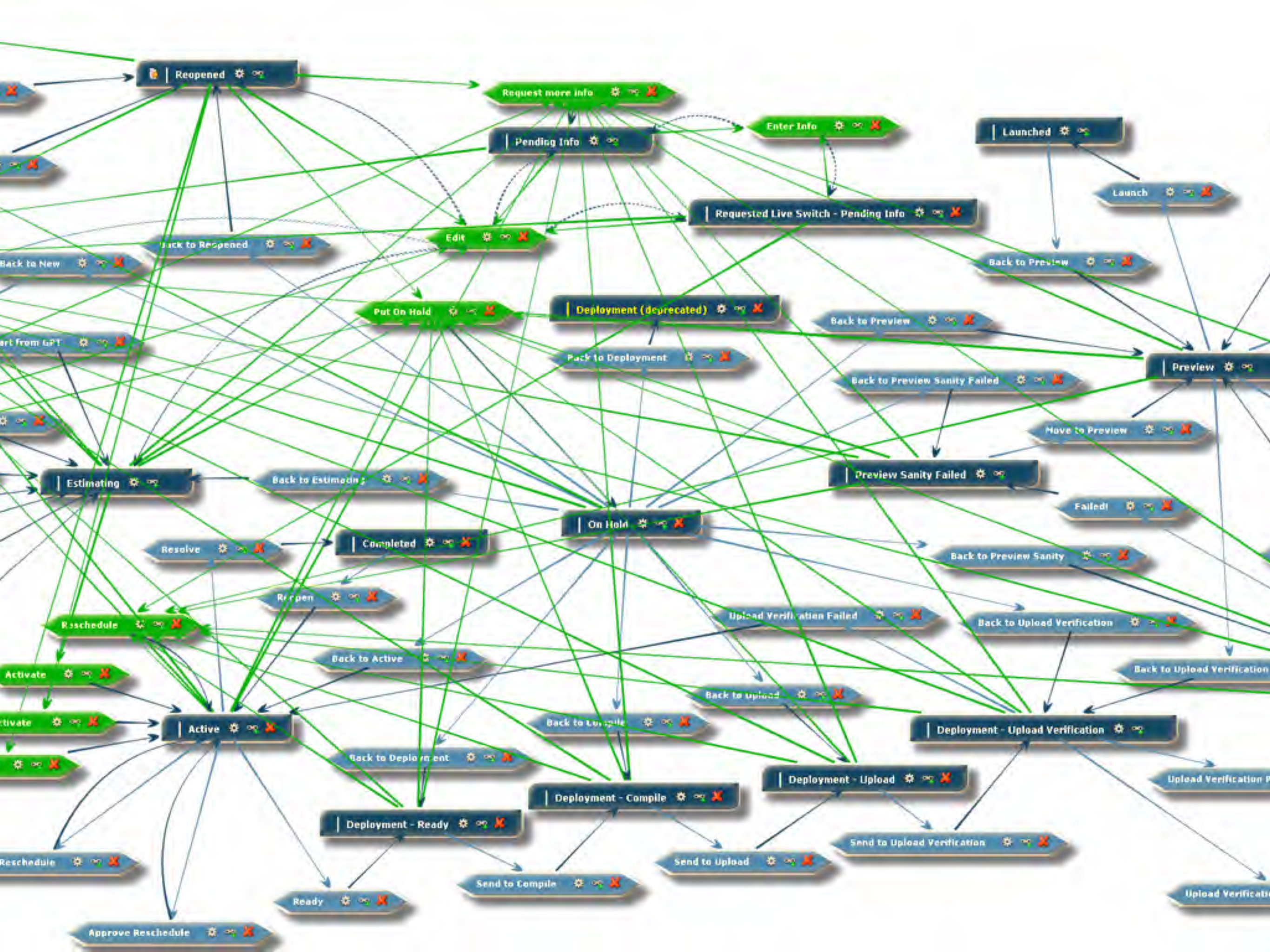
Deploy

Develop

- HTML templates
- Back end components
- QA
- Error log
- System integration
- Development environment
- Data model
- Content upload
- Authoring conventions
- SEO implementation









JULIE
CONTENT
WRANGLER



ANGIE
PROJECT
MANAGER

TEAMWEB

Junglebox.net Content Requirements

Page ID	Title	Notes
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0.0	Home Page	
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1.0	Buy Dart Frogs	
-----	----------------	--

1.x	frog x	
-----	--------	--

2.0	Buy Supplies	
-----	--------------	--

2.x	supply x	
-----	----------	--

3.0	Our Gallery	
-----	-------------	--

3.x	photo x	
-----	---------	--

4.0	Our Story	
-----	-----------	--

5.0	Jasper's Frog Blog	
-----	--------------------	--

6.0	Watch and Learn	
-----	-----------------	--

7.0	Contact Jasper	
-----	----------------	--

8.0	Log In	
-----	--------	--

9.0	Check Out	
-----	-----------	--

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	A	B	C	D	E	F	G	H
2	Version 0.8 - July 22, 2007			Content Identification Information				
3	Page or Module	CMS ID	Page Title	Content Description	SEO Keywords for the page	CMS Entry Template	Site Section	HTML File Name and Path
4	About Us Section							
5	Page	about_exec_index	The Executive Forum	Executives Index Page	shoozes, executives	index_links	About Shoozes	about/execs/index.html
6	Module	exec_links		list of execs		link_list		
7	Page	execs_griffith_bio_page	Tom Griffith - CEO	T.H. Griffith Biography page	shoozes, executive, griffith, CEO	bio_page	About Shoozes	about/execs/griffith.html
8	Module	execs_griffith_bio		bio text - griffith		default_text		
9	Module	execs_griffith_pic		photo - griffith		media_display		
10	Module	execs_griffith_speech		speeches links griffith		link_list		
11	Page	execs_cho_bio_page	Mike Cho - CFO	M. Cho Biography page	shoozes, executive, cho, CFO	bio_page	About Shoozes	about/execs/cho.html
12	Module	execs_cho_bio		bio text		default_text		
13	Module	execs_cho_pic		photo - cho		media_display		
14	Module	execs_cho_speech		speeches link cho		link_list		
15	Page	about_hist_index	Shoozes Company History	Company History Index	Shoozes, history	index_links	About Shoozes	about_history.html
16	Module	hist_summary		summary of company history		default_text		
17	Module	building_pic_now		photo of current Shoozes building		media_display		
18	Module	building_pic_first		photo of first Shoozes location		media_display		

	I	J	K	L	M	N	O	P	Q	
2	Content Development Phase									
3	Content Author	Existing URL?	User State	Affected by this project?	Information Provider (SME)	Date Information Requested from SME	Date Information Received from SME	SME Notes	Content Development Completed	Source Review
4										
5	L. Smith	none	Not logged-in	yes	Ken Jackson in PR	2/3/08	2/11/08		4/1/08	Ken Jac
6	L. Smith			yes	Ken Jackson in PR	2/3/08	2/11/08		4/1/08	
7	S. Dallas	none	Not logged-in	yes	Ken Jackson in PR	2/3/08	2/11/08		4/1/08	Ken Jac
8	S. Dallas			yes	Ken Jackson in PR	2/3/08	2/11/08		4/1/08	
9	S. Dallas			yes	Laurie Rivers in Media	3/4/08	3/20/08		4/1/08	
10	S. Dallas			yes	Ken Jackson in PR	2/3/08	2/11/08		4/1/08	
11	S. Dallas	none	Not logged-in	yes	Ken Jackson in PR	2/3/08	2/13/08	Page late due to Cho text re-write - See Notes col for details	4/12/08	Ken Jac
12	S. Dallas			yes	Ken Jackson in PR	2/3/08	3/25/08 - LATE	Cho is re-writing his bio text - Late	4/12/08	
13	S. Dallas			yes	Laurie Rivers in Media	3/4/08	3/20/08		4/1/08	
14	S. Dallas			yes	Ken Jackson in PR	2/3/08	2/13/08		4/1/08	
15	L. Smith	none	Not logged-in	yes	O. Netles in PR	2/17/08	2/28/08		4/1/08	Ken Jac
16	L. Smith			yes	O. Netles in PR	2/17/08	2/28/08		4/1/08	
17	L. Smith			yes	Laurie Rivers in Media	3/4/08	3/20/08		4/1/08	
18	L. Smith			yes	Laurie Rivers in Media	3/4/08	3/20/08		4/1/08	

	R	S	T	U	V	W	X	Y
2	Content Approval Phase							
3	Source Content Reviewer	Description of Content Changes	Source Content Review Completed- Only Pages are sent out for review	Requested Revisions Completed	Legal Reviewer	Legal Review Completed	Requested Revisions Completed	Content to be Translated?
4								
5	Ken Jackson in PR	New content	4/10/08	4/14/08	Cass Williams	4/18/08	No revisions requested	yes
6		New content					No revisions requested	yes
7	Ken Jackson in PR	New content	4/10/08	no revisions	Cass Williams	4/18/08	No revisions requested	yes
8		New content					No revisions requested	yes
9		New content					No revisions requested	yes (alt text)
10		New content					No revisions requested	yes
11	Ken Jackson in PR	New content	4/14/2008 -late	no revisions (back on schedule)	Cass Williams	4/18/08	No revisions requested	yes
12		New content					No revisions requested	yes
13		New content					No revisions requested	yes -(alt text)
14		New content					No revisions requested	yes
15	Ken Jackson in PR	New content	4/10/08	4/14/08	Cass Williams	4/18/08	No revisions requested	yes
16		New content					No revisions requested	yes
17		New content					No revisions requested	yes -(alt text)
18		New content					No revisions requested	yes -(alt text)

	Z	AA	AB	AC	AD	AE	AF	AG	
2	Content Translation Phase							Content Generation a	
3	Languages or Countries	Word Count	Translation Method	Content Verified on External Translation Queue List	Added to Internal Translation Spreadsheet and sent to Translator	Vendor Translations Received and Inserted Back in the CMS	Internal Translations Copied into the WCMS	Generate Pages from WCMS	Genera
4									
5	French Canadian Queens English	21	Vendor	Yes		date		date	
6	French Canadian Queens English	60	Vendor	Yes		date			
7	French Canadian Queens English	14	Vendor	Yes		date		date	
8	French Canadian Queens English	800	Vendor	Yes		date			
9	French Canadian Queens English	4	Internal		Yes		date		
10	French Canadian Queens English	1000	Vendor	Yes		date			
11	French Canadian Queens English	14	Vendor	Yes		date		date	Table e
12	French Canadian Queens English	844	Vendor	Yes		date			
13	French Canadian Queens English	2	Internal		Yes		date		
14	French Canadian Queens English	1200	Vendor	Yes		date			
15	French Canadian Queens English	45	Vendor	Yes		date		date	
16	French Canadian Queens English	400	Vendor	Yes		date			
17	French Canadian Queens English	5	Internal		Yes		date		
18	French Canadian Queens English	5	Internal		Yes		date		

AH	AI	AJ	AK	AL		
2	ion and Delivery	Content Testing				
3	Generation Errors	URL for Internal Testing	Internal Testing Notes	Approved by Quality Assurance on Internal Test Server	Approved by the Project Sponsor on Internal Test Server	URL for Testing on
4						
5		http://testserver1/about/execs/index.html	OK	date	date	http://staging-server1/a
6						
7		http://testserver1/about/execs/griffith.html	OK	date	date	http://staging-server1/a
8						
9						
10						
11	Table errors	http://testserver1/about/execs/cho.html	The picture seems to be too big and is blowing up the table. Corrected 5/2/08	date	date	http://staging-server1/a
12						
13						
14						
15		http://testserver1/about_history.html	OK	date	date	http://staging-server1/a
16						
17						
18						

	AM	AN	AO	AP	
2					
3	URL for Testing on the Staging Server	Tested and Verified on the Staging Server	Live in Production URL	Tested and Verified Live in Production	Content Notes
4					
5	http://staging-server1/about/execs/index.html	date	http://www.Shooozes.com/about/execs/index.html	date	
6					
7	http://staging-server1/about/execs/griffith.html	date	http://www.Shooozes.com/about/execs/griffith.html	date	
8					
9					
10					
11	http://staging-server1/about/execs/cho.html	date	http://www.Shooozes.com/about/execs/cho.html	date	Always plan for e Mike's bio. He wa himself and has a
12					
13					
14					
15	http://staging-server1/about_history.html	date	http://www.Shooozes.com/about_history.html	date	
16					
17					
18					

Content Notes

Always plan for extra time for changes to Mike's bio. He wants to make all changes himself and has a busy schedule.

Develop

CONTENT

- Content inventory
- Content upload
- Full editorial style guide
- SEO guidelines
- Per-page metadata
- Error messages
- Training materials
- Content QA plan



Discover

Define

Design

Develop

Deploy

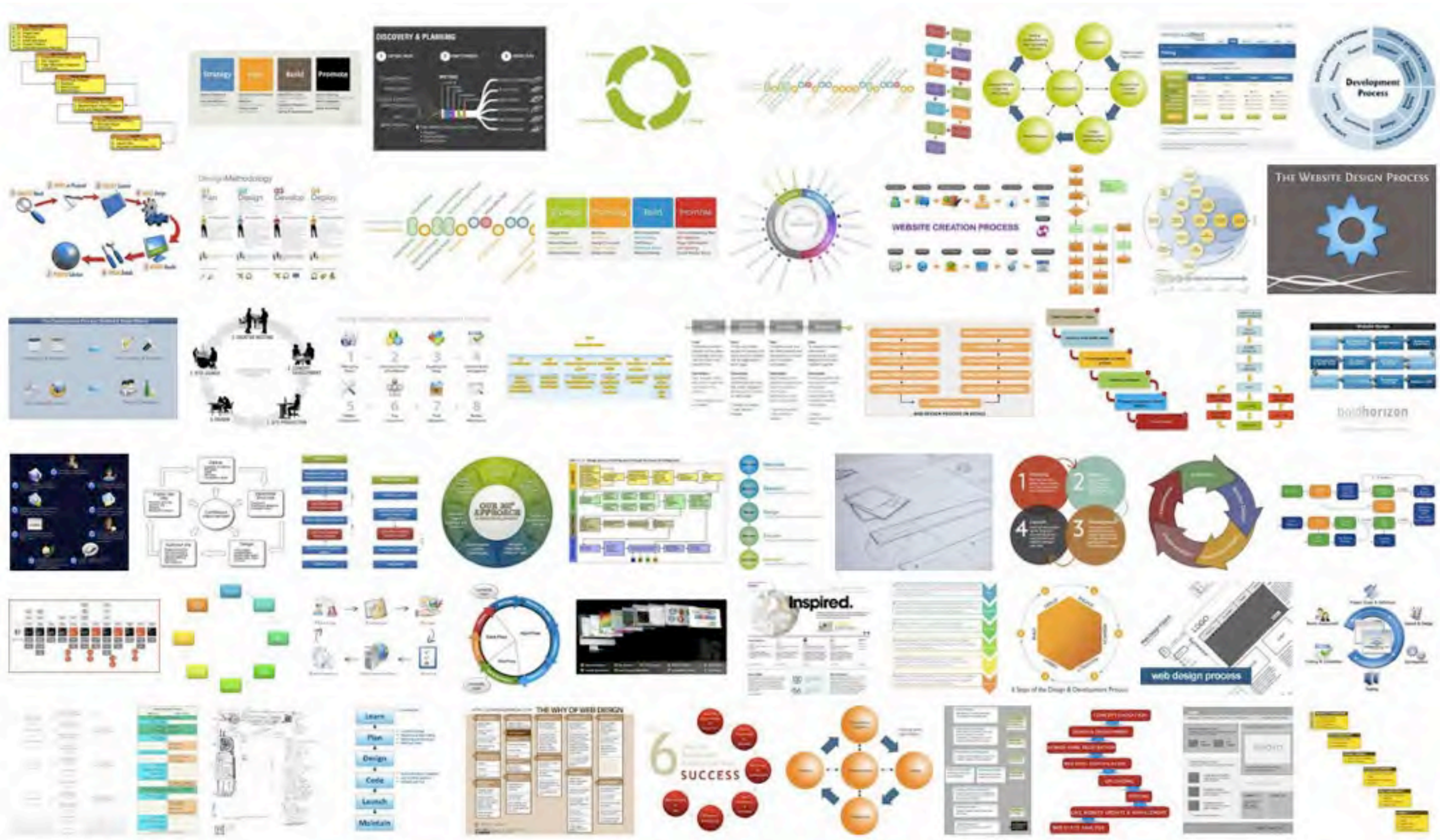


Care for CONTENT

- Ongoing QA plan
- Metrics analysis
- Editorial oversight
- Metadata oversight
- Rolling content inventory
- Staff coaching
- Sourcing reviews
- Governance board reviews



Content first.





“

Fragmenting our content across different ‘device-optimized’ experiences is a losing proposition, or at least an unsustainable one.

– Ethan Marcotte, *Responsive Design*



Start small. Start here.

- Empower your writers
- Assign content owners
- Content inventory
- Short-form style guide
- Page tables
- Use real copy
- Editorial calendar
- Collaborate on metadata
- Content QA plan
- **Don't look back**



Content always.



Thanks.

- kristina@braintraffic.com
- <http://blog.braintraffic.com>

And thanks to our cast...



**ANGIE
DOERR**



**BEN
BEUCHLER**



**DAVE
DOHMEIER**



**CARI
TUMA**



**JULIE
HORTON**

