Content Strategy Sample

Project: Site Redesign and Migration to CMS

Business goal: Redesign and migrate the Adobe Developer Connection (ADC) to the Adobe Day CMS.

My role: As senior ADC web editor/content strategist, I was part of a small in-house project team of designers, web editors, web producers, and a system architect who collaboratively created and aligned a content strategy framework to support and transition the redesign of the ADC to the Day CMS. In this role, I:

- Worked closely with UI designers and programmers to ensure requirements are met for the transition from the old content workflow and delivery to the new system.
- Performed an in-depth content audit with analysis of existing website and knowledge base content.
- Reviewed and assessed the quality of existing content to identify outdated or inaccurate content.
- Worked closely with designers and developers on the functional and technical specs, including input templates of content elements and the number of content components required.
- Created style guides for tagging content and collaborated with fellow ADC team members to ensure proper transitioning to the new templates.
- Guided team members and community advocates on authoring and curating content on the new platform in accordance with the new templates.
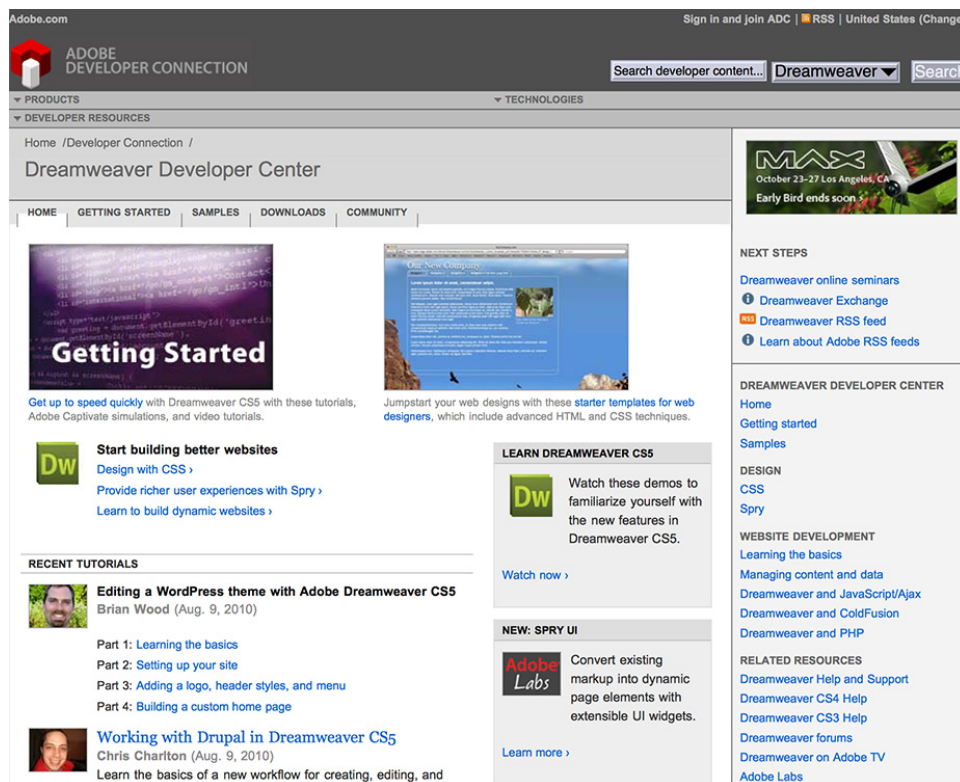

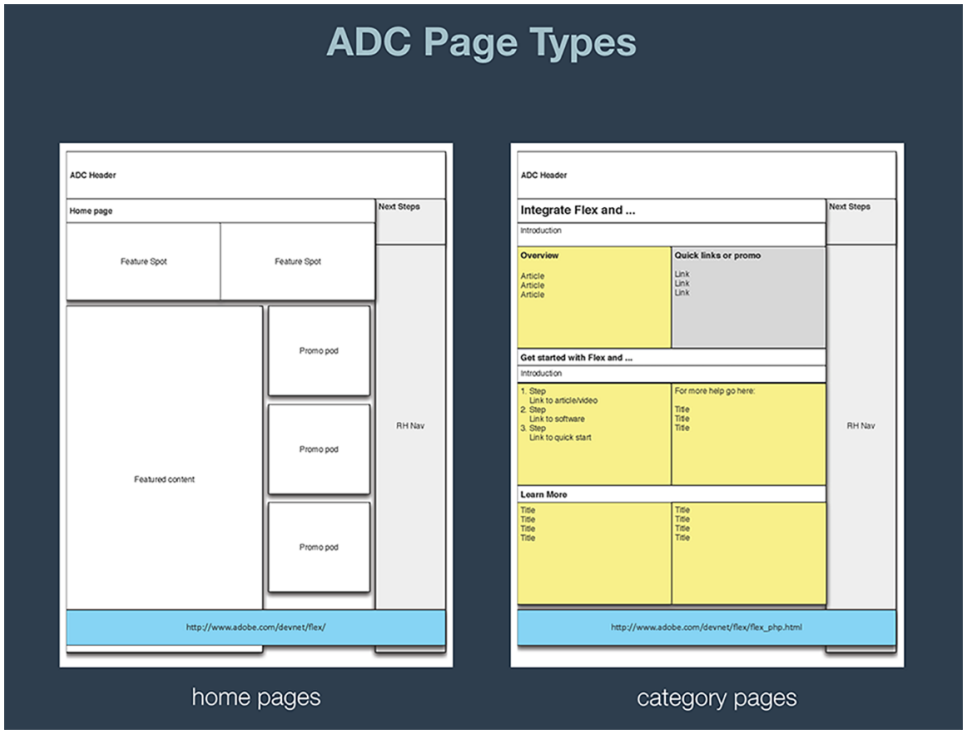*Figure 1. An old ADC home page example.*
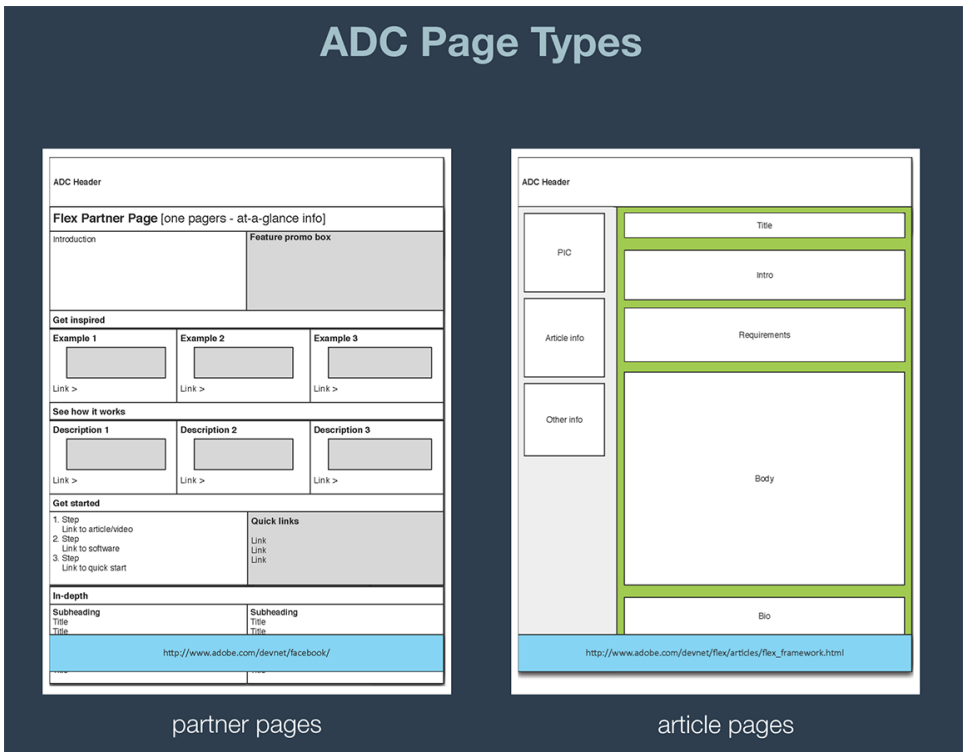
Figure 2. ADC page types: Home and category pages.

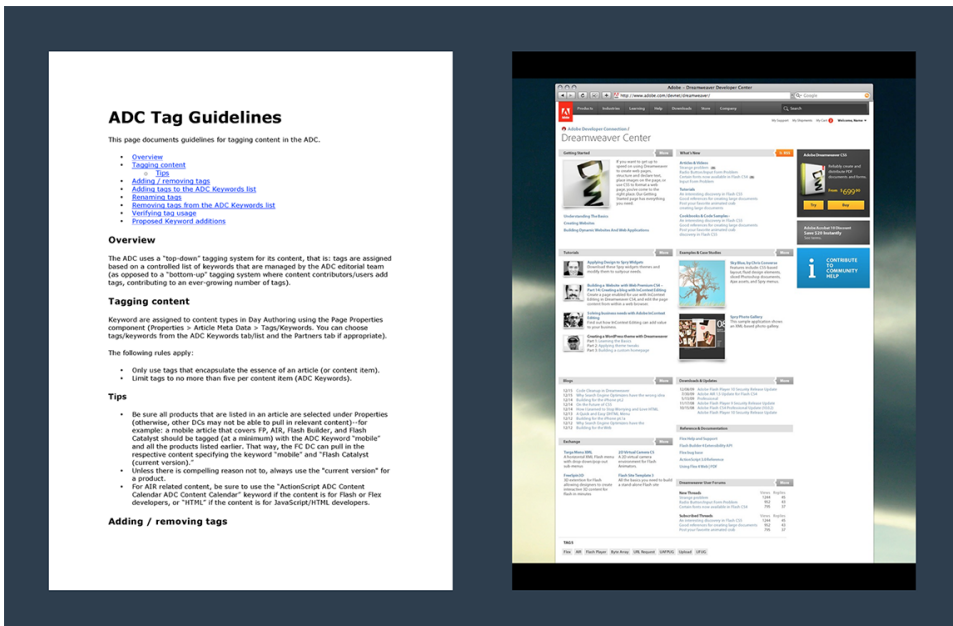*Figure 3. ADC page types: Partner and article pages.*

Figure 4. Tagging guidelines and new developer center home page.

Michael Koch
www.mikoworx.com