

Content Strategy Best Practices with MadCap Flare and Central

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A successful content strategy allows you to plan, manage, and deliver information that is useful or otherwise valuable to defined user groups. In this webinar, Scott DeLoach, certified Flare instructor and consultant, will share best practices for:

- Developing a content strategy
- Planning for consistency and reuse
- Delivering content for specific user groups
- Managing teams and content in MadCap Flare and Central
- Delivering content through multiple channels based on a single source of truth

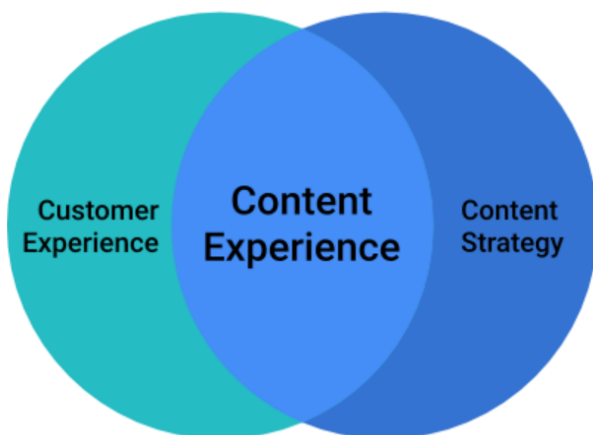
Overview

- What is content strategy?
- Why is content strategy important?
- Best practices
- Questions

What is content strategy?

Content strategy is the planning, management, and delivery of information that is useful or otherwise valuable to defined user groups.

Why is content strategy important?



See "Content Experience – What is it and How Did We Get Here" webinar by Mike Hamilton

Best practices

- Developing a content strategy
- Planning for consistency and reuse
- Managing teams
- Managing content
- Delivering content for specific user groups
- Delivering content through multiple channels

Developing a content strategy

- Conduct a content audit
- Determine and plan to track content review/governance schedule
- Avoid silos

Planning for consistency and reuse

- Style guide
- Naming scheme
- Content architecture
- Topic templates
- Micro content
- Potential Snippets/Variables and Frequent/Similar Segments reports

Managing teams

Madcap Central

- Teams
- Tasks
- Checklists

MadCap Flare

- File tags

Managing content

- Single sourcing
- Collaboration
- Review/governance process

Single sourcing

- External resources
- Global project linking
- Auto suggestion (File > Options > Auto suggestion)
- Link viewer (right-click a file and select View Links)

Collaboration

- File tag: authors
- Annotations
- "Notes" topic

Review/governance process

Team members

Who	How to track
SMEs	File tag
Reviewers	File tag
Approvers	File tag

Process

What	How to track
Status	File tag
Translation	File tag
Governance	File tag or meta tag (if it needs to be included in HTML5 targets)

Delivering content for specific user groups

Static

- Condition tags
- TOCs

Dynamic

- Meta tags
- Classes, IDs, attributes
- Condition tags

Demo – See “[Responsive Content: Best Practices and Real-World Uses](#)”

Delivering content through multiple channels

- Condition tags
- TOCs
- Micro content

Learning more

Books

Content Everywhere: Strategy and Structure for Future-Ready
Sara Wachter-Boettcher

Content Strategy for the Web
Kristina Halvorson

Content Strategy: A How-to Guide
Guiseppe Getto

The Elements of Content Strategy
Erin Kissane

Return on Engagement: Content Strategy and Web Design Techniques for Digital Marketing
Tim Frick

Websites

[Content Strategy LinkedIn group](#)

["Content Experience – What is it and How Did We Get Here?"](#) webinar
Mike Hamilton

[Scott DeLoach presentations](#)
<https://www.clickstart.net/presentations>

About the presenter

Scott DeLoach is the CEO of Click**Start**, an STC Fellow, and an ATD Certified Professional in Talent Development (CPTD). He has 30 years of experience as a content strategist, technical writer, instructional designer, trainer, and UX architect. At Click**Start**, Scott provides content strategy development, design, consulting, and training services for P&P, knowledgebase, eLearning, and technical documentation projects developed using MadCap Flare.

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