



Content Strategy

St. Charles Public Library

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Executive Summary

Purpose

The St. Charles Public Library (SCPL) is requesting proposals for a newly redeveloped website that is easier to use and navigate for its patrons. This presentation analyzes their current website and provides recommendations for a new content strategy for the website.

Methodology

The analysis done on the St. Charles Public Library includes a detailed review of the current website, social media channels, SEO, and competitive library websites. Using tools such as SEO Frog and Wave.com, data were gathered to provide a list of opportunities.

Additionally, SCPL goals were aligned with audience needs to prioritize current content as well as provide recommendations for future content.

Key Points

The below list outlines critical findings for the SCPL. Each opportunity listed is geared to help patrons find the resources they need along with the entertainment and community events they seek.

- The new SCPL website must be cleaner with a simpler color palette with improved navigation
- The website needs only one focal point with a defined header and more subheads to help users scan
- A responsive design is necessary for better usability on tablets and mobile devices
- To help all users, the SCPL website must focus on accessibility by providing alternative text on images and better color contrast.

This report presents a new site map, wireframes, and a style guide to illustrate how the new content strategy for the SCPL website can come to life. Key Performance Indicators are also provided to help measure the new site's success.



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Introduction

At the center of every town is a public library where people can come to find books, resources, or sometimes relief from the outdoor elements. However, the St. Charles Public Library offers so much more. They help build literacy and educate people about the town's history, famous authors and provide a plethora of online programming. From anime, 3D printing, LEGOs, career help, tp walks in the park, the St. Charles Public Library offers a vast amount of events and resources to the community.

Yet, from the Request for Proposal (RFP) published, we can see, the St. Charles Public Library District (SCPL) desires to improve its communications to help its patrons find more of their offerings. SCPL is looking to make finding information more manageable and more intuitive. And they want to create a unique, engaging experience that is accessible to all.

With a robust content strategy, SCPL can meet its goals and the needs of its patrons.

“Content strategy helps organizations provide the right content, to the right people, at the right times, for the right reasons.”

Casey, Meghan



Introduction

Proposal

The following items will be addressed:

- A Break down of the SCPL's business goals and objectives
- Audience research
- Analysis of current website, social media, SEO, accessibility, and architecture
- New content strategy outline that includes content prioritization, site maps, and wireframes
- Style Guide along with the roles and responsibilities as well as necessary processes
- List of how to measure success

Understanding

Based on RFP, the St. Charles Public Library is looking for a new website with these key functions:

- Must be user-friendly and easy to navigate
- Modern design that incorporates the SCPL brand
- Must be responsive, mobile-friendly, and meet accessibility standards
- Engaging experience that makes finding library services and materials easy
- Allow staff to add and update information effortlessly



Business Goals

According to the RFP and the discovery work done on the St. Charles Public Library website, the chart below lists the website's business goals and content objectives.

BUSINESS GOALS	CONTENT OBJECTIVES
To help library patrons find what they need quickly and easily.	• Create a clean, well-organized website with easy-to-follow navigation, a prominent search function, and strong CTA's (Call To Action)
To encourage the use of the library and its services in-house and online for all people.	• Focus on SEO best practices • Use more Headers and Subheads throughout the site to allow users to quickly scan • Make the website accessible and mobile-friendly with a responsive design
To show library patrons all of the unique programs and events the library has to offer.	• Use Social Media to drive patrons to the library website for event sign-ups • Email patrons library news • Create a focal point on the homepage to capture users' attention. • Incorporate a well-defined 'News' area of the site to highlight library happenings
To allow library staff to update the website with an easy-to-use interface	• Implement a content management system that is very user-friendly



Audience



Information Seeker

This audience group encompasses educators and people looking to learn more, whether SAT prep or career advice or learning to crochet. They love teaching or learning new things. This group is looking for reference material and continuing education classes.



Digital Denizen

This person loves having ebooks, audiobooks, movies, and magazines ready to download. They have several items on hold for when their top title becomes available. This audience is actively learning all of the ins and outs of the digital library.



Community member

People who enjoy the community the library has to offer, from 'My first Story' with their little ones to Anime for teens and book clubs for adults. They enjoy meeting new people from their town and like that they share a similar interest. They rely heavily on the events calendar.

Content Objectives & User Needs

The table below lists examples of how a user would use the St. Charles Public Library and potential ways to engage with them on the website.

USE CASES	CALLS TO ACTION
My friend told me how easy it is to get eBooks and Movie downloads from the library, but I don't have a library card and wouldn't know where to start	Sign Up for a Library Card or See Our eBook Selection
I want my son to socialize with kids interested in the same things he is. Where can I find age-appropriate clubs for him?	Events for Teens, Sign Up Today
I've recently changed jobs, and I need to learn how to use essential software like Microsoft PowerPoint, but I don't know where to begin.	See Our Online Classes

Considerations

When crafting the content in the website, here are some areas to consider:

- On the website's home page, include large rotating images of upcoming library events along with a Sign-Up button.
- Give more prominence to "Get Library Card," perhaps include it in the global navigation or as a button on the home page.
- Highlight a success story from a past online class participants on social media and the library newsletter. Let people share their stories.
- Partner with the local schools and highlight events and classes in school newsletters and emails.

Content Analysis Current Status

The St. Charles Public Library (SCPL) website is filled with a plethora of information. Besides books and movies that we commonly think of at a library, SCPL contains so many other resources for the community, including social activities, creative classes, help with SATs, citizenship tests, job opportunities, and so much more. However, it isn't easy to ascertain where to find this valuable information with the current website.

SCPLD.org Website

Upon reviewing the website homepage, it is difficult to find one main focal point. It is very colorful, and the bright background image competes with the body. The four-color logo, rotating images, various color fonts, and icons all make the page look very busy.

Additionally, the website pages are not easy to scan. Most website users look for information quickly and prefer to skim headlines and subheads to see if the page has what they need. Most website users do not take the time to figure out how the website works.

Finally, when users find what they are looking for and begin the process of gathering more information, a new tab opens each time the user clicks. Instead of keeping them within the web page, there are now multiple tabs open in their browser window, and they are not sure how to go back. The site contains breadcrumbs, so this jump from tab to tab is unnecessary, and it is not a positive user experience.

The screenshot shows the homepage of the St. Charles Public Library website. At the top, there is a header with the library's logo (a stylized 'SCPL' in four colors), the name 'St. Charles Public Library', the address 'One South Sixth Ave. St. Charles, IL 60174', and a table of hours: MON-THU (9am-5pm), FRI (9am-5pm), SAT (9am-5pm), and SUN (12pm-5pm). To the right of the header are links for 'En Español', 'My SCPL Account', and 'Search the Catalog'. Below the header is a navigation bar with links: 'Using The Library', 'Books, Movies, Music', 'Research & Learning', 'Downloads', 'Events', 'Teens', and 'Kids'. The main content area features a large image of the library building with the text 'Discover Your NEW Library! We look forward to seeing you!'. To the right of this image is a search bar with the text 'FIND IT AT SCPL' and a 'Go!' button, with radio buttons for 'Catalog' and 'Site'. Below the search bar is a 'Catalog Home' button. To the right of the search bar is a 'Contact Us' section with links for 'Main Desk', 'Youth Services', 'Text', 'Email Us', 'Live Chat', 'Wi-Fi Printing', and 'More Options'. Below the 'Contact Us' section is a 'Connect with SCPL' section with a sign-up form for 'Library News & Events' and a 'Go' button. At the bottom, there is a 'Latest News' section with links for 'Discover Your Library, Winter', 'Holiday Giving Opportunities 2021', 'Geneva/St. Charles Lions Recycling Program', and 'Statement on Union Organization'. Below the 'Latest News' section is an 'Upcoming Events' section with a 'Calendar & Registration' button. At the very bottom, there is a 'Mobile App' section with links for 'SCPL Mobile App' and 'Downloads'.

Content Analysis Cont.

Social Media

If a patron follows SCPL on Social Media, finding the library's events and offerings is easier than going to the website. The posts contain detailed descriptions, a photograph, and a link to the library website to sign up. However, there are duplicate posts on Facebook, and this could be because the person posting on Instagram is "allowing" the same post to push to Facebook.

YouTube

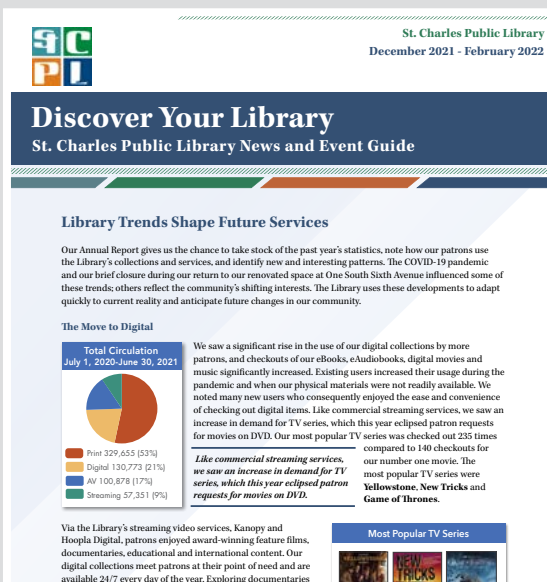
Because of the pandemic, SCPL pulled together its resources and started its own YouTube channel. This has been a great addition to the Library's content. It has expanded its audience by giving patrons access to library events in the convenience of their own homes at times that work best for them. New YouTube videos are promoted via Social Media and the SCPL website.

Newsletter

SCPL creates a quarterly newsletter that is very informative and well organized. The writing is formal but straightforward. The newsletter is divided into sections with well-defined subcategories; the layout is consistent throughout, which makes finding activities and events easy for the reader.

Current Status Conclusion

The SCPL website has many contact points with its audience based on the content audit, and new sources are not needed. SCPL is actively working to reach its audience at multiple points. However, the website would benefit greatly from a refreshed website that includes new photography, clearer page headline and subheads, and better overall organization. Social media posts could also be streamlined with shorter descriptions and the removal of duplicate posts.



Content Analysis SEO

The SEO analysis focused on what search engines look for: page titles, metadata, H1 and H2 header, and alt tags for images. These elements are essential to a website's success because they help increase search results rankings, thus making them more likely to be clicked by potential users.

Page Titles:

Page titles are an essential feature for search engines because they are displayed when someone searches for St.CLP. Currently, the Library does follow the best practice of including the website name at the very end of each title; however, the labels are short, averaging at 49 characters, and can be expanded to the optimal length of 60 characters.

Examples of good Page Titles:

- In Honor of Star Wars Reads Day | St. Charles Public Library
- Home Improvement Reference Center | St. Charles Public Library



The screenshot shows a web browser window with the URL <https://www.scpd.org>. The page title is "St. Charles Public Library | One South Sixth Ave. St. Charles ...". The meta description is "St. Charles Public Library Homepage · Special Announcement · Latest News · Upcoming Events Find it at SCPL · Contact Us · Connect with SCPL · Follow Us!! · About Us." The page also features a section titled "Hours & Location" with the text "Hours & Location · Monday through Thursday: 9:00 a.m.-9 ...". Annotations on the left side of the browser window identify the "page title" and "meta description".

page title

meta description

<https://www.scpd.org>

St. Charles Public Library | One South Sixth Ave. St. Charles ...

St. Charles Public Library Homepage · Special Announcement · Latest News · Upcoming Events Find it at SCPL · Contact Us · Connect with SCPL · Follow Us!! · About Us.

Hours & Location

Hours & Location · Monday through Thursday: 9:00 a.m.-9 ...

Meta Description

Like page titles, the meta description also comes up in search results pages. Although most pages have Meta Descriptions, there is none for the home page. I suggest including what the audience is most looking for such as: More than just books, the Library is a community resource filled with storytimes for kids, reading and writing workshops, career and homework help and so much more.

Examples of good Meta Descriptions:

An easy-to-use resource for job seekers, including resume and cover letter builders, information about careers, and online job hunting.

Contains full text for hundreds of science magazines, journals, encyclopedias, reference books, and a vast collection of images. Show me how it works!



Content Analysis SEO

H1 Headers

The current H1 headers are simple one-word titles such as Policies, Holds, eBooks. The industry standard for H1 header length is between 20 and 70 characters. Unfortunately, many of the Library's headers fall short of the 20 character length.

To improve SEO and the user experience, expand the headers to be more descriptive. For example, instead of "Hold," change it to "How to place a hold on a book," Or instead of "eBook," say: "We have thousands of eBooks and audiobooks to borrow, here's how to download them."

100%

Website pages
with Page Titles

87%

Website pages with
Meta Descriptions

71%

Website pages
with H1 Headers



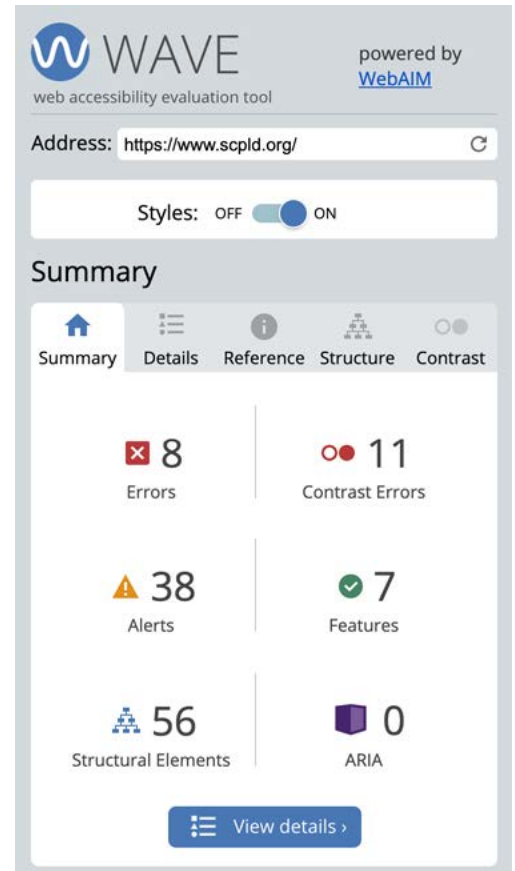
Content Analysis

Accessibility

Web accessibility allows all users to use a site whether they have auditory, visual, or physical disabilities. It also benefits users with 'temporary' disabilities such as internet connectivity issues or bright sunlight. The main areas of focus are on alternate image tags (alt tags) and website contrast.

SCPL website is missing almost third of its alt tags which allows screen readers to quickly describe what an image is. Also, the headers have a very low contrast ratio. The orange and teal colors used do not have a high enough contrast ratio between the text which makes it difficult to read.

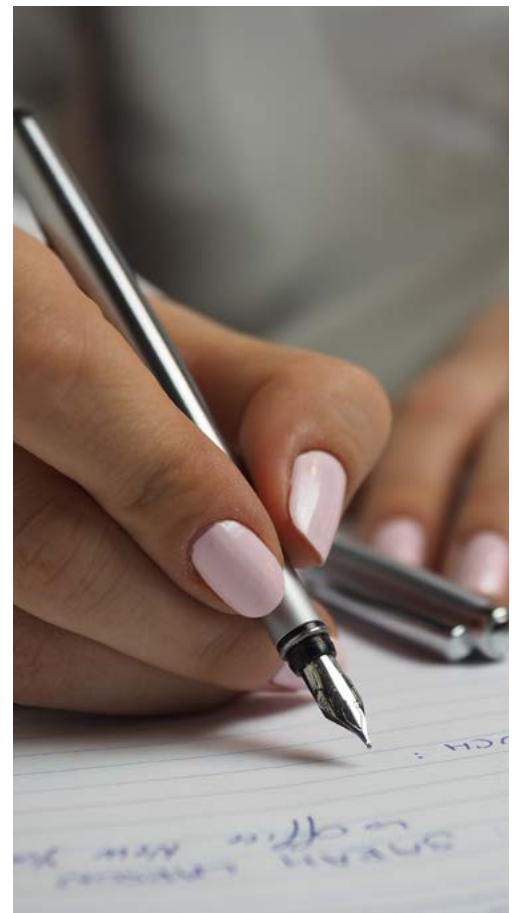
Additionally, the Website Accessibility Evaluation Tool (WAVE) found 38 alerts on the site to address. These alerts include missing headlines and many redundancies such as links and text. These redundancies include contact us and the catalog.



Writing

Throughout SCPL's website, the content is written in a helpful, informative manner that is appropriate for the audience. The voice and tone are positive and straightforward. When a lot of information is present, bullet points are used to help the user read faster and get to the information they are looking for quickly.

One area that can be improved is using more subheads (H2 titles) to break up the text. Additionally, more concise social media posts can be written since users tend to focus only on the image. Lastly, to help readers from all backgrounds, the library would benefit from writing at a third-grade level.



Architecture

A website architecture refers to the information hierarchy, structure and how easily a user can find information. The more intuitive a website's architecture is, the more likely it will retain the audience's attention and keep them coming back. A positive user experience also yields better SEO. Additionally, the architecture includes how a website looks on a mobile device; with smartphones and tablets' popularity, websites are often not accessed on the desktop.

Mobile Friendly

According to [google's mobile-friendly testing](#) the library website is mobile-friendly. It is responsive and reformats for a mobile device; all desktop website content is available. Currently, the mobile website is a reformatted the desktop website. SCPL would benefit from a site redesign specific for the mobile with a more compact design and larger buttons for easier tapping.

Navigation

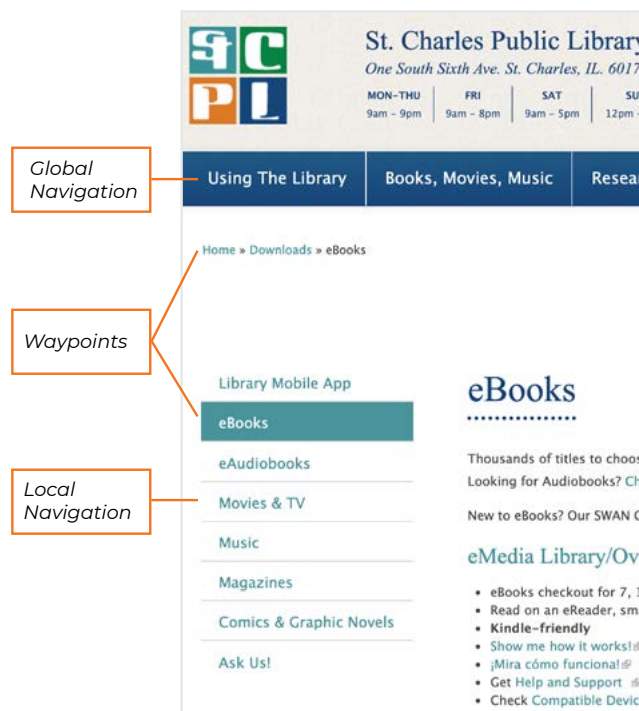
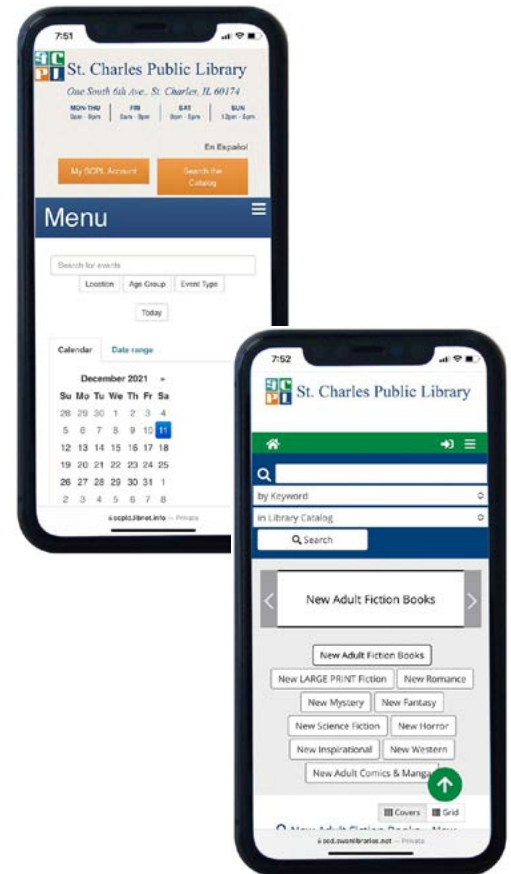
The navigation is user friendly in that it is at the top of the page, and it's easily recognizable. Suggestions to improve would be the darken the background color, so there is more contrast with the text. Additionally, reduce the number of menu options. Fewer options allow users to quickly read the navigation to find what they are looking for.

Waypoints

SCPL website does contain navigation waypoints such as breadcrumbs and local navigation. Although both are not necessary on the same page.

Search

The Library's search function works two ways: to search the catalog or search the website. Both worked well and returned expected results. However, selecting a type of search is unique and there is a learning curve for users.



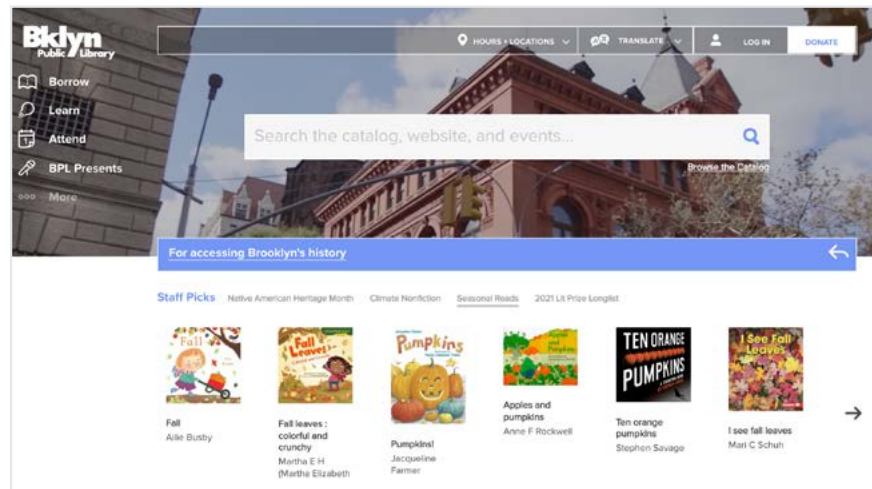
Competitive Analysis

Brooklyn Public Library bklynlibrary.org

Home Page

The BKLYN Library home page features a large focal image with a search feature. Often search is the first tool users go to.

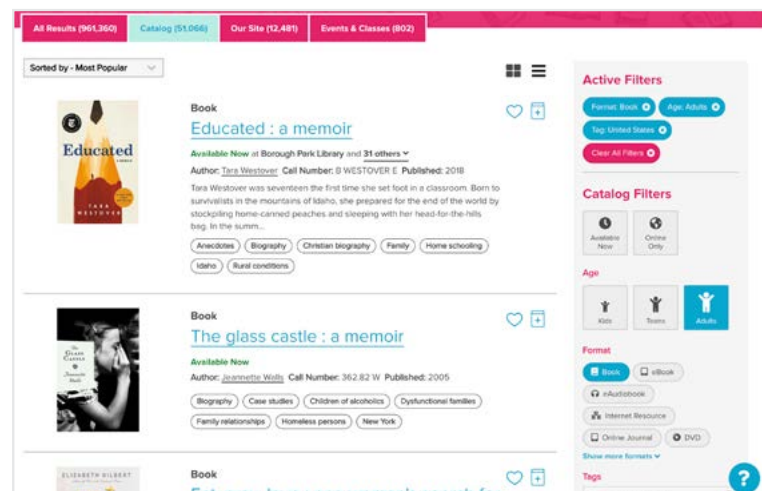
The navigation only has 4 options and when a user clicks on an option, it expands to reveal more drilled down tops. This navigation follows the user down as they scroll.



Catalog Page

Catalog pages are modern looking with an in-depth filter on the right rail. Icon buttons are mixed with the descriptions to make filtering faster.

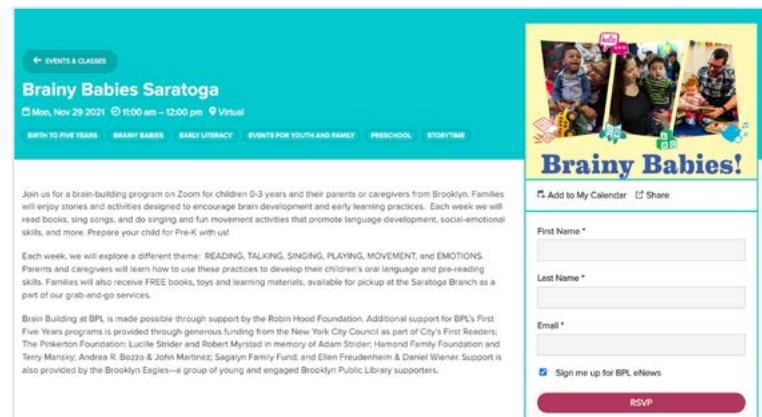
Additionally, there are large images of the books with their titles to help people scan and click quickly.



Event Page

The Events pages are very easy to navigate, first the date of the event is prominently displayed, then the event name and brief description such as who it's for are listed. When a user chooses a selection, more event info is given along with a sign up form.

The focus of the event page is of the even and not a calendar which can look cluttered and be visually overwhelming.



Competitive Analysis

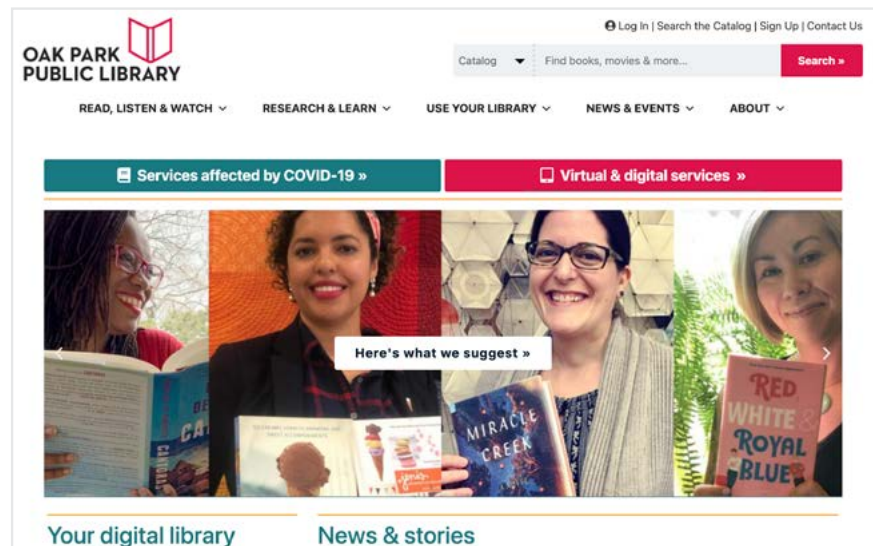
Oak Park Public Library oppl.org

Home Page

The clean white background on the homepage helps bring the focus to the main rotating image, the user's eyes know where to go immediately.

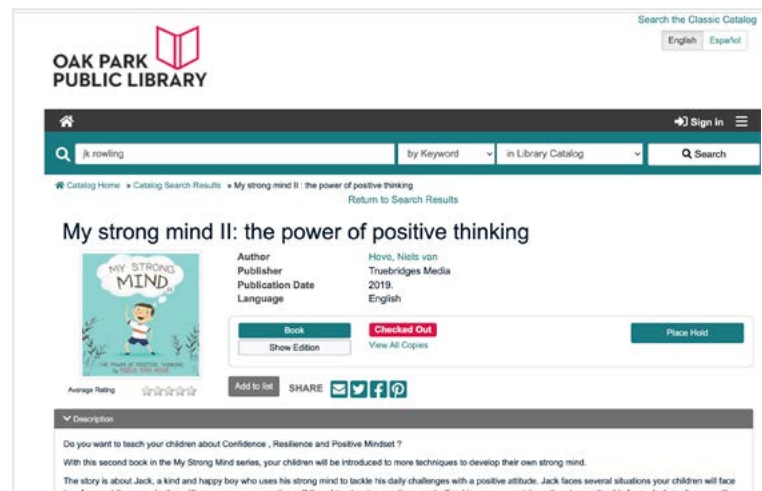
There are only 5 options on the navigation bar which helps users find what they're looking for. Each navigation option has a sub-menu that is organized with small headers.

The Search bar is neatly contained and has a drop down menu for users to select either the catalog, website or calendar.



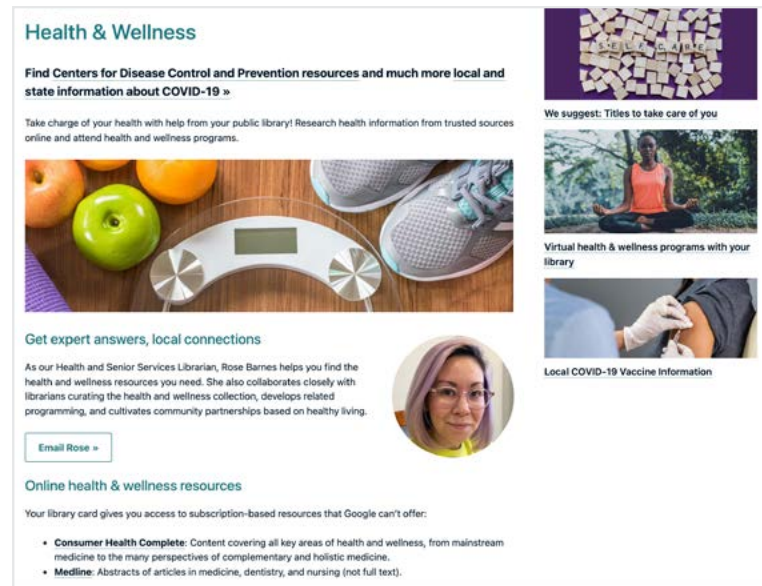
Catalog Pages

The catalog pages use the same system that the St. Charles' website does, yet the colors are more subdued making the information easier to read. Also, when a user clicks to the catalog, unlike the St. Charles' site it does not open in a separate tab, it keeps the user stays in the same website browser window.



Site Pages

These pages follow the 'Inverted Pyramid' approach where the most important writing and information is at the top of the page. H1 and H2 headers are used well along with images and bullet points which make for easy scanning.



The Strategy

The St. Charles Public Library website is full of resources for people of all ages with all types of backgrounds. Not only does SCPL have books, but it also offers learning resources, classes, entertainment, workshops, digital media, and so much more. To organize all of this content in an easy-to-use format, below are the areas of opportunity for SCPL.

- Create a new website with a high priority on navigation
- Use a simpler color palette throughout the site with a white background
- Have a focal image and main headline on each page with subheads to break up the content
- Feature a large rotating image that showcases library events with a prominent Call To Action on the homepage.
- Create a more interactive event calendar with an in-depth filter so users can find a variety of events suited to their age and interests.
- Shorten text on social media posts and make the focus on the images
- Create a more concise version of the desktop website for mobile use
- Expand Page Titles, Meta Descriptions, and alt text to improve SEO and accessibility.
- Change the readability to a third-grade level to help broaden the audience age range audience and ethnicities.



Core Strategy Statement

To make library resources **easy to find**, we will provide a clean, **user-friendly** website for all library patrons when looking for **information, entertainment, and local happenings**.

Content Prioritization

Based on the goals outlined by the St. Charles Public Library and the top tasks users seek, the following two pages outline how to prioritize the content.

First, the content prioritization table is divided into four quadrants that help align which content is most important for the organization, the audience, both, and neither. This table helps determine which content to give the most effort to so users can easily find it.

The second table, User Scenario/Content table, uses the first table and aligns comment user scenarios, the audience category the user falls into, and what content they seek.



Content Prioritization Table

Business Impact ▲ ▲ ▲	DRIVE	<i>Content that is important to the business but users may not be looking for.</i>	FOCUS	<i>Content that is important to users and business.</i>
	• Community partnerships, i.e. Historical museum, local businesses, Parks, etc. • Museum renovation information • Newsletter • Library Support, i.e. book drop off, donations, volunteer opportunities		• Obtaining and renewing library cards • Library locations and hours • Catalogs: books, resources, physical and digital • Services and Events: Concerts, classes, tutoring • Engaging YouTube videos	
	LOW PRIORITY	<i>Content that is not important to the business or users.</i>	GUIDE	<i>Content that is important to users but not very important to the business.</i>
	• Annual Report • Statement of Union • Board of Trustees • Staff Directory • Financial Information • Strategic Plan		• Contact-less library pick up and drop off • Movie and TV downloads • Museum passes • Third party Online classes • Staff book picks • Grab and Go craft kits	
User Need ► ►				

User Scenario/Content Table

USER SCENARIO	SEGMENT	FOCUS	DRIVE	GUIDE
I'm looking for unique ways to engage with my students.	Information Seeker	Catalogs: books, resources, physical and digital	Community partnerships	- Grab & Go kits - Museum Passes
I'm so busy with work and a long commute, I don't have time to go to the library. Instead I prefer to download ebooks, audiobooks and movies	Digital Guru	- Catalogs: books, resources, physical and digital - Contact-less library pick up and drop off	Library Support, i.e. book drop off	Movie and TV downloads
I'd like to have my child socialize with other little ones. I'd also love to meet moms like me in my community.	Community member	Services and Events for kids	Newsletter	- Museum Passes - YouTube videos
Books are my life, I love reading and talking about them with friends. I'll even take a try at writing.	Community member	Services and Events for adults	- Community partnerships - Newsletter	- Staff Book picks - Third party Online classes

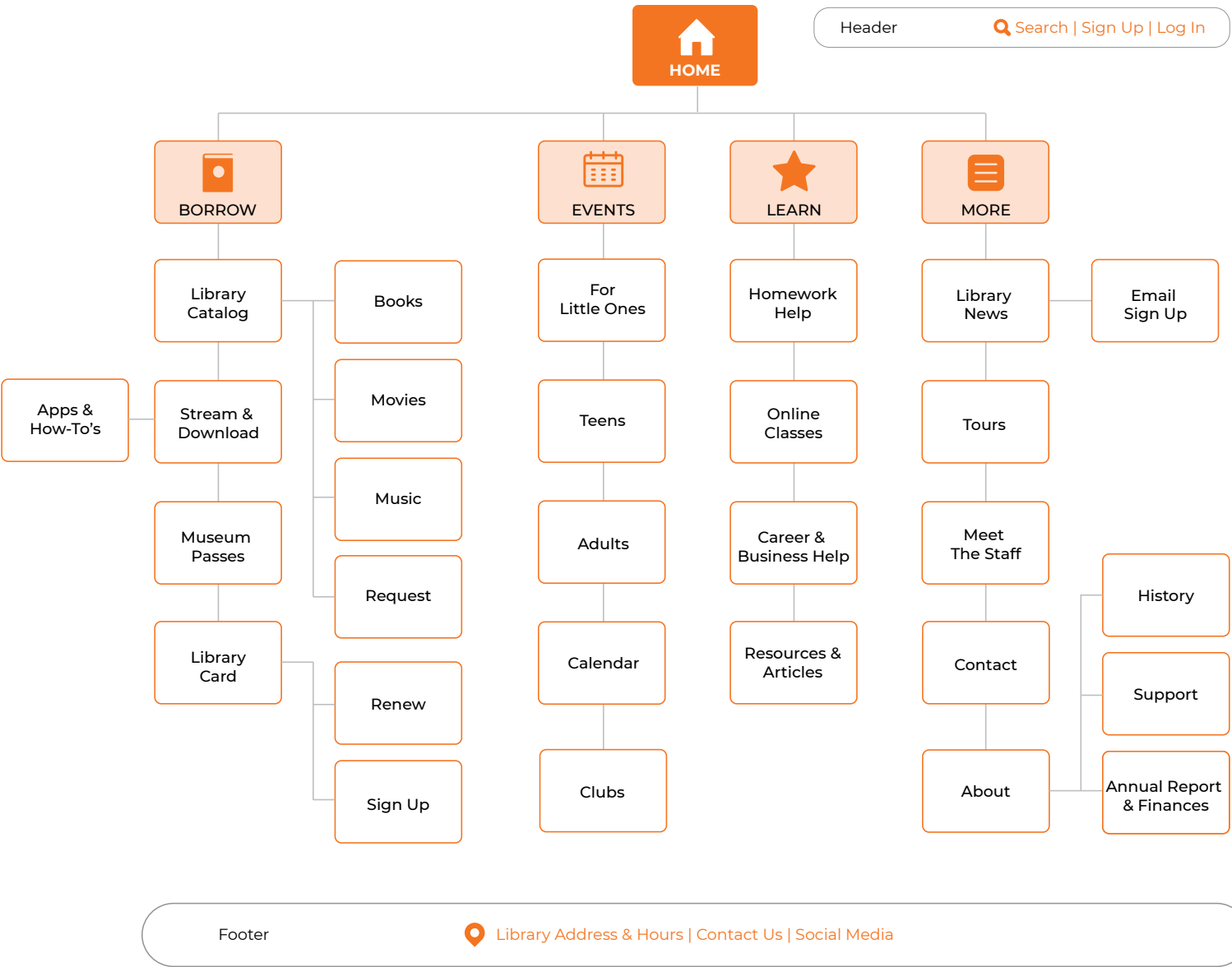


Core Content Model

GOAL	CORE LIST	CORE PAGE	CORE PAGE CONTENT
Help users find what they need quickly	Global	All pages	Borrow - Books/DVD's/digital items Learn - Classes, tutoring, educators Events - Divided into age and categories Search (options for catalog & website)
Help users find what they need quickly	About	More	About the Library Staff History Newsletter
Encourage Use of Library	Physical and Digital Material	Borrow	Staff picks Seasonal selections Best Seller list How to borrow digital items -App help Get library card
Encourage Use of Library	Calendar	Events	Age categories (toddler, kid, teen, young adult, adult) Event types (Author visits, Story times, coding, magicians, etc) Calendar
Encourage Use of Library	Education & Research	Learn	Homework Help Online Classes Career Help SAT Prep Business Resources and Newspaper Articles

Site Map

The site map below represents a high-level blueprint of the St. Charles Public Library website. It is a visual representation of how to organize the content throughout the site.



Wireframes

Home page

Features:

Search bar with
drop down menu
for 'Catalog' and
'Website'

Hero image
with CTA

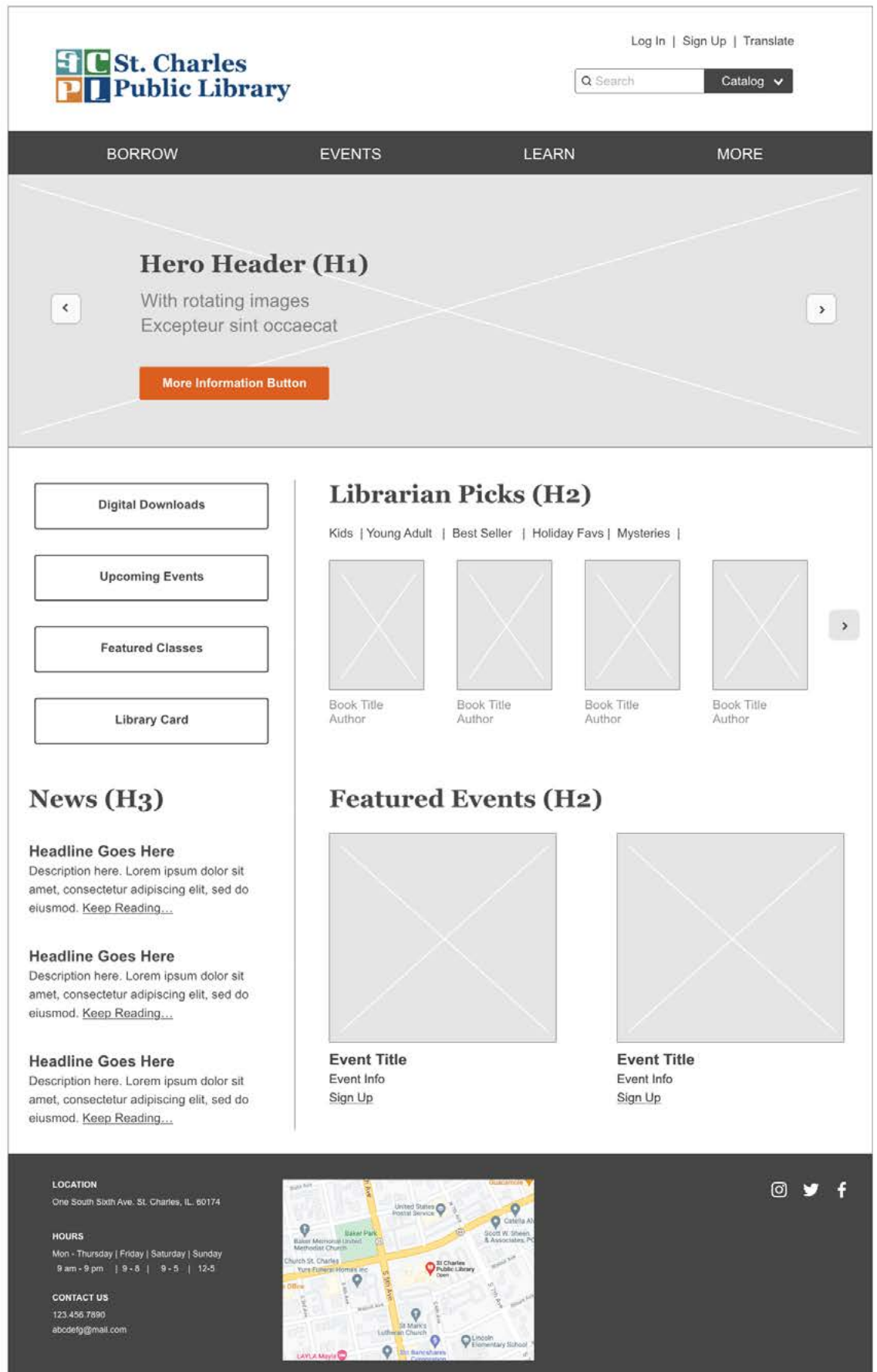
Primary CTA's

Carousel of featured
books

Featured events
with large images

News

Map of library in
footer



Wireframes

Events Page

Features:

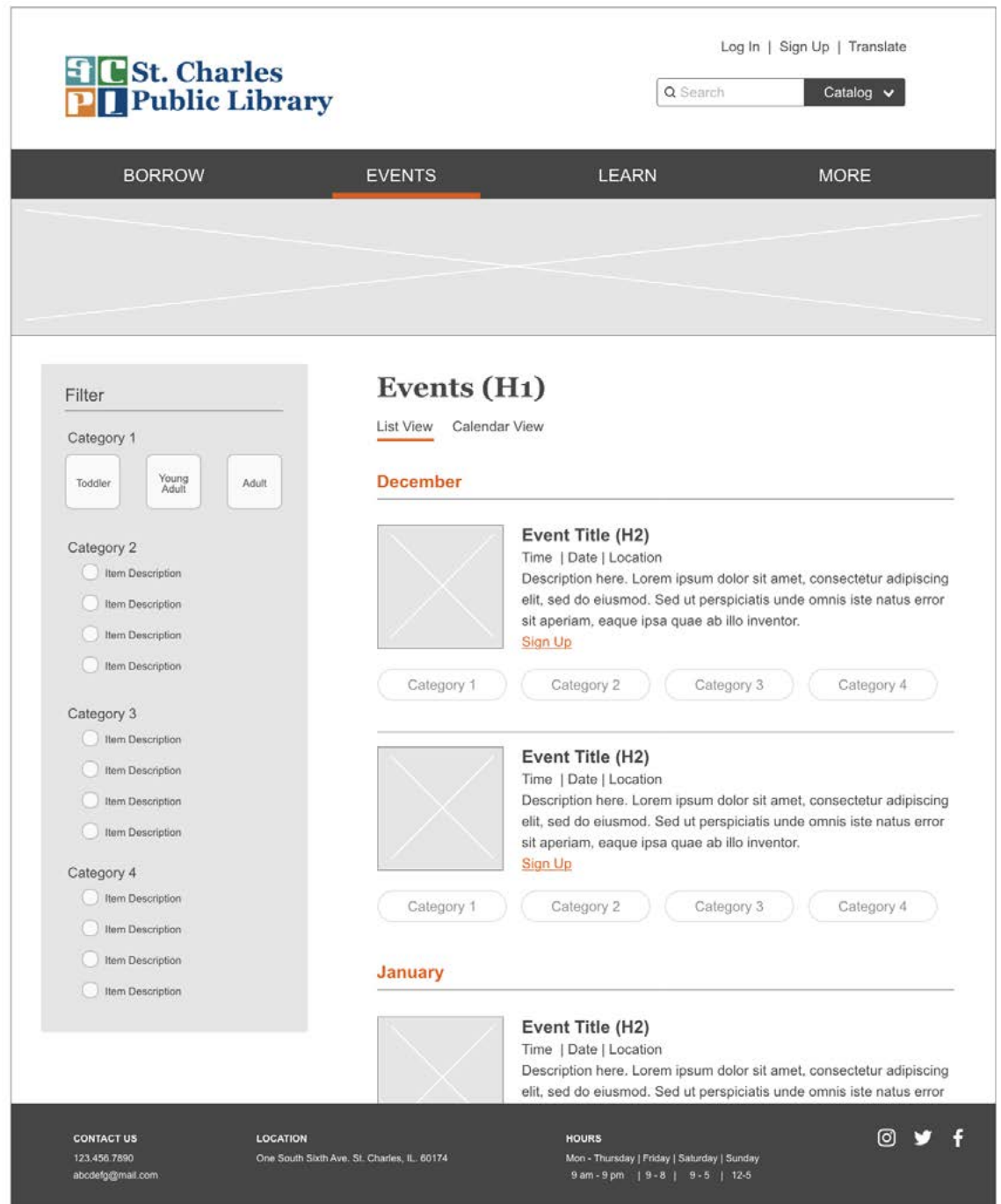
Hero image

Large filter categories

Ability to change views from list to calendar

Event image, description and sign up link

Condensed footer



Wireframes

Learn Page

Features:

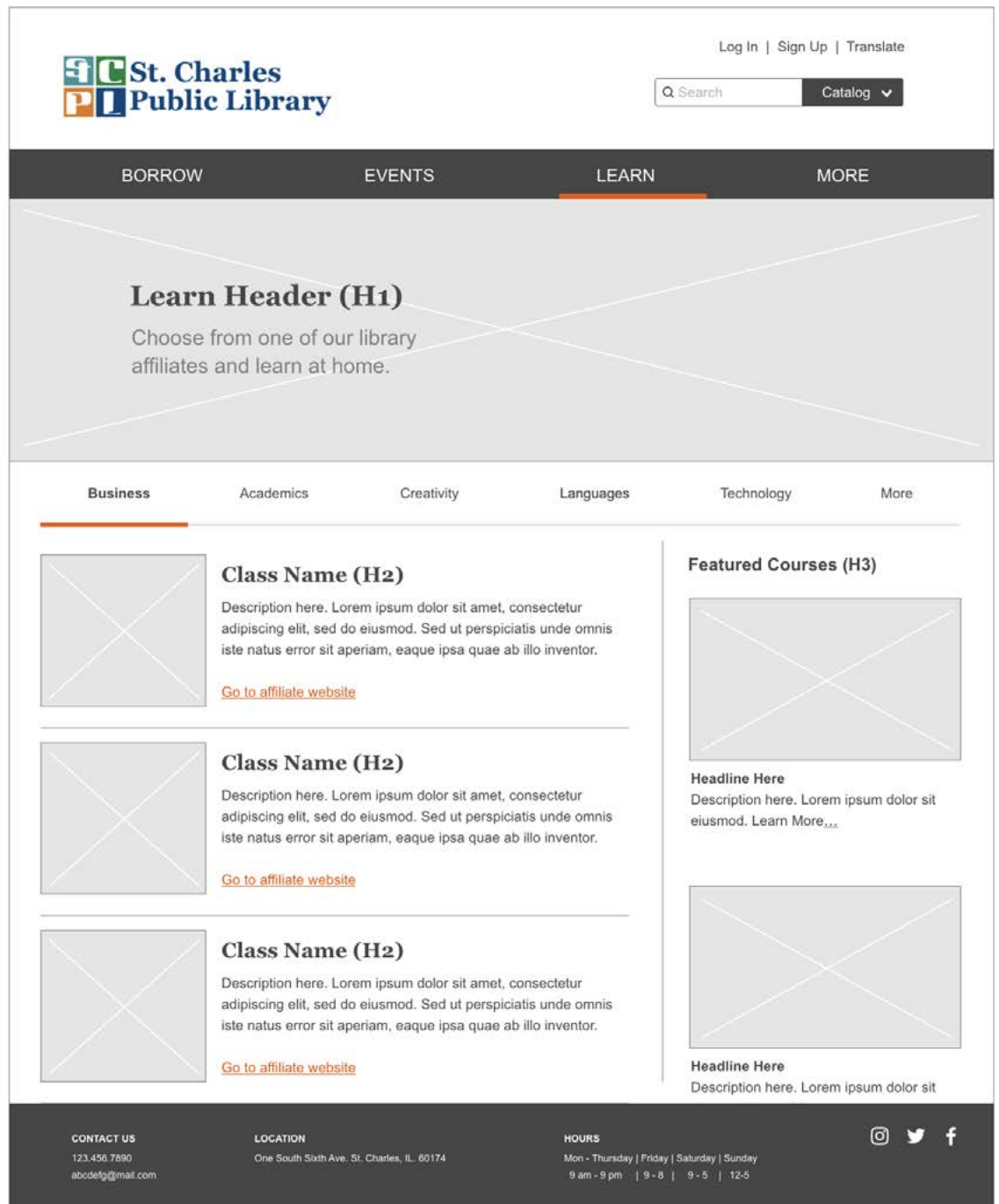
Hero image with
how courses work

Courses categories

Image and
description with link
to third party

Featured
courses in right rail

Condensed footer



Style Guide

With various people throughout St. Charles Public Library writing and creating content, a Style Guide for brand consistency is necessary. The guide below will help build trust and brand loyalty with library patrons. It will also encourage content creators to research first and gain insights into their audience, keeping their needs top of mind, thus creating better content.

Brand

At the heart of the city, the St. Charles Public Library encourages lifelong learning, equal access to all resources, and a connection to the community. SCPL offers a welcoming, friendly space that is traditional yet keeps up with current technologies.

Audience

The overarching audience for the SCPL website is current and prospective library patrons. They include Information Seekers, those looking to learn more about a particular subject or get educational material to teach others. Next, the Digital Denizen prefers eBooks and creating content. And finally, Community Members go to the library to socialize, learn and experience new events.

Voice & Tone

The voice and tone are summed up in 3-5 words describing what the brand is and 3-5 words of what the brand is not.

St. Charles Public Library is

Positive
Trustworthy
Informative
Welcoming

They are not:

Formal
Stodgy
Edgy
Sarcastic

Language

The St. Charles Public Library strives to reach all people in the community; therefore, the language must be plain English, simple and clear.



Style Guide Cont.

Web Writing Best Practices

With only seconds to capture a user's attention, writing for the web needs to be direct. Keep these below tips in mind when writing:

- Use headlines and subheads to summarize the information. Framing them as a question is also engaging.
- Break content up into smaller chunks. Doing this makes it easier for users to scan the webpage.
- Put the most critical information at the very top of the page.
- Incorporate visuals. Using photography, illustrations, or graphs helps break up the content and helps people understand the content faster.
- Bullets and lists also help speed up reading.
- Keep the writing clear and use a conversational style.
- Write with an Active voice.

Accessibility

Writing for all people including the 15-20% of the population with disabilities, is a core value of the St. Charles Public Library. Here are tips to keep their needs in mind when creating content:

- Using contrasting colors, especially for type and buttons.
- Include captions on all videos
- Provide text alternatives for images.
- Always using headings and labels.

Example Content



About the Library

Welcome Message from Carla Hayden, 14th Librarian of Congress

The Library of Congress is the largest library in the world, with [millions of books, recordings, photographs, newspapers, maps and manuscripts](#) in its collections. The Library is the main research arm of the U.S. Congress and the home of the U.S. Copyright Office.

The Library preserves and provides access to a rich, diverse and enduring source of knowledge to inform, inspire and engage you in your intellectual and creative endeavors. Whether you are new to the Library of Congress or an experienced researcher, we have a world-class staff ready to assist you online and in person.

I encourage you to visit the Library of Congress in person in Washington, D.C., explore the Library online from wherever you are and connect with us on social media.

Sincerely,
[Carla Hayden](#)
Librarian of Congress

Library of Congress Example Content



Roles & Responsibilities

To ensure the success of the new library website, it is vital to determine roles and responsibilities within the St. Charles Public Library organization. There are different management models, SCPL may take- Centralized, Decentralized, and Hybrid. It is at SCPL's discretion to determine which model works best for the organization.

Centralized All content is managed by a dedicated team of writers and editors who create and publish the content. They gather input from Subject Matter Experts (SMEs), legal, and other necessary advisors.

Decentralized All teams create, edit and publish content. This model carries a greater risk for inconsistencies with no one person in the lead.

Hybrid Combination of Centralized and Decentralized models

The Key to any management model is for all responsible parties to work toward the same common goal and strategy.

Below is a list of roles necessary within the organization to achieve a consistent successful content strategy.

Editor This role oversees the organization's content and makes sure it is on brand and within the strategic guidelines. They make sure team members have the tools to create the content. They assign, review and provide feedback.

Owner This person is responsible for specific content and ensuring it's current and accurate. For example, the Event Coordinator is the owner of the event calendar.

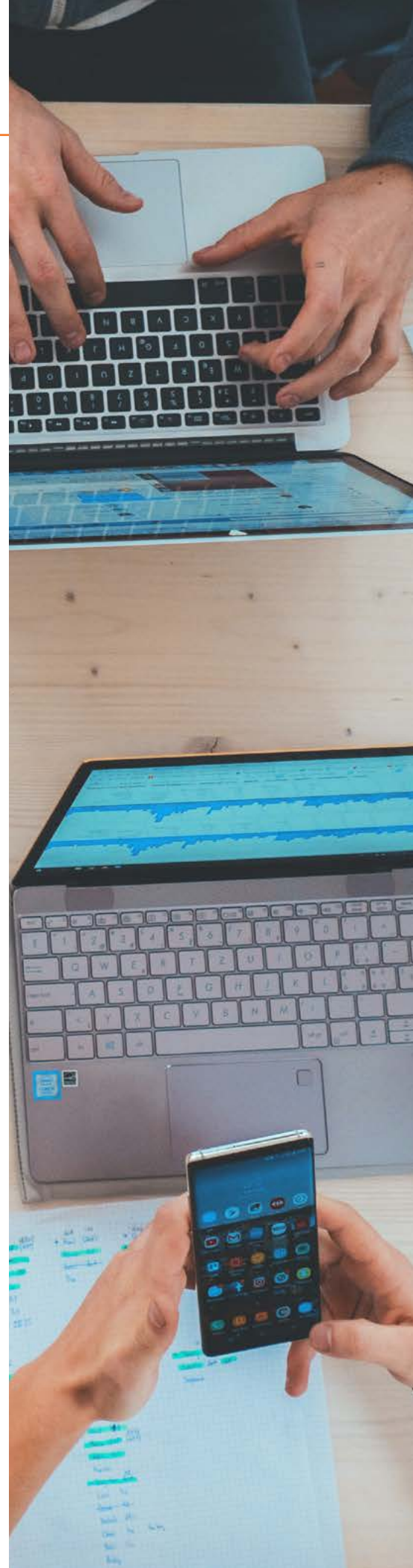
Writer Researches and writes based on the content needs and strategy requirements.

Subject Matter Expert (SME) Experts on specific content matters. They review content and give feedback to ensure accuracy.

Reviewers Any person who needs to review content such as legal, brand management, or compliance

Proofreader Reviews content for grammar, spelling or formatting issues

Publisher This person pushes content live to the website, social media, email, or where ever it may need to go.



Process Workflow

Once roles have been assigned, a process workflow must be established to keep content on track. The basic steps of a process workflow include:

- **Plan**
- **Create**
- **Review**
- **Approve**
- **Publish**

If the content management team deems necessary, additional steps such as content outlines, interviews, and further reviews may be added. As each step is laid out it is imperative to include the answers to the below questions:

What does the step cover?

Why is the step necessary? What is the objective?

Who will be assigned to the task?

When is the deadline for each step?

How will the step be completed? What tools or resources are necessary?

PLAN

CREATE

REVIEW

APPROVE

PUBLISH



Measuring Success

Once the new content strategy is in place and the new St. Charles Public Library website launches, we would like to measure its success. The Key Performance Indicators (KPI) listed below will help us determine where the library's digital presence has improved and where adjustments are needed. Before any website changes are made, we will take a baseline measurement of each KPI. Then, the website's overall performance can be measured at regular intervals.

1. Site Engagement. With SEO and Accessibility improvements, we can measure traffic to the website, time spent on the site, and the number of pages viewed.
2. Event and Program Engagement. Online sign-ups and attendance can be tracked.
3. Digital Downloads. How many people are downloading eBooks, audiobooks, or streaming video content?
4. Newsletter and Social Media Sign-Ups. With more interest in the online library, patrons may want the latest news sent directly to their inbox, or their Social Media feeds. Email collection and followers will also be measured.



Content Lifecycle

Once a workflow process is set, and content is regularly created, it must be reviewed during regular intervals throughout the year. This review process is called the Content Lifecycle. It ensures the content stays on strategy and relevant over time. This lifecycle is vital to keep St. Charles Public Library current and up to date with changing business needs and shifts in the audience.

How it works:

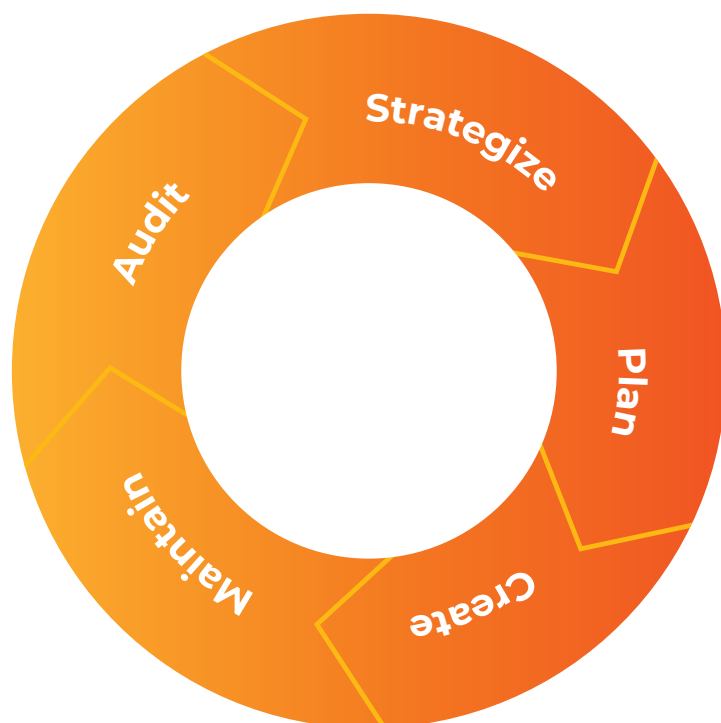
Strategize Decide what content is the right content for the audience and best fits with the business goals

Plan Using the process workflow, determine the roles and responsibilities for the content

Create with the content style guide handy; writers can create, review and publish

Maintain Review the content yearly - at the very least. Update old material and archive any content that is no longer relevant

Audit Measure how well the content is performing



Resources

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