

**Content is
Drupal's
business - so
make it yours!**

Hello!

I am Pamela Barone



Find me on Twitter at [@pameeela](https://twitter.com/pameeela)

How I got here



4

Years as a content producer

5+

Proprietary CMSES used

Millions

Spent on high-profile websites



Zero

consideration of content

Thousands

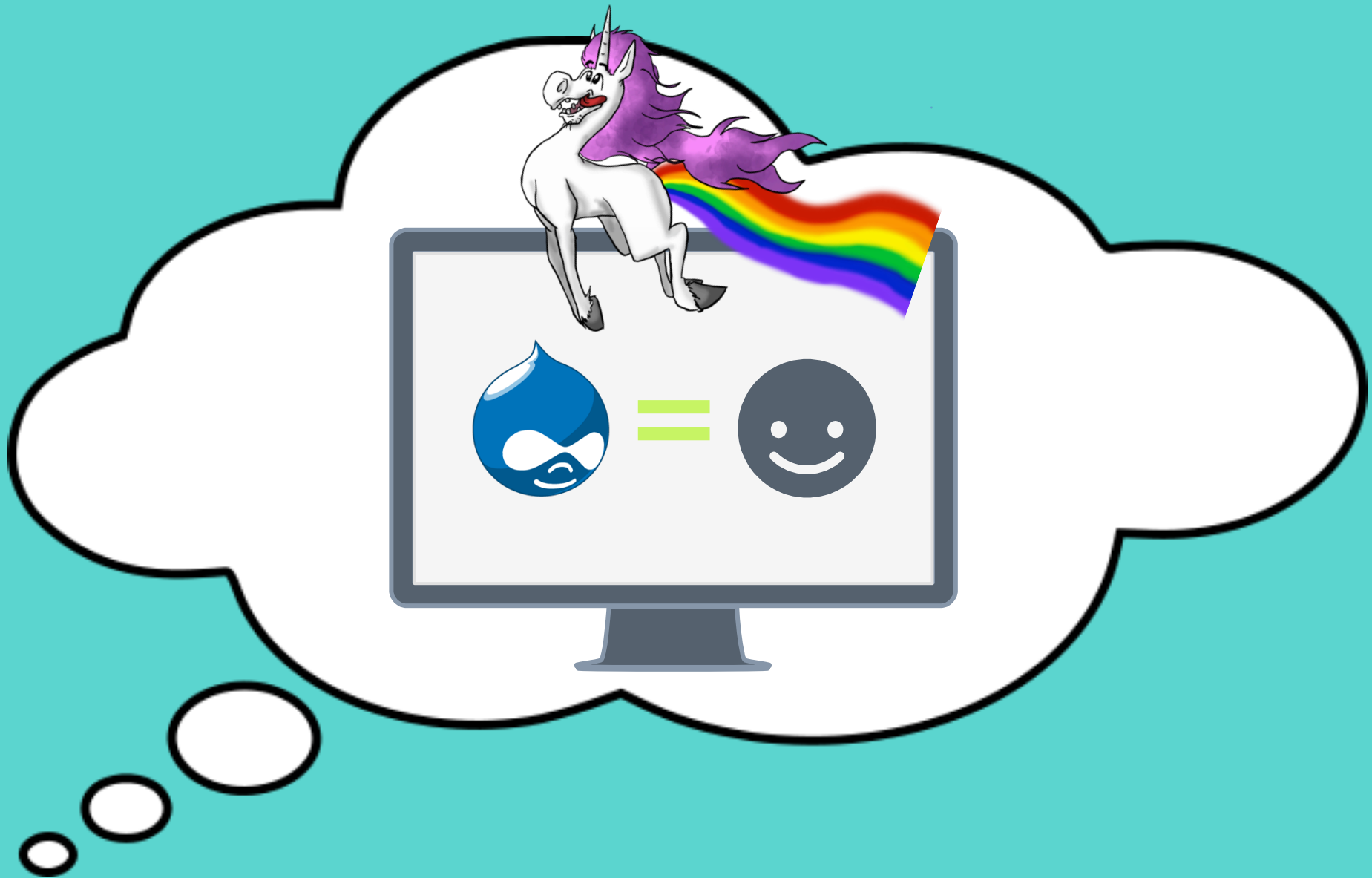
of hours wasted on inefficiency

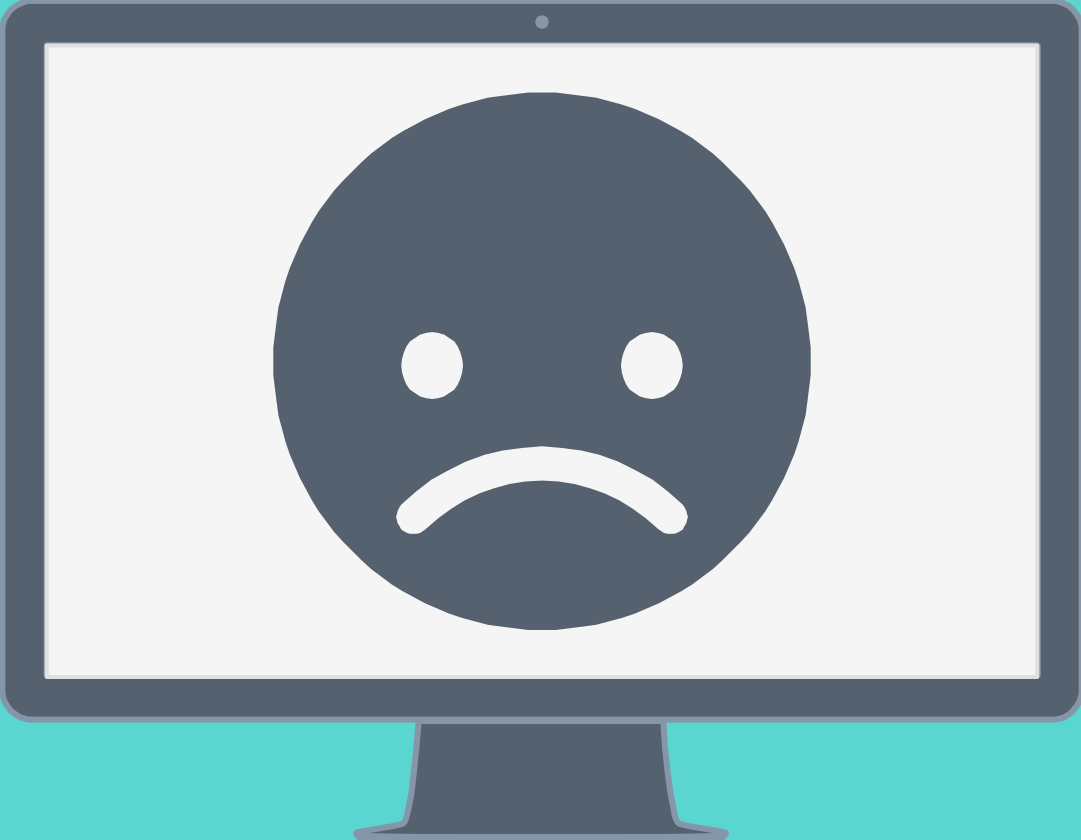
Unknown

amounts of traffic lost to bad UX











What I already knew:

Drupal provides the tools to build great content management systems and great web sites.



What I learned:

Without the right inputs, the tools are useless.

That's what this session is about

1. Why you should care about content
2. How to get the right information
3. Doing it wrong
4. Doing it right

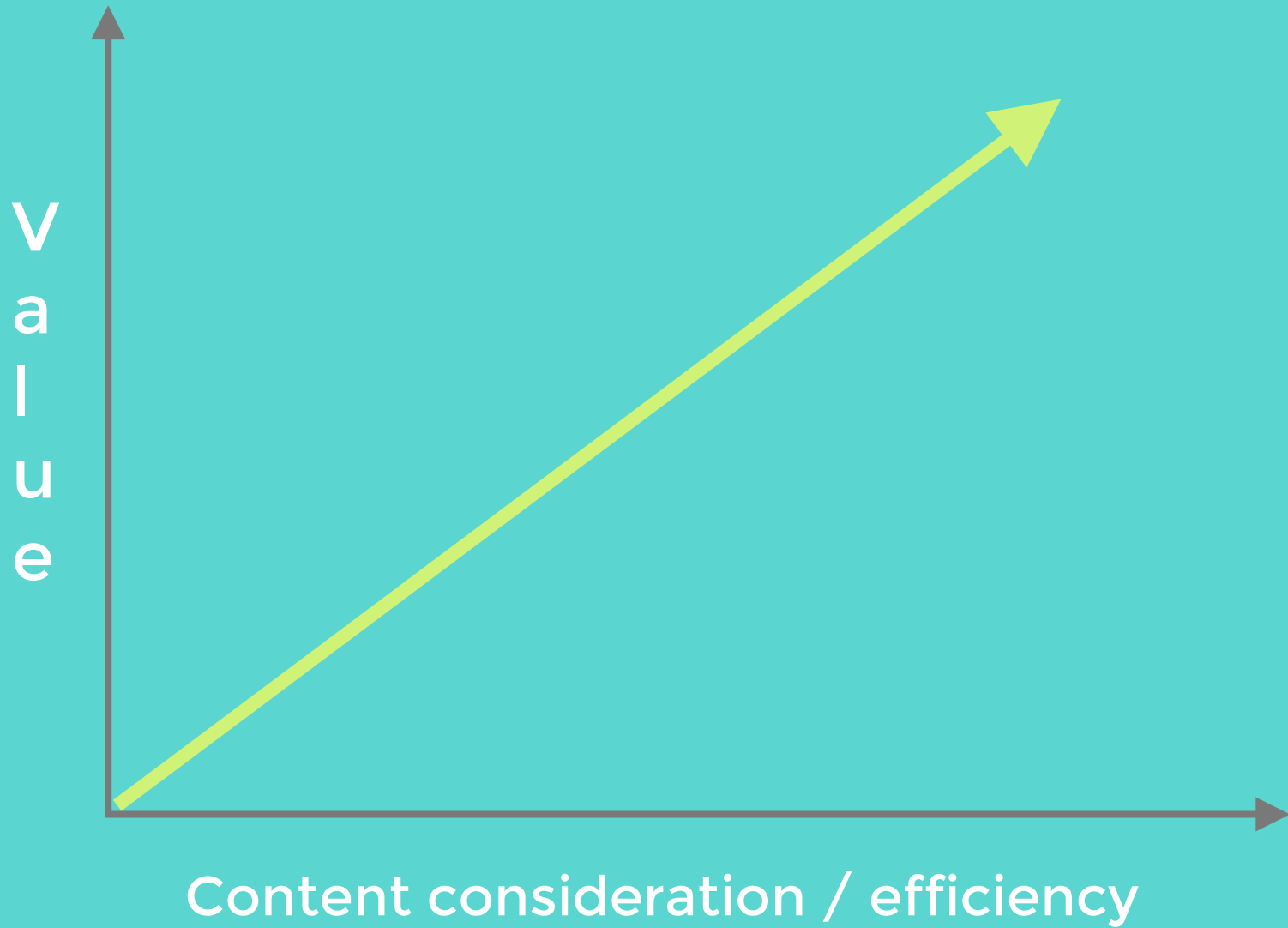
1.

The “Content is
important”
argument

Or, content is
your business
(beeswax)

Hey! You're building a C.M.S.

- Stands for “Content Management System”
- You already knew that
- So, umm, content is important!
- Does anyone actually disagree with this?







CMS = content container

Risks

- ❑ Refactoring
- ❑ Expensive
- ❑ Inefficient
- ❑ Unhappy clients
- ❑ Unhappy users
- ❑ Unhappy developers

Rewards

- ❑ Cheaper
- ❑ Easier
- ❑ Happy clients
- ❑ Happy users
- ❑ Happy developers

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Friday, September 19, 2014

[>Chair's communique 2014-04](#)

[>Chair's communique 2014-01](#)



To get the best result,
we need to know the
right information.

2.

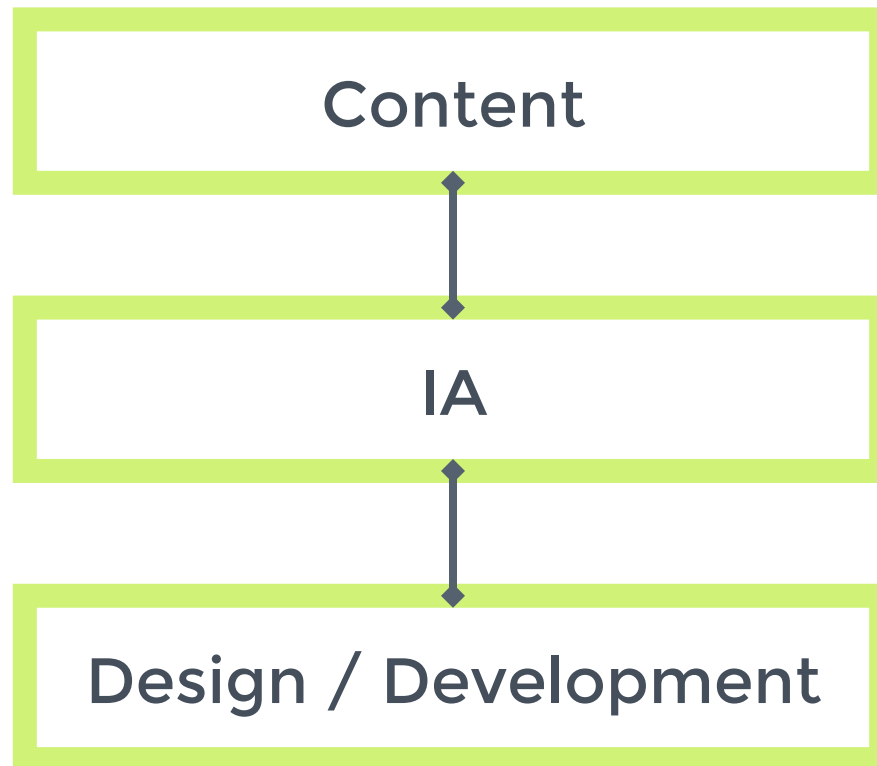
Getting the
right
information

Or, content is
your business
(\$\$\$)



**We can help you with
that!**

Content comes first



Getting started

- Identify your content advocate
- If you don't have one, hire one
- Determine what level of services you would like to provide

Let's call it “content assessment”

- Run by content advocate
- Account for content assessment in planning
- Include this activity in your budgets
- It's not optional
- Effort will vary greatly between projects and depending on your service offering

Content assessment outcomes

- Highlight content as the main focus
- Ensure there is a validated content model
- Confirm that expectations match reality
- Model informs design & development



You don't need to know all of the answers in order to ask the questions.

Before you start

Ask questions about:

1. The content plan
2. The CMS users
3. Actual or proposed workflows

No plan?



Let's talk this through

- IA / design must be validated by content plan (not the reverse)
- Without a plan there is no validation
- No plan, no idea how it will turn out!
- Jeez, that sounds risky
- Because it is

**PLANNING TO MAKE A PLAN
IS NOT A PLAN**

Four easy steps to a plan

1. Evaluate
2. Prioritise
3. Map
4. Measure

1. Evaluate

- What content do we need to achieve the project goals?
- Does any of it exist already?

2. Prioritise

- What content is most important to the project goals?
- Effort should be focused accordingly
- Most important content should be surfaced as often as possible

3. Map

- What will the content look like?
- Listing specific fields is critical
- The list may change
- Simpler is better for the initial mapping

4. Measure

- How much work is required to create the content?
- It's always more than you think

Got a plan?



Great! Let's review it...

- Check the assumptions
- Identify gaps
- Request examples
- Document workflows

From content plan to content model

- Content plan documents what the content is
- Content model documents its structure
- List the content types required
- List the fields for each content type
- Identify relationships between content types
- Spreadsheets are great for this!

Why is a content model important?

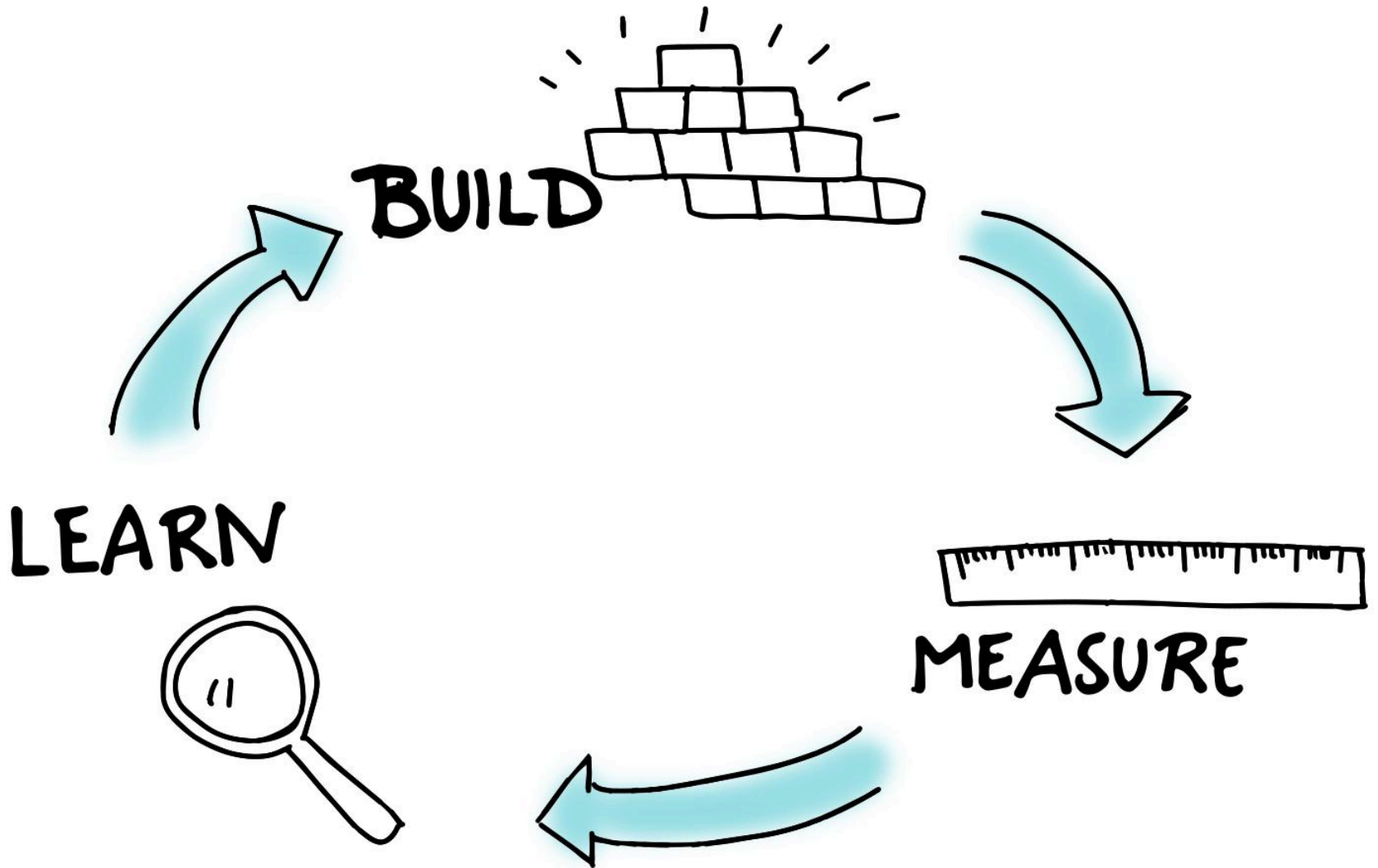
□ Srlsy?

Content editors are people too

- Find out who the CMS users will be
- Include them wherever possible
- Get them to test early and often
- Engagement is extremely important
- Resistance is sign of trouble

Workflows matter

- CMS processes should support real workflows, not block them
- Real workflows > hypothetical workflows
- Focus on efficiency
- Beware of rules and restrictions aimed at eliminating bad behaviour
- Workflows shouldn't be used to solve organisational problems



Create Blog

Home > Add content

Title *

Drupal Planet Post

This article meets the Drupal Planet guidelines. <http://drupal.org/about/drupal-planet>

Planet PHP

If this article is relevant to general PHP feed 'Planet PHP'

Summary

Rich text editor for the summary field with a toolbar and a large text area.

Path:

[Disable rich-text](#)

Text format: Full HTML

[More information about text formats](#)

- Lines and paragraphs break automatically.

Body

Rich text editor for the body field with a toolbar and a large text area containing the text "Insert content here! (Now)" in large red font.

Path:

[Disable rich-text](#)

Text format: Full HTML

[More information about text formats](#)

- Lines and paragraphs break automatically.

Category

Category selection dropdown menu with options: - None -, Designing for Drupal, Drupal Consulting, Drupal Development.

Tags

Image

Choose File No file chosen Upload

On blogs, the image field is used only on Tag listings.
Files must be less than 20 MB.
Allowed file types: [png](#) [gif](#) [jpg](#) [jpeg](#).

XML sitemap

Inclusion: Default (included)
Priority: Default (0.5)

URL path settings

Automatic alias

Meta tags

Using defaults

Comment settings

Open

Scheduling options

Not scheduled

Authoring information

By pameela

Publishing options

Current: Draft

The default XML sitemap settings for this content type can be changed [here](#).

Inclusion

Default (included)

Priority

Default (0.5)

The priority of this URL relative to other URLs on your site.

Save



... text goes here this is what it looks like. I'll add one more line of ...
... Test summary text goes here this is what it looks like. I'll add one mor ...
... summary.



ANNA BARONE
Service Manager
... er, 2015



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Doing it right doesn't cost more. It will save time in the long run.

3.

Getting it
wrong

Or, lessons
learned the
hard way

The setup

- Migration of >100 sites into one big site
- >20,000 pages of content
- Years of planning by committee
- Design was done before they went to market for development
- Epic RFQ was used as “the requirements”
- Minefield of internal politics



One year later...



What went wrong? (the short list)

- IA / content plan was done in a vacuum
- No validation of design or development
- Information provided piecemeal
- No big picture approach to site building
- Content added when dev was “complete”
- CMS did not support their content model
- Rework was massive and expensive
- Workarounds to solve problems that caused even more problems



After much soul searching...

What should we do differently?

- Don't start development without some visibility into the content model
- No, really. Don't start.
- Recognise your clients' limitations
- Foster collaboration and partnership
- Don't be discouraged by small failures
- Don't avoid tough conversations



Creating a successful content strategy is not easy. But it is easy to avoid total disaster.

4.

Getting it
right

Or, yes it can be
done!

Large-scale content migration

- Moving from a very old CMS to Drupal
- ~5,000 pages and ~10 “content types”
- Relatively straightforward to map
- Except...

```
<div id="landingPage">
<div id="intro">
<p>Introduction text here.</p></div>
<div id="tier1">
<div class="tier1item">
<a href="/node/25591"></a>
<h2><a href="/node/25591">Free native plants </a></h2>
<div class="tier1text">Council offers free native plants to residents, schools, service groups and charities and occupying Council
land.</div></div>
<div class="tier1item">
<a href="/node/19766"> </a>
<h2><a href="/node/25896">Compost and mulch</a></h2>
<div class="tier1text">Find out when the next compost workshop will be on, the best materials to use and how to use compost and mulch in
your garden while recycling your leftover everyday household materials.</div></div></div>
<table border="0" cellpadding="0" cellspacing="0">
<tbody>
<tr><td style="width: 56%;">
<div class="tier2item">

<h3><a href="/node/18591">Planting in your garden </a></h3>
<div class="tier2text">Read the benefits for planting trees and growing your own food. Download the Gardening in Brisbane
Guide.</div></div></td>
<td style="width: 44%;">
<div class="tier3block">
<h3><a href="/node/27486">Pruning and mowing</a></h3>
<div class="tier3text">Find tips on pruning and mowing in your garden to promote health and a beautiful garden.</div></div></td></tr>
<tr><td style="width: 56%;">
<div class="tier2item">

<h3><a href="/node/11036">Community gardens and city farms</a></h3>
<div class="tier2text">Find out how you can get involved in your local community garden or start a new one in your area.</div></div></td>
<td style="width: 44%;">
<div class="tier3block">
<h3><a href="/node/25891">Using greywater on gardens </a></h3>
<div class="tier3text">Gardening with greywater is easy - just remember which plants love greywater and a few dos and
don'ts.</div></div></td></tr>
<tr><td style="width: 56%;">
<div class="tier2item">

<h3><a href="/node/27216">Types of soil </a></h3>
<div class="tier2text">Brisbane has four main soil types. Find out what soil is in your suburb and what plants grow best.</div></div></td>
<td style="width: 44%;">
<div class="tier3block">
<h3><a href="/node/27496">Designing your garden </a></h3>
<div class="tier3text">Learn how to design your garden including analysis, design plan, design examples and what to consider before you
start.</div></div>
</td></tr></tbody></table>
```



Focus on incremental improvements rather than perfection.

There is no single solution

- Every project is different
- (That's what we love about it!)
- Patterns will emerge
- “Oh, we've seen this before, and here's what we did...”
- It will get easier!



Getting it mostly right is a vast improvement over getting it mostly wrong.

Thanks!

Any questions?

You can find me at

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drupal.org/u/pameeela

What did you think?

Evaluate this session:

<https://events.drupal.org/node/4761>

Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)