



CONTENT AFTER LAUNCH

Preparing a Monkey for Space

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#DrupalCon2015

FORUM ONE

Introduction

Setting the stage, setting the metaphor

Who am I?



FORUM ONE

Extend Your Influence



DRUPALCON 2015

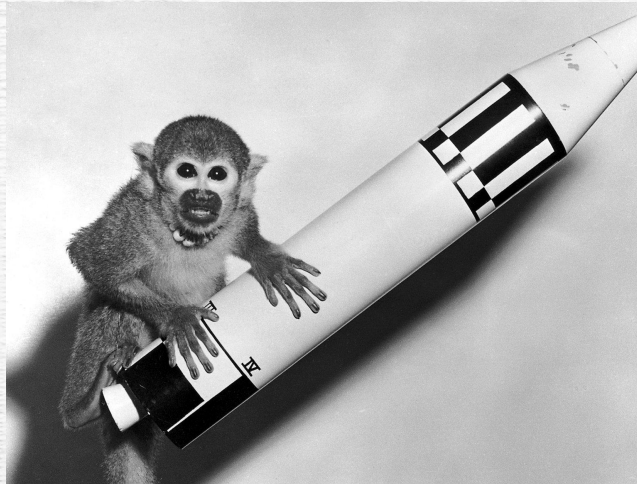
Put the C in CMS



The key to success

- Address content FIRST
- Maintain focus during the build
- Commit to post-launch plans

Plan, Build, Beyond



STAGE 1

Plan the mission

(and assemble your crew)

Explain your process



FARSHOT.COM

Define the goals



Who are the stakeholders?



Who writes the content?



Understand the audience



Existing content



Vision brief



STAGE 2

BUILD YOUR ROCKET

(and load it up)

Scope & Complexity



Content types & Taxonomy



Author experience



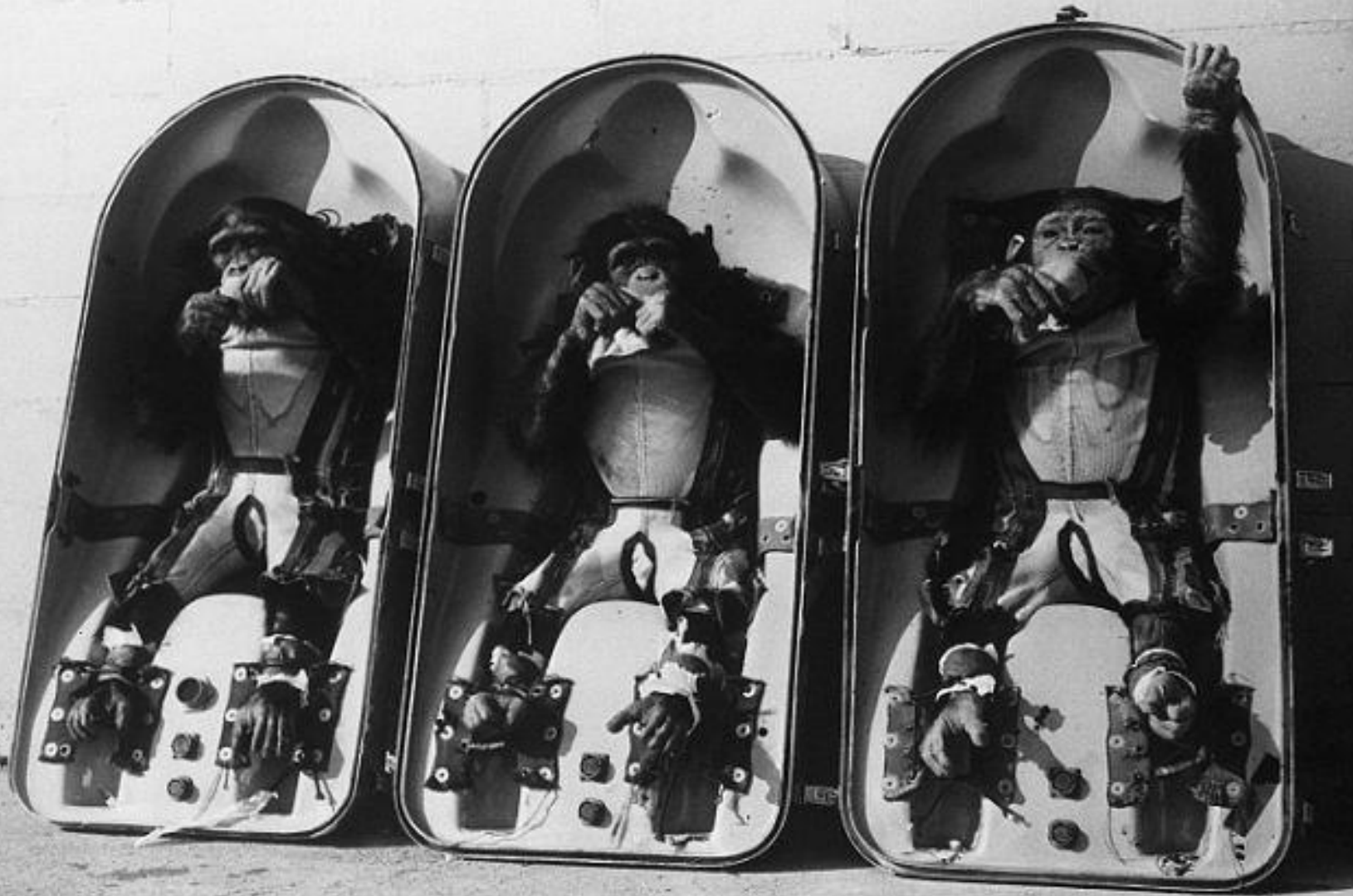
Governance



Build your pages



Collect your content



Migration



Training & Documentation



Launch!

STAGE 3 SUPPORT THE MISSION

“Ground control to monkey, come in monkey.”

Check your vitals



Editorial calendar



Check your goals



Promotion campaigns



In Conclusion

Focus on the content!

