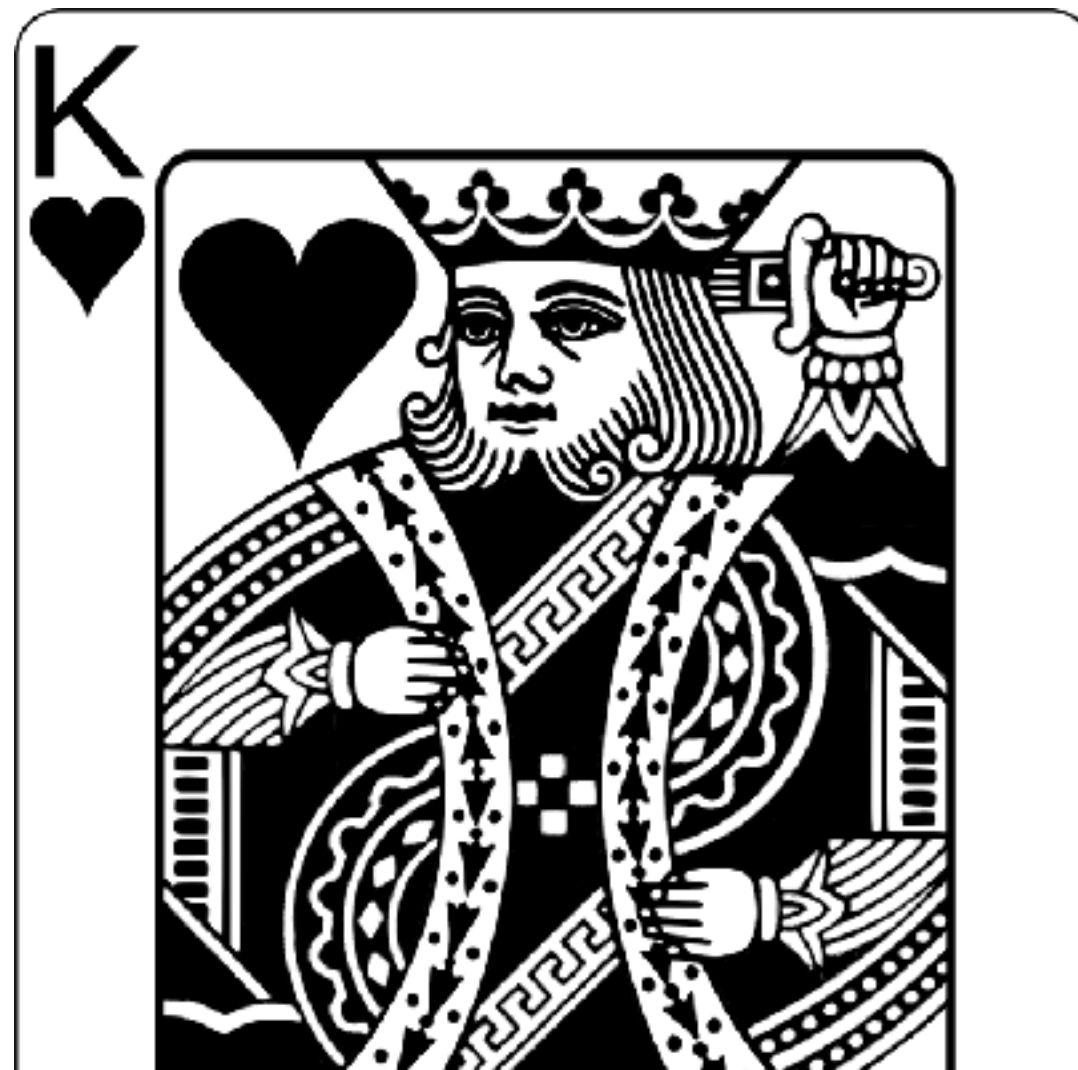# Website Content Planning

Rami Hassan @RealRamchilla

What's Content?

The things that are held or included in something.

Information made available by a website or other electronic medium.

It's King.

"Rushing on to programming and pushing pixels makes for content that looks shoehorned rather than fully integrated and will only require late-game revisions."

– Kristin Wemmer

Where to start?

Previous site or redesign?

New website?

Starting Content Planning

- Research, explore, and scour

- Identify types and entity properties

- Communicate

- Take inventory

Content Planning

Macro-planning vs. Micro-planning

Macro-planning

Site maps.

A hierarchical list of pages.

Macro-planning: Sitemap

- Home

  - About

  - Contact

  - News

  - Services

  - What we do

Macro-planning: Sitemap

- Describes broad website structure

- Great for navigation and hierarchy

- Lacks content type description

- Lacks development hints

Macro-planning

Visual sitemap.

A hierarchical list of pages, drawn as a diagram.

Macro-planning: Visual sitemap
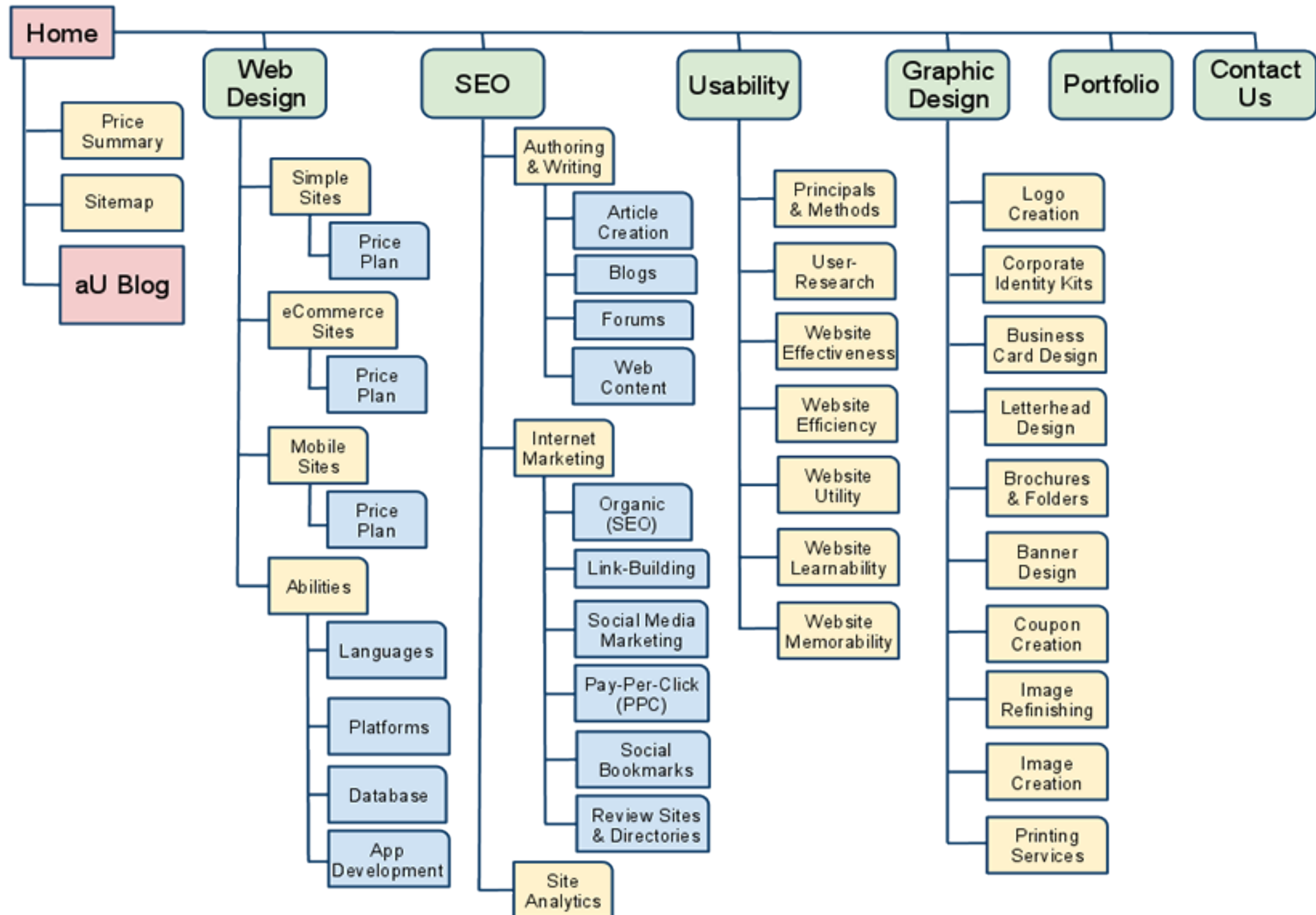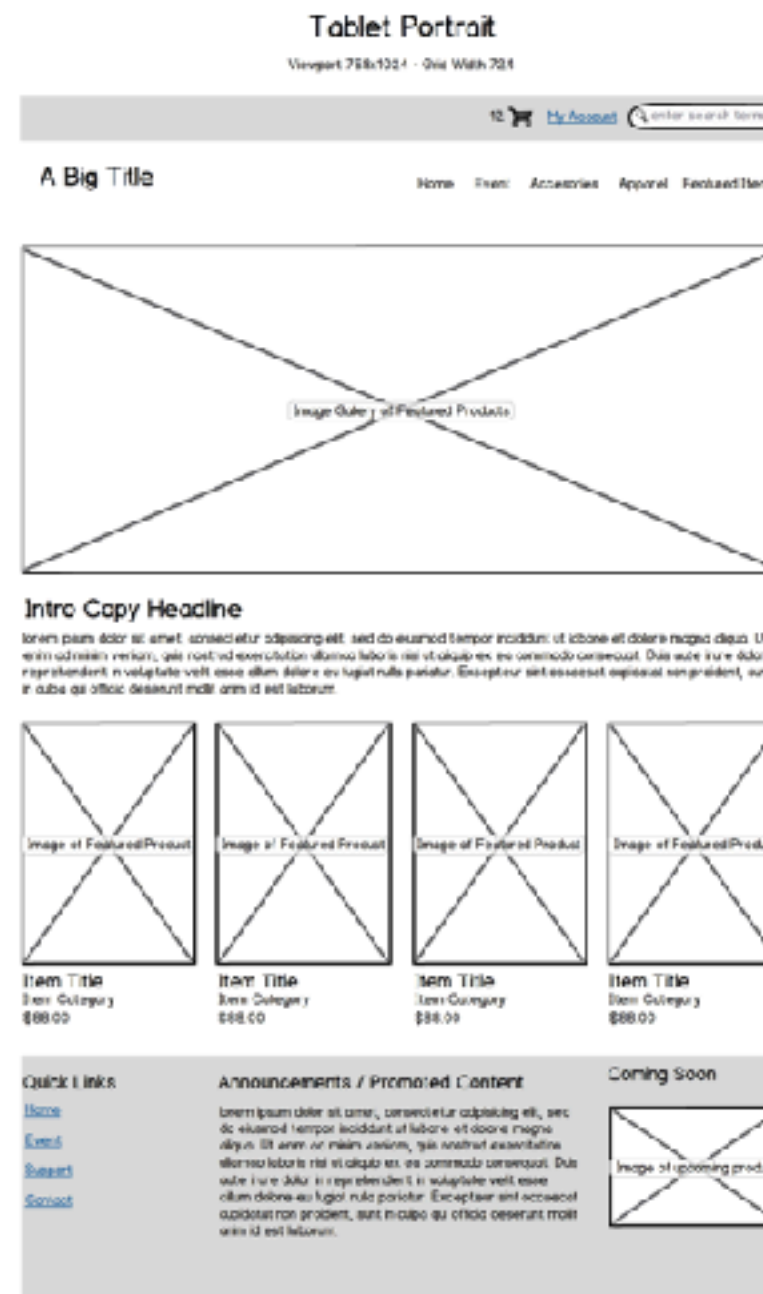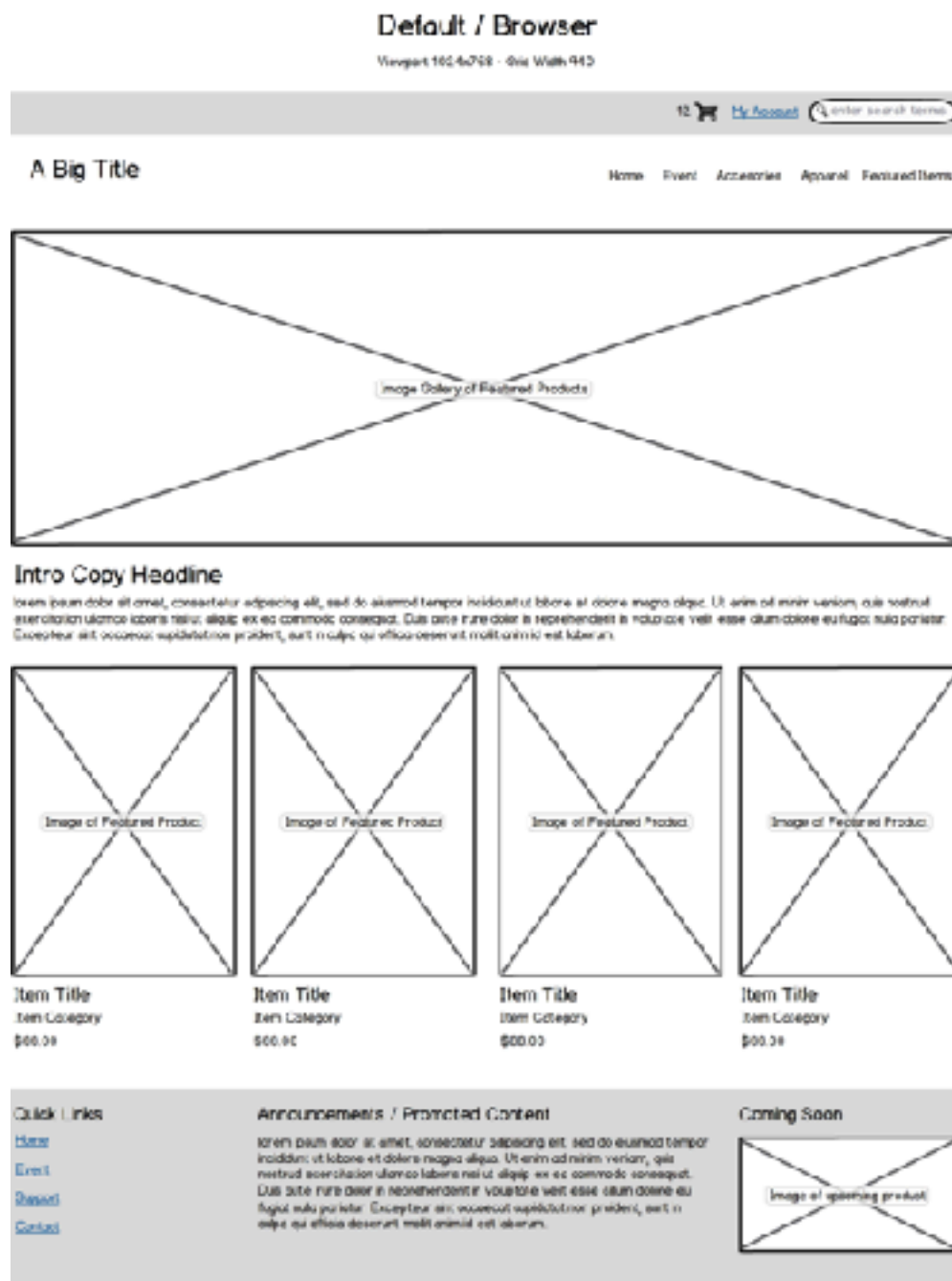
Macro-planning: Visual sitemap

- Displays structure and relationships

- Great for categorization and grouping

- Still lacks content type descriptions

- Difficult to express associated content relationships

Macro-planning

Wireframe.

An image or set of images displaying functional elements of a webpage, typically used for planning a **site's structure** and functionality.

Macro-planning: Wireframe

Default / Browser
Viewport 160.6x768 · Grid Width 940

12 🛒 My Account 🔍 enter search terms

A Big Title   Home   Event   Accessories   Apparel   Featured Items

Image Gallery of Featured Products

Intro Copy Headline
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.

Image of Featured Product	Image of Featured Product	Image of Featured Product	Image of Featured Product
Item Title	**Item Title**	**Item Title**	**Item Title**
Item Category	Item Category	Item Category	Item Category
$00.00	$00.00	$00.00	$00.00

Quick Links   **Announcements / Promoted Content**   **Coming Soon**
Home
Event
Support   Image of upcoming product
Contact

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Tablet Portrait
Viewport 768x1024 · Grid Width 724

12 🛒 My Account 🔍 enter search terms

A Big Title   Home   Event   Accessories   Apparel   Featured Items

Image Gallery of Featured Products

Intro Copy Headline
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Image of Featured Product	Image of Featured Product	Image of Featured Product	Image of Featured Product
Item Title	**Item Title**	**Item Title**	**Item Title**
Item Category	Item Category	Item Category	Item Category
$00.00	$00.00	$00.00	$00.00

Quick Links   **Announcements / Promoted Content**   **Coming Soon**
Home
Event   Image of upcoming product
Support
Contact

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Smartphone
Viewport 320x480 · Grid Width 280

12 🛒 My Account 🔍 enter search terms

A Big Title [Home ▼]

Intro Copy Headline
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.

Image of Featured	Image of Featured
Item Title	**Item Title**
Item Category	Item Category
$00.00	$00.00
Image of Featured	Image of Featured
Item Title	**Item Title**
Item Category	Item Category
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Quick Links
Home
Event
Support
Contact

Announcements / Promoted Content
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Coming Soon

Image of upcoming product

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Macro-planning: Wireframe

- Displays page structure and element relationships

- Shows relational proximity and content areas

- Implicitly describes content descriptions

- More functionally related than content descriptive

Not done.

Content planning does not stop at a sitemap and a wireframe. The content has been barely described at all.

Remember...

Content is the
information that is made available
on a website or digital medium.

Micro-planning

Content types

Identify types of content and describe their properties.

Micro-planning: Types

- Identifying content entities can be tricky

- The types of content you create are discretionary

- Wordpress comes with some content types ready to go out of the box.

  - Posts, Pages, Categories, Media are all examples of different content types each with shared and unique properties.

Identifying Content Types

- Does an individual item belong to a collection?

- Does an item exist on its own?

- Does an item have unique information?

- Does an item have a group, or affiliation?

If you answered yes...

You have a prime candidate for a content type.

Identify types of content and describe their properties.

Movie Title →

Reviewer →

Rating →

Plot synopsis →

Article body →

Representative image →

The Monochrome Group
March 24 at 7:00am

Power Rangers
Reviewed by David Posadny
8 out of 10

Plot: A group of high-school kids, who are infused with unique superpowers, harness their abilities in order to save the world - IMDB

If you were anybody alive in the 90's, you could escape the knowledge of the unstoppable force that is The Power Rangers. A teenage fantasy of kicking evil's butt while looking cool, it was insanely cheesy, but did well in branding and selling toys. Now, with Hollywood having remade virtually every 80's movie property, we are transitioning into remaking the 90's. Shockingly, it's not half bad.

So it's not a disaster, but then again expectations weren't insanely high. This is a high school movie starring beautiful people (Zach Efron 2.0 is front and center) all building to a giant battle between robot dinosaurs and a monster made of gold. All that really matters is if we had a good time watching it. Thanks to some slick camera and character introductions, director Dean Isrealite (Project Almanac) gets things moving quickly by giving us some entertaining dialogue and well-choreographed car chases. The film does a good job of building towards the inevitable moment when our heroes can finally morph, that it almost proves to be a rushed disappointment when they do (I want more bonding and fight montages!) Camp and cheese abound, but not to the point of parodying itself, which is refreshing to see that the director seems to have such a confident hand on the material.

As Hollywood continues its trend of remaking every decade of pop culture (Animaniacs and Speed remakes coming up?), we can breathe a small sigh of relief that it seems actual effort was put into this big screen version of the Power Rangers. Sure, it's a pretty dumb movie, but considering the source material we could simply have gotten a Transformers clone remake that would have made some money and then been forgotten. Power Rangers actually tries to flesh out its fab-five, making them relevant to teens today and giving us someone to invest in under the suit when the robots come out to play. It isn't perfect, but it proves to be a heck of a lot of fun.

Movie Review

Trailer Chat

Trailer Chat: Logan (2017) Trailer Review
The Monochrome Group
41 views · 1 month ago

Trailer Chat: Alien: Covenant (2017) Trailer Review
The Monochrome Group
102 views · 1 month ago

Trailer Chat: xXx: The Return of Xander Cage (2017) Trailer…
The Monochrome Group
69 views · 3 months ago

Trailer Chat: Rouge One: A Star Wars Story #2
The Monochrome Group
48 views · 4 months ago

Trailer Chat: Jack Reacher: Never Go Back Trailer Review
The Monochrome Group
72 views · 5 months ago

Trailer Chat Reaction Edition

Trailer Chat Reaction Edition : Cult of Chucky Teaser Traller…
The Monochrome Group
39 views · 2 months ago

Trailer Chat Reaction Edition: Cars 3 Teaser trailer #2 (2017)
The Monochrome Group
62 views · 2 months ago

Trailer Chat Reaction Edition: Blade Runner 2049 Reaction…
The Monochrome Group
90 views · 3 months ago

Trailer Chat Reaction Edition: Urban Myths True..ish Stories…
The Monochrome Group
61 views · 2 months ago

Trailer Chat Reaction Edition: Emoji Movie Teaser Trailer…
The Monochrome Group
23 views · 2 months ago

The Cut

The Cut: Countdown to the Oscars - 10 Favorite Films of…
The Monochrome Group
7 views · 2 weeks ago

The Cut: Countdown to the Oscars - 10 Favorite Films of…
The Monochrome Group
16 views · 1 month ago

The Cut: Countdown to the Oscars - 10 Favorite Films of…
The Monochrome Group
12 views · 1 month ago

The Cut: Countdown to the Oscars - 10 Favorite Films of…
The Monochrome Group
11 views · 1 month ago

The Cut: Countdown to the Oscars - 10 Favorite Films of…
The Monochrome Group
5 views · 1 month ago

DOCUMENT TYPES
Unique or controlled content.

TRAILER REVIEW TYPE

A Trailer Review Type serves as a document pertaining to The Monochrome Group's (TMC) series of trailer review videos. This document collection presents a reverse chronological post series with single views.

Properties:

A. Title

B. Synopsis

C. Description/Text

D. Trailer Title

E. YouTube Video Id

F. Channel Identity

    A. Trailer Chat

    B. Trailer Chat Reaction Ed.

    C. The Cut

G. Expected Release Date

H. Trailer Rating

I. Approval flag

J. Credits - List of Contributors and roles (derived from Group Member Type)

    a. Member Entity

    b. Role

Why is this sweet?

You've just assembled the single most useful roadmap in the website and content planning process.

```json
"contentItem": {
  "title": "Some sweet title.",
  "reviewer": "D. Posadny",
  "rating": 8,
  "imageUrl": "/1280x720"
}
```

```javascript
function contentItem(w,x,y,z) {
  this.title = w;
  this.reviewer = x;
  this.rating = y;
  this.imageUrl = z;
}
```

```csharp
public class contentItem
{
  string title {get; set;}
  string reviewer {get; set;}
  int rating {get; set;}
  string imageUrl {get; set;}
}
```

```php
class contentItem
{
  public static $title;
  public static $reviewer
  public static $rating
  public static $imageUrl
}
```

"Modern CMS' have templates that can accommodate a wide variety of content, and this might make it seem as though content organization and architecture aren't your problem, but they are!"

– Kristin Wemmer

https://www.smashingmagazine.com/2010/03/starting-out-organized-website-content-planning-the-right-way/