

## Content Management in Scottish Enterprise

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## Content Management in Scottish Enterprise

- Why bother?
- How we use Content Management Systems
- Content Management will not save the world
- Choosing a Content Management System
- Demonstration

## Content management: why bother?

- The value of content
- Empower authors
- Decrease costs
- Reach/retain more customers
- Legal requirements
- Branding

## How we use Content Management Systems

## How we use Content Management Systems

- Intranet
  - Dispersed publishing
  - Knowledge and sharing
  - Area Managers & content authors/editors
  - Never mind the quality, feel the width ...



## How we use Content Management Systems

- Internet
  - Centralised publishing
  - Quality control
  - Expertise
  - 'Can you put this on the internet for me ...!'



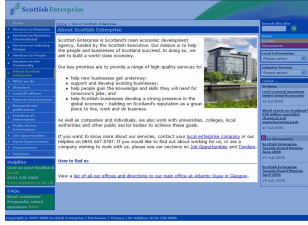
## Content Management Systems will not save the world



## Content Management Systems will not save the world



Content Management Systems will not save the world



Content Management Systems will not save the world

- What they can do ...
  - Enforce *some* usability and accessibility
  - Make content management more efficient
  - Image uploads/optimization
  - Manage metadata
  - Manage workflow
  - Manage user roles, rights and permissions
  - Maintain consistent user experience



Content Management Systems will not save the world

- Content Management Systems make it easy to publish content on the web



Content Management Systems will not save the world

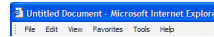
- ... and what they can't.
  - Quality control
  - Metadata
  - Links
  - Alt text

[Click here](#) for more information



```

<meta name="description"
content="Scottish Enterprise">
```



### Content Management Systems will not save the world

- Content Management Systems make it easy to publish content on the web



### Content Management Systems will not save the world

- If you make it easy for people to publish poor quality content, don't be surprised if they do
- There is no substitute for good training
  - Writing for the web
  - Usability
  - Accessibility



### Choosing a Content Management System

- Define requirements clearly from the outset
  - What do we want it to do?
  - Who is this for?
    - Expert users need more control / interaction with source
    - Inexpert users need familiar interface / WYSIWYG
  - Usability and accessibility should be central part of requirements
  - Business analysis > functional analysis > technical specification
- Don't let your IT department choose!
- Plan for the rule, not the exception (80/20)



### Choosing a Content Management System

- Get management buy-in
  - Understand the value of content
  - What are the business benefits?



## Quick demonstration of two CMSs

