



# Content Mapping

Ensure a smooth transition of content as you strategize for a new web presence

Planning a brand-new website can seem daunting, particularly when hundreds or thousands of pages of content are involved. Our content mapping strategy will help you get a handle on your web content and ensure nothing is lost as you transition to a new website.

## THIS SERVICE HELPS TO...

Create a complete inventory of your current website content and architecture

Clearly map the content in the current website to pages of the new website

Provide a flexible and detailed strategy for content planning and redevelopment



## WHAT YOU GET

Our content mapping specialists make it easy to capture all of your content and transform it to your new website's architecture and design. You'll get:

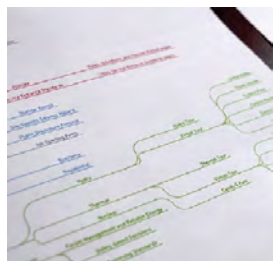
- ✓ A comprehensive document of every page of current content and how it maps to the new website information architecture
- ✓ Comfort and confidence that all of your content is mapped to the new website
- ✓ De-risked investment in content creation



# Content Mapping

## HOW WE DO IT

- 1** We create a comprehensive information architecture of the current website.
- 2** We uncover and catalogue any “hidden” or “forgotten” content.
- 3** Current content is mapped to the new sitemap and web design.
- 4** We help you maintain the content mapping strategy as a living document during the transition to the new website.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

+1.416.855.3367 (CAN)  
+1.929.989.3367 (US)  
+44 (0)1223 853907 (UK)  
[contact@akendi.com](mailto:contact@akendi.com)