



Content Strategy

Ensure that your web or portal content supports an optimal user experience

Websites present information to users in multiple dimensions. Planning what content users need, where they expect to find it, its relationship to other content, and how best to maintain it is the focus of website content strategy.

THIS SERVICE HELPS TO...

Find out if your current content connects with your corporate vision

Determine how your content can best serve the desired user experience

Create a plan to organize and manage your online content



WHAT YOU GET

No matter how complex your current content structure may be, we'll help you get it under control. You'll get:

- ✓ A complete content strategy with vision, mission, values and content goals of the organization
- ✓ A governance framework to capture responsibilities and information flows
- ✓ A new content migration plan providing clarity on which content moves where and how



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HOW WE DO IT

- 1** We consult with stakeholders and conduct workshops including a content audit to understand the current state as well as any content management challenges that exist.
- 2** We work closely with your content owners and authors to develop a new strategic vision with a focus on streamlining content and making it intuitive for users to find.

- 3** Related services are conducted where appropriate, such as competitive review, stakeholder analysis, and governance framework development.
- 4** We create a content strategy report for various stakeholders in the organization.



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!

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