Consulting Services

Whether your organization has just realized it needs a content strategy, or is struggling to translate user research findings into actual web content, we can help. We excel at helping our clients identify and create purposeful content – content that supports their business goals and meets target audience needs.

With more than 20 years experience working with clients across industries ranging from automotive to pharmaceuticals, we know how to successfully navigate the content challenges facing mid- to large-size organizations. With our consulting services, you can you ensure that the time, money, and people you dedicate to your content produces business results.

Content Audits

Before you start any content strategy work, understanding the current state of your content is key. By performing a qualitative content audit, based on business and user criteria, we can show you how your content is performing – and identify where you should focus resources for improvement.

Our content audit consists of a systematic evaluation of your website content, using business and user criteria we've defined with you. We pinpoint what's wrong, and provide concrete recommendations for how to fix it. We can audit your entire website, or focus on specific areas that are key to your organization or its target audiences (or both).

WHAT WE DO

· Define evaluation criteria

· Evaluate current site content

· Provide recommendations for improvements

WHAT YOU GET

· Customized, re-usable evaluation framework

· Current state evaluation

· Best practice examples and recommendations

· Findings report, including recommendations

RECOMMENDED TIMING

Before starting a content strategy or website redesign project, to get a clear picture of content performance and target areas for improvement.

Hire us to find out how your content is performing, pinpoint problem areas, and identify opportunities for improvement.

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