

Build Right: Maker Series - Karen McGrane

Content Strategy for Mobile

August 27, 2015

Hello, Maker Series Attendees!

First, BE NICE! Let's use this document for collaborative notes, announcements, comments—whatever!

On Twitter: [@brworkshop](#), [#brworkshop](#), [@karenmcgrane](#), [@hearsparkbox](#)

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- **Frontend Masters**: You will be given a unique code for a free 1-year membership to Frontend Masters (\$390 value). Once you have that code, activate your membership here: <https://frontendmasters.com/enroll/prepaid/>. ***Tweet to Marc (@1Marc) to thank him for this generous gift!***
- **A Book Apart**: use code ABA-MAKE10 and receive 10% off any order.
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- **Shopify**: download [this free book](#) for tips to effectively fuel your business
- **After lunch, make sure to tweet @harvest and thank them for providing!**

Links:

[Vexing Viewports](#) (A List Apart)

[2014 Mobile Behavior Report](#) (Salesforce)

[Shop Talk Show w/Karen McGrane](#) - 10/30/2013

[One Web Concept](#) (W3C)

[Responsive versus Adaptive is not a thing](#)

[Responsive vs. Adaptive Design: Which is Best for Publishers?](#) (Huffington Post)

[NPR Case Study: Create Once Publish Everywhere](#)

[Responsive Web Design Podcast](#) (co-hosted by [Karen McGrane](#) and [Ethan Marcotte](#))

[On Orbitz, Mac Users Steered to Pricier Hotels](#) (WSJ)

[Gather Content](#)

Questions:

If you have questions for Karen, feel free to add them here!

- **Q:** What's the first step in making a content strategy?
- **Q:** Do you think about content authoring while commuting? While in the car? How does that fit into a mobile content strategy? What tools would facilitate an inspired topic to publish while stuck in a 1hr commute?
- ~~**Q:** Which CMS's allow more granular content? +2~~
 - mention of [Craft](#), [ExpressionEngine](#), [Typo3](#), [Contentful](#), [eZ Publish](#)
- ~~**Q:** Can you explain "conditional loading" in more detail? +2~~
 - a way of thinking about progressive enhancement for content
 - identify the "core" content element
 - identify content enhancements
 - serve them as needed
- **Q:** What is progressive enhancement?
- ~~**Q:** How did you get started in this business?~~
- **Q:** Have you thought about just learning Hebrew?
- **Q:** Do you have any horror stories of bringing granular content together out of order or in the wrong page?
- **Q:** Do you have thoughts around how [Client Hints](#) might improve the "algorithmic context" problem you describe?
- ~~**Q:** Are the ideologies of modeling data more robustly based on different content and not making assumptions based on your users conflicting? (Tumblr vs Wordpress)~~
- **Q:** Diff between inventory and audit?
- **Q:** Do you see collaboration between Business Intelligence strategists and content strategists?
- **Q:** Do you have any tips for conducting stakeholder interviews?
- ~~**Q:** If today's Karen could get in a time machine and go back to find carefree untainted Karen of yesteryear, what are the three things you would tell yourself in regards to your career to have made it a less painful learning experience along the way?~~
- **Q:** What are your thoughts regarding frontend frameworks, such as Bootstrap, Foundation, etc?

Getting started with CS:

- Who's the audience?
 - Are there other orgs that are related?
 - What do you know about these audience's needs?
 - Why do they come to your website?
- Content Inventory
 - Quantitative objective look at what is there.
 - (pork.org would take 3–5 days)
 - document all the pages/all the PDFs
 - character counts for titles, for teasers
 - image specs
 - number of PDFs

- number of pages
 - owner and/or creator of pages
- Goal: find a litmus test for determining if something should be on the site
 - does it meet their user's objectives, etc.
- IA
- Editorial Calendar
- Tone & Voice Guide
- Style Guide

I was wondering about "Conditional Loading", found this link:

<https://responsivedesign.is/podcasts/rwd-podcast-episode-5-conditional-loading>, will listen later.

FOUR MAJOR POINTS ON MOBILE CONTENT

1. Content Matters on Mobile
2. Strive for content parity
 - a. - consolidate content and not "silo" your data for mobile/desktop
3. It's not a strategy if you can't maintain it
 - a. - Needs to be a long-term plan to maintain
 - b. - Cannot just create and dump
 - c. - Budgeting | overworked teams | cannot keep up with the maintenance
 - d. - Strive to make maintenance easy
4. You don't get to decide what device people use.
 - a. - Have to be unbiased to the device
 - b. - Cannot make assumptions about intension/medium
 - c. - Goal should be to deliver same info/services regardless of device

Three approaches to mobile content strategy:

- responsive
 - definition does not include talk about the content
 - layout dictated on client-side
- adaptive
 - more costly and possibly harder to maintain
 - device specific layout for pages or features based on device
 - dynamc serving, "RESS"
 - involves server sending different info
- m-dot

- separate website for mobile, breaks the experience between devices (sharing links)

TARGETING

- Device
 - OS, Capabilities
 - Ex - ATT Support Center
 - Generally, the tasks between mobile/desktop do not differ
- Context
 - Time, Location, Velocity, Humidity, Temp, Situational conditions
 - Can sometimes be misleading (i.e. Velocity example for hearing aide)
 - Location is usually reliable
 - ** Don't use device as a proxy for context
- Person
 - Age, Gender, Language, Lifestage, Relationships

Misc Notes:

- think about the long term repercussions of decisions
- 90% of people start a task on one device and complete it on another (Google, Mobile Search Moments)
- 34% of mobile internet users say that's the primary way they go online (pew internet, cell internet use 2013)
- screen size is not context
- w3 "One Web": making the same info and services available to users (as much as possible) irrespective of the device being used
- COPE - create once, publish everywhere
- ask yourself, "what if we get this assumption wrong with the user?" when adjusting content
- content inventory = quantitative, objective look at the website to document all content (ex: char counts for titles, image specs, etc)

Recommended Books:

A Book Apart (publisher)

Rosenfeld Media (publisher)

Connect With Attendees:

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