

# Content Strategy

**Block Editor Alert**

# Wordpress - Block Editor

Westliberty.edu uses the wordpress “classic” editor. In December 2018, wordpress launched the “Gutenberg” block editor.

[Learn more about the block editor](#)

I’ll try to describe some of the pros and cons of the block editor and the classic editor that we’re currently using.

# Classic Editor

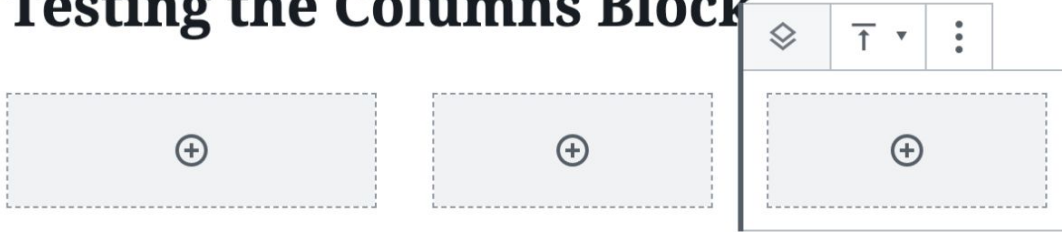
The screenshot displays the WordPress Classic Editor interface. At the top, there are buttons for 'Add Media', 'Add Form', 'Insert Icon', and 'Insert shortcode'. Below these is a menu bar with options like 'File', 'Edit', 'View', 'Insert', 'Format', 'Tools', and 'Table'. A rich text toolbar contains various icons for text formatting and alignment. The main content area shows a shortcode: `[su_shadow style="simple"]`  
`[su_icon_text color="#faa40d" icon="icon: globe"`  
`icon_color="#fec145" icon_size="78"]INTERNATIONALIZATION COMMITTEE`  
`[/su_icon_text][su_shadow]`  
Two pink arrows point from the text 'Attempts to create a layout with "shortcodes ultimate" plugin.' to the shortcode. Below the shortcode is a large image of a diverse group of people sitting around a conference table. The image has a yellow vertical bar on the left and a green horizontal bar at the bottom. To the right of the image is a text box with the following content:  
`[su_box title="BEYOND LOCAL"`  
`style="noise" box_color="#f78812"`  
`title_color="#ffffff" radius="6"]Our`  
mission is to prepare students and the community to actively participate in and help shape the future of the interconnected global society.`[/su_box]`  
Below the text box is a section titled 'Committee Description' with the following text:  
Campus Internationalization Committee is responsible for coordinating international educational opportunities and initiatives, including overseeing international aspects of the curriculum, evaluating and approving study away programs, and administering resources related to study away and campus internationalization.

Attempts to create a layout with "shortcodes ultimate" plugin.


# Block Editor

Objective is to create a WYSIWYG layout.  
3 Column layout

## Testing the Columns Block



Document **Block** ×

 **Column**  
A single column within a columns block.

**Column Settings** ^

Percentage width

# Content Strategy

“Online, you don’t have a captive audience. You have a multitasking, distracted, ready-to-leave-your-site-at-any-time audience who has very specific goals in mind. If your content doesn’t meet those goals, and quickly, they will leave.”

*Content Strategy for the Web*, Kristina Halvorson

# Content Strategy

Content strategy plans for the creation, publication, and governance of useful, usable content. Necessarily, the content strategist must work to define not only which content will be published, but why we're publishing it in the first place. Otherwise, content strategy isn't strategy at all: it's just a glorified production line for content nobody really needs or wants. (See: your company's CMS.)

[A List Apart - Kristina Halvorson](#)



# Great writing quote

“If it doesn't move the story forward, cut it.”

[Paul Simon Woodward \(attributed to\)](#)

# Great writing quote

“If it doesn't move the story forward, cut it.”

- Extraneous content
- Unorganized content
- Outdated PDFs
- Communication misfires
- Because (name) wanted it there
- “Fun” doodads that create barriers to goal
- Grammatical SNAFUs

# What is a Content Audit

A content audit is the process of systematically analyzing and assessing all the content on your website. The final objective is to reveal strengths and weaknesses in your [content strategy](#) and [content development](#) workflow, and adapt your content plan to your current marketing goals.

- Step 1: Define Your Goals and Metrics
- Step 2: Take an Inventory of Your Content
- Step 3: Collect and Analyze Data
- Step 4: Draw Up an Action Plan
- Step 5: Adjust Your Content Marketing Strategy

[SEMRush](#)

# Content Audit

Content Audit Matrix (sample) - [There are many kinds of templates](#)

Page	description	Audience	Goal	Tone	Brand character	assessment	plan

# Content Audit

Content Audit Matrix (sample) - [There are many kinds of templates](#)

Page	description	Audience	Goal	Tone (0-5)	Brand character (0-5)	assessment	plan
westliberty.edu/	Home page Content blocks (strong majors, grad programs, student life) - banner with different weather and buildings.	Prospective students	Move prospective students into other primary areas of site	Inspire curiosity and enthusiasm about going to college. (3)	Uses brand colors, mostly. Question raised about “affordability claim”.	Banner is a video, with no images of students and is a bit much to download. Questioning relevancy of content blocks.	Change banner image to include images of current students.
/academics/							

# Content Audit

Content Audit Matrix (sample) - [There are many kinds of templates](#)

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westliberty.edu/	Home page Content blocks (strong majors, grad programs, student life) - banner with different weather and buildings.	Prospective students	Move prospective student into primary area	Inspire curiosity	Uses brand colors, mostly. Question aim".	Banner is a video, with no images of students and is a bit much to download. Questioning relevancy of content blocks.	Change banner image to include images of current students.
/academic/s/							

Possible features  
Demographics  
Psychographics  
Culture  
Undergrad  
Graduate  
Could have ADA needs  
DEI perspectives  
Can't assume too much

# Planning

**Content Calendar** - plan some time to work on a content audit/making edits or creating new content. Give yourself enough time. It's better to do it right, than to do it quickly ( *those 2 never get along anyway #amiright* ).

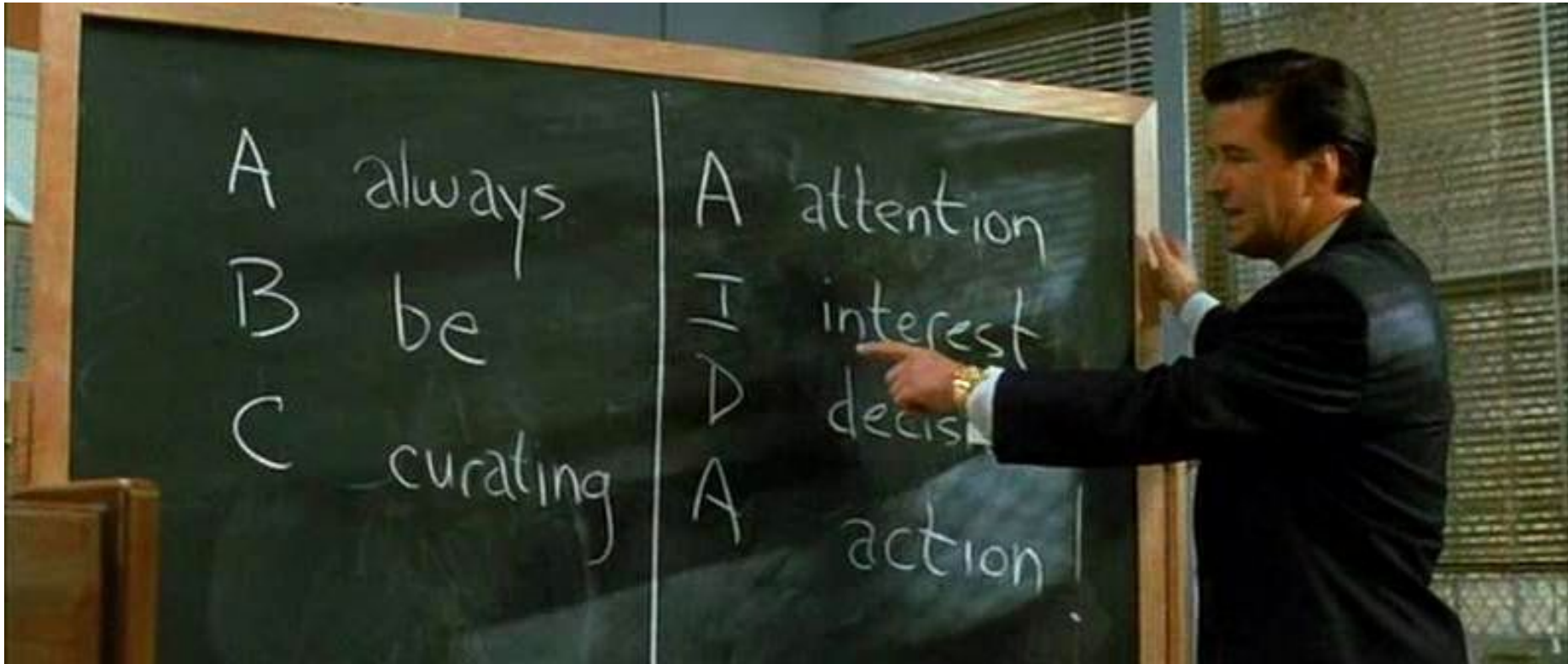
**Audience** - Think about who the primary audience is (prospective undergraduate or graduate students is usually the case) - what will they respond to?

**Channels** - Are you writing for westliberty.edu or another aspect of a WLU branded web presence (social media, PR release).

**Collaborators** - Do you need assistance with content, subject matter, key terms?

**Stakeholders** - Contact other invested parties the content needs to be reviewed by.

# Content Strategy





# Content Strategy

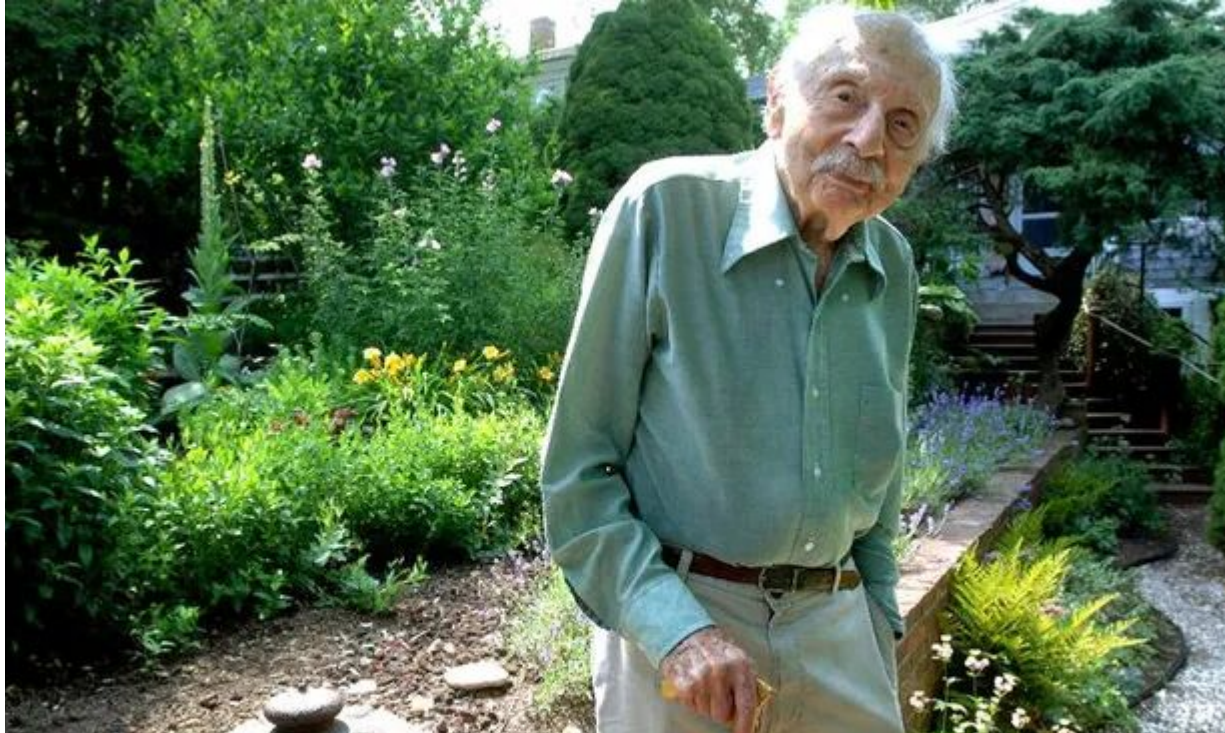
Always be curating



Lynn Zelevansky - Former Director, Carnegie Museum of Art

# Content Strategy

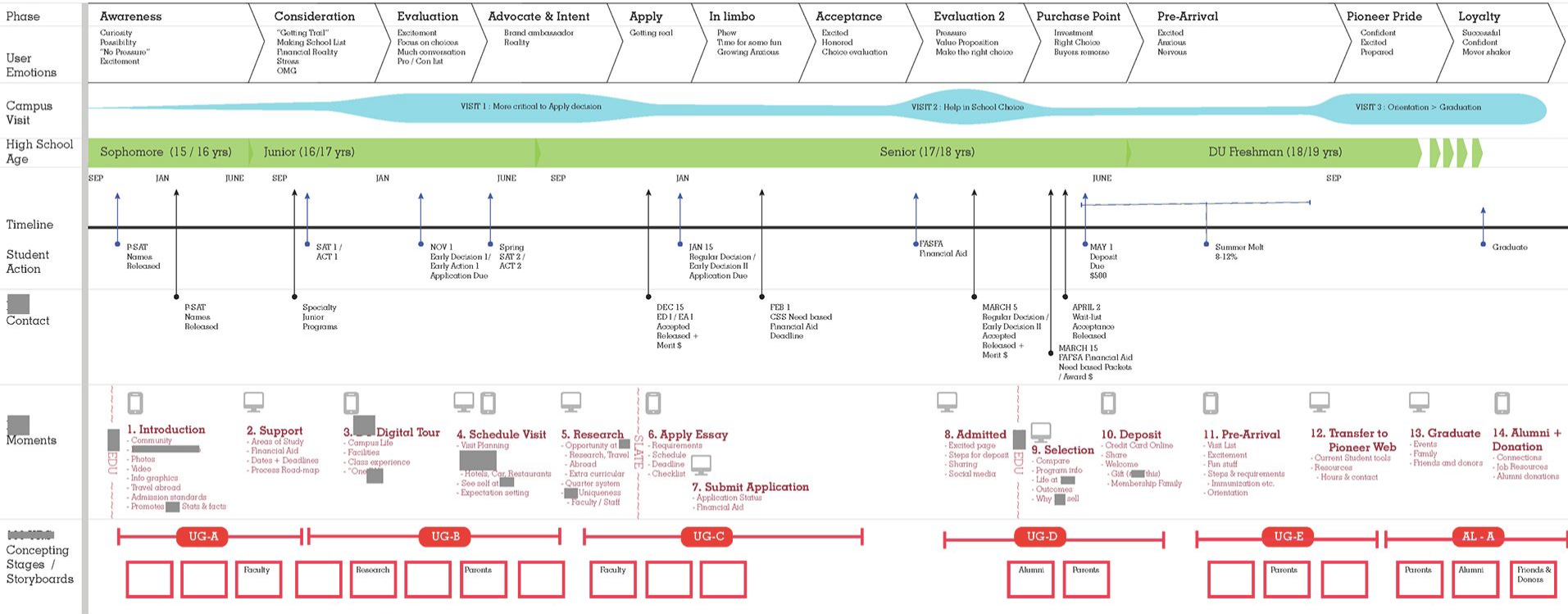
Always be gardening



Stanley Kunitz - Poet Laureate

# NOT WLU Student Journey Map

## Prospective Undergraduate Timeline

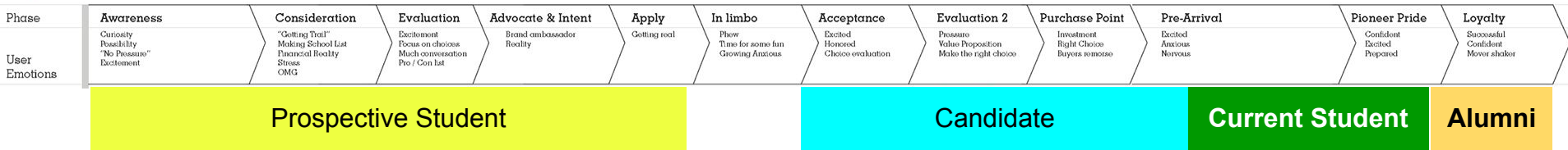


# NOT WLU Student Journey Map

Page Goals



## Prospective Undergraduate Timeline



Prospective Student

Candidate

Current Student

Alumni

## **Various Page Structures** (defined by goals)

Awareness

Home pages

Interest

Archive pages

Program List

College List

Education

Program

About

Athletics

Student Life

Consideration

Scholarships

Financial aid

admissions

Action

Application

Events

contact

## **Elements**

(used to direct user)

Value proposition

Article

CTA

Conversion

Learn more

Explore

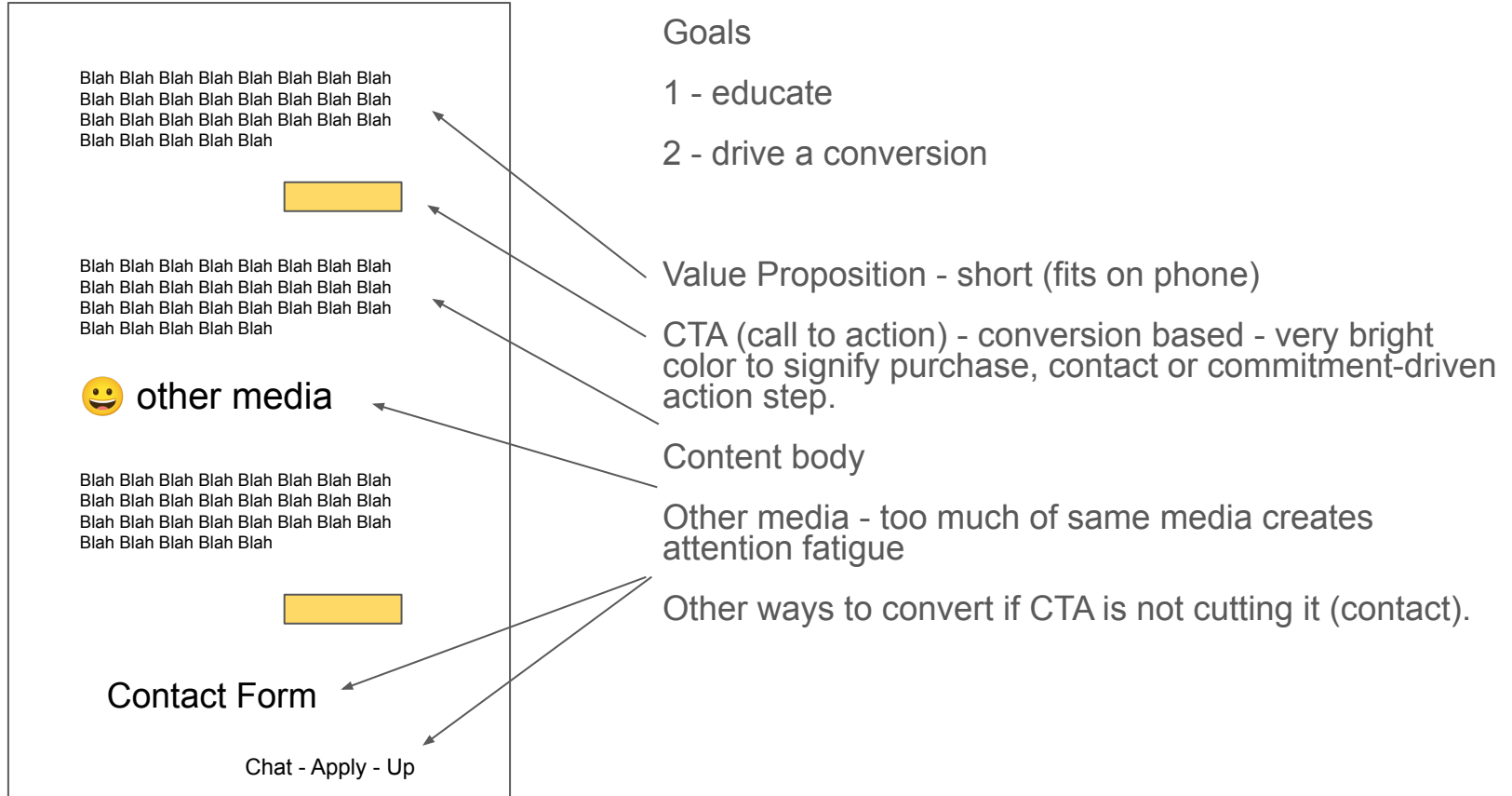
Form

Media

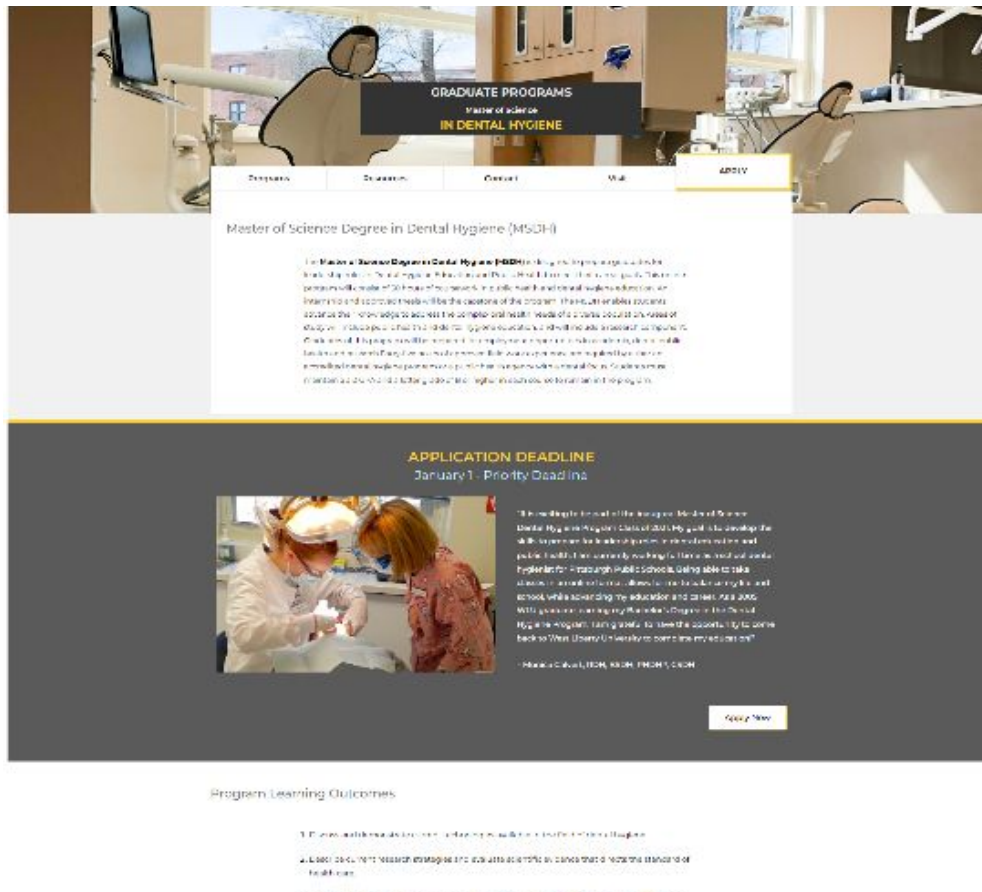
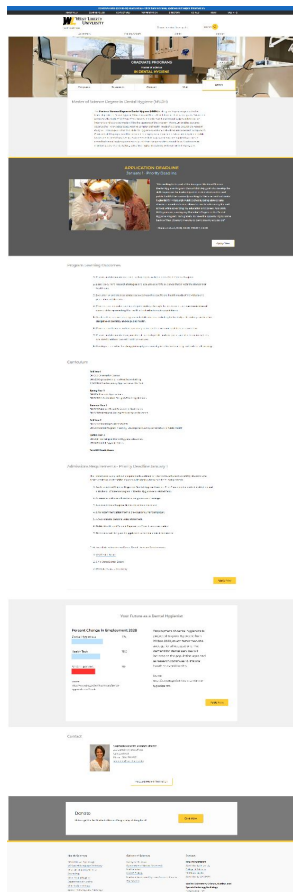
Infographic

Other media

# Page Structures - (Journey Step: interest)



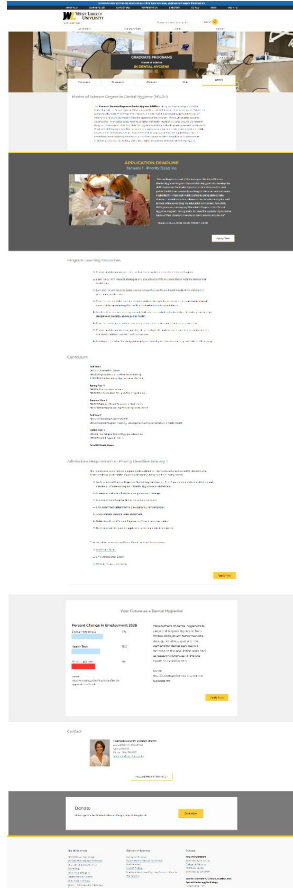
# Page Structures - (Journey Step: interest) Example



[Download Program guide](#)

[Download Concentration guide](#)

# Page Structures - (Journey Step: interest) Example



## Program Learning Outcomes

1. Evaluate and synthesize evidence on complex public health problems and issues.
2. Apply public health research strategies and evaluate scientific evidence that informs standards of health care.
3. Develop and design programs to meet the specific local health needs of individuals, populations, and communities.
4. Demonstrate leadership in applying public health principles, evidence, and management and evaluation strategies to meet the health care delivery system's needs.
5. Conduct and communicate research on public health issues including the study of biological and the discipline of community and/or public health.
6. Demonstrate leadership in applying public health principles and evidence to practice.
7. Apply and synthesize emerging evidence of scientific disciplines and research to inform the development of public health practice and research.
8. Develop and evaluate health programs and policies to address the health care delivery system's needs.

## Curriculum

### Year 1

- HL 2010 Introduction to Public Health
- HL 2011 Introduction to Public Health
- HL 2012 Introduction to Public Health

### Year 2

- HL 2013 Introduction to Public Health
- HL 2014 Introduction to Public Health

### Year 3

- HL 2015 Public Health Practice in the Community
- HL 2016 Public Health Practice in the Community

### Year 4

- HL 2017 Public Health Practice in the Community
- HL 2018 Public Health Practice in the Community

### Year 5

- HL 2019 Public Health Practice in the Community
- HL 2020 Public Health Practice in the Community

### Year 6

- HL 2021 Public Health Practice in the Community
- HL 2022 Public Health Practice in the Community

## Admissions Requirements - Priority Deadline January 1

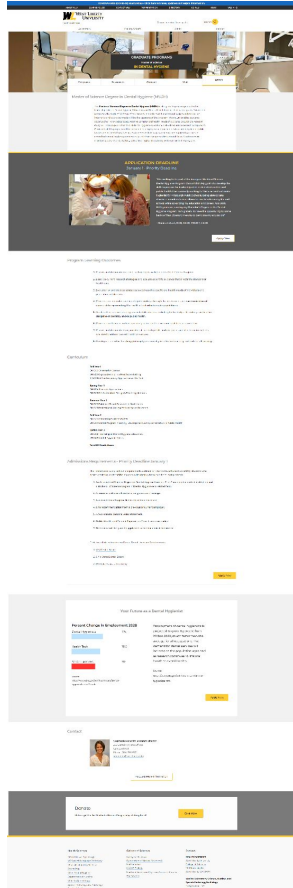
- HL 2023 Public Health Practice in the Community
- HL 2024 Public Health Practice in the Community

Reading the words...

Attention Fatigue about here



# Page Structures - (Journey Step: interest) Example



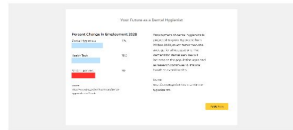
Break it up with snazzy infographic

Category	Percent Change
Dental Hygiene	7%
Health Tech	10%
All Other jobs	5%

Employment of dental hygienists is projected to grow 7 percent from 2019 to 2028, much faster than the average for all occupations. The demand for dental services will increase as the population ages and as research continues to link oral health to overall health.

Source: Bureau of Labor Statistics, Bureau of Economic Analysis

Something to do "Apply"




Or Contact this super cool person!

Attempted relief with button or other media

## Page Structures - (Journey Step: Action)

Blah Blah Blah Blah Blah Blah Blah  
Blah Blah Blah Blah Blah Blah Blah  
Blah Blah Blah Blah Blah Blah Blah  
Blah Blah Blah Blah Blah



**Contact Form**

Goal

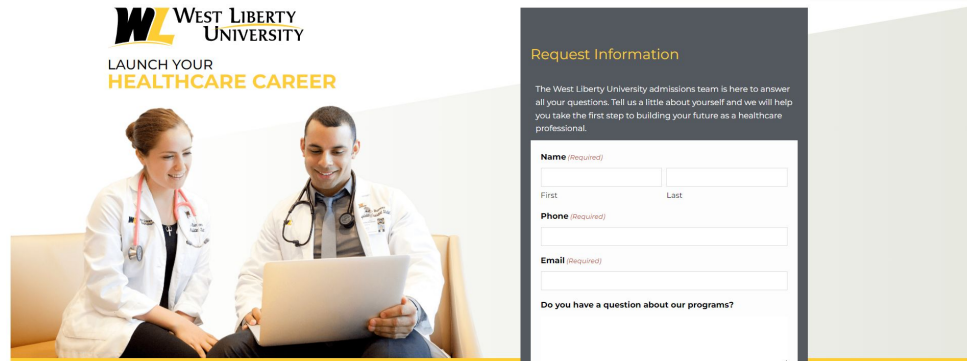
1 - drive a conversion

Value Proposition - Basic pitch - Welcome “You’ve made a great decision” etc. Sign up here.

CTA (call to action) - conversion based - very bright color to signify purchase, contact or commitment-driven action step.

Almost all other distractions are eliminated. Potential student has all information they need to make an informed decision.

# Page Structures - (Journey Step: action) Example



## UNDERGRADUATE

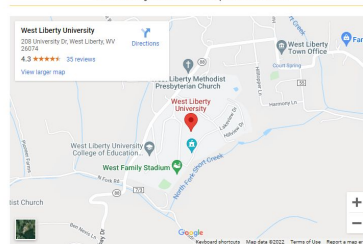
Dental Hygiene  
Human Biology  
Medical Laboratory Science  
Nursing  
Pre-Medicine  
Pre-Professional  
Psychology  
Speech Pathology &  
Audiology

## GRADUATE

Master of Arts in  
**Biology, Biomedical Sciences**  
Master of Arts in  
**Clinical Psychology**  
Master of Science in  
**Dental Hygiene**  
Master of Science in  
**Physician Assistant Studies**  
Master of Science Education Program in  
**Speech-Language Pathology**

## Visit Us

We're near you. Click the map for directions.



# Don't

Bury relevant content in a PDF (unless it's unavoidable)

Place text in an image (humans might be able to read it, but machines can't)

Invent acronyms

Use internal/organizational slang or terms

Try to be clever with phrasing or headlines

# Do

Write like it's for a grade

Use grammar and spell check

Use a 3 part structure (intro, main body, conclusion)

Use a friendly/encouraging tone

Focus on WLU brand characteristics

Think about your audience

Focus on clarity

Find out if you're not sure

Do

[Contact the marketing department if you need help!](#)



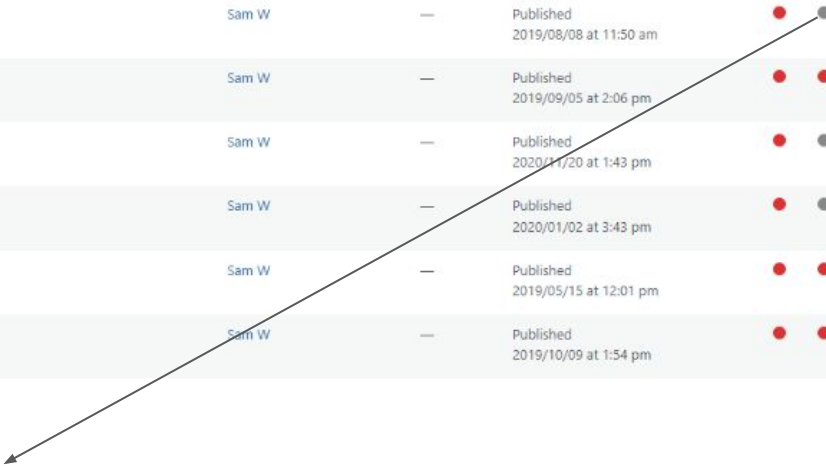
# Yoast Readability Checker

# Yoast Readability Checker



<input type="checkbox"/> Title	Author		Date				
<input type="checkbox"/> 2019 Campus Master Plan	Sam W	—	Published 2019/08/29 at 1:56 pm	●	●	2	0
<input type="checkbox"/> applygrad	Sam W	—	Published 2019/08/08 at 11:50 am	●	●	0	0
<input type="checkbox"/> chemistry — <a href="#">🔗</a>	Sam W	—	Published 2019/09/05 at 2:06 pm	●	●	0	0
<input type="checkbox"/> dj — <a href="#">🔗</a>	Sam W	—	Published 2020/11/20 at 1:43 pm	●	●	0	0
<input type="checkbox"/> cu — <a href="#">🔗</a> Edit   Quick Edit   Trash   View   Copy Short URL   Duplicate This	Sam W	—	Published 2020/01/02 at 3:43 pm	●	●	0	0
<input type="checkbox"/> cyber — <a href="#">🔗</a>	Sam W	—	Published 2019/05/15 at 12:01 pm	●	●	0	0
<input type="checkbox"/> ed-scholarships — <a href="#">🔗</a>	Sam W	—	Published 2019/10/09 at 1:54 pm	●	●	0	0

●	●	0	0
●	●	0	0
●	●	12	8
●	●	7	
●	●	0	4
●	●	0	0
●	●	0	0
●	●	0	0







# Yoast Readability Checker

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SEO Readability Schema Social

**Analysis results** 

^ Problems (1)

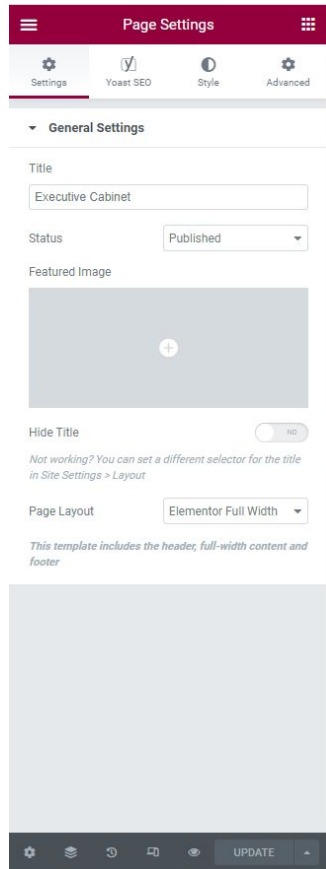
-  [Not enough content: Please add some content to enable a good analysis.](#)

^ Good results (6)

-  [Flesch Reading Ease](#): The copy scores 66.4 in the test, which is considered ok to read. Good job!
-  [Passive voice](#): You're using enough active voice. That's great!
-  [Consecutive sentences](#): There is enough variety in your sentences. That's great!
-  [Subheading distribution](#): You are not using any subheadings, but your text is short enough and probably doesn't need them.
-  [Paragraph length](#): None of the paragraphs are too long. Great job!
-  [Sentence length](#): Great!

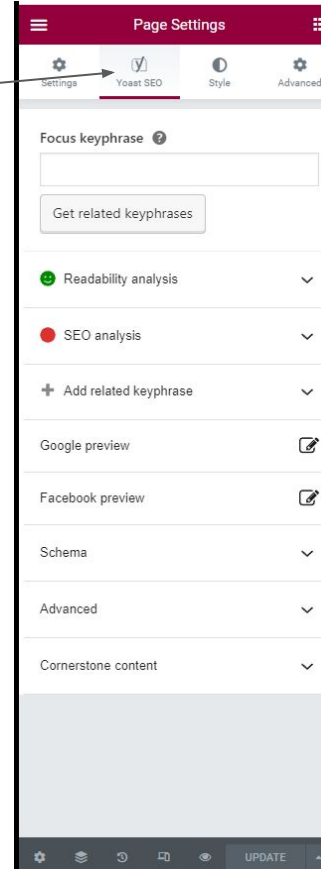
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# Yoast Readability Checker - Where is this in elementor?

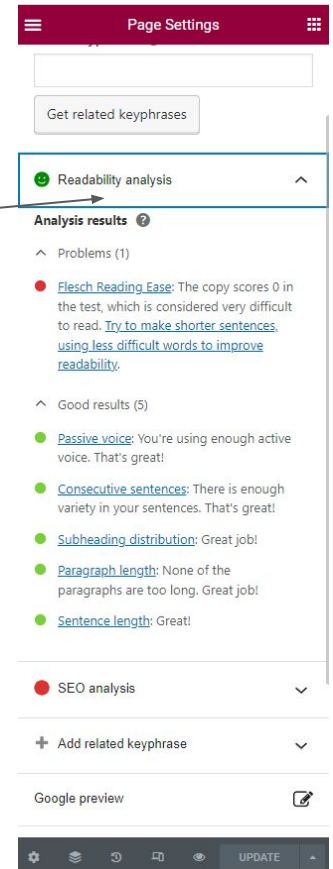


Click the gear

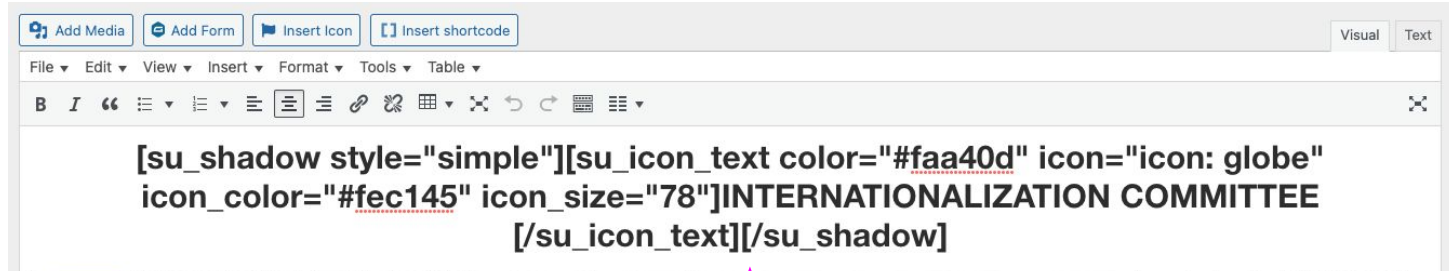
Click the Yoast



Readability helper



# Shortcodes Ultimate alert



The screenshot shows a WordPress editor interface. At the top, there are buttons for 'Add Media', 'Add Form', 'Insert Icon', and 'Insert shortcode'. Below these are menu items for 'File', 'Edit', 'View', 'Insert', 'Format', 'Tools', and 'Table'. A toolbar contains various icons for text formatting (bold, italic, quote, list, link, unlink, table, undo, redo, link, unlink) and a 'Visual' vs 'Text' toggle. The main content area displays the following shortcode: `[su_shadow style="simple"][su_icon_text color="#faa40d" icon="icon: globe" icon_color="#fec145" icon_size="78"]INTERNATIONALIZATION COMMITTEE[/su_icon_text][su_shadow]`. The text 'INTERNATIONALIZATION COMMITTEE' is rendered in a bold, black font with a light gray shadow effect.



This plugin interferes with the Flesch readability scores in Yoast - Another reason it's going away.

# Resources

## Tools

Keywords

[WordStream](#)

[AHrefs Keyword Explorer](#)

[Google Ads Keyword Planner](#)

AI Writing Assistance

[Grammarly](#)

