

Intelligent Content Strategy

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Intelligent content is content that is structurally rich, semantically aware, automatically discoverable, reusable, and adaptable/reconfigurable. Intelligent content can automatically adapt to the user's needs and preferences and provide a more useful content experience. In this session, I will discuss best practices and examples for creating, designing and delivering intelligent content.

Overview

What is content strategy?

"Getting the right content to the right user at the right time through strategic planning of content creation, delivery, and governance."

- Content Strategy Alliance, 2014

Key components

- Organization objectives
- Knowledge audit
- Audience and needs analysis
- Use analysis
- Style guide
- Content reuse plan

Why?

- Align with organization objectives
- Ensure compliance with legal and regulatory requirements
- Control/reduce costs
- Reduce development times
- Publish to multiple channels/formats
- Single source content
- Enhance search

Multi-channel publishing

Example



- Marcia Riefer Johnston
contentmarketinginstitute.com/author/marcia-johnston

Options

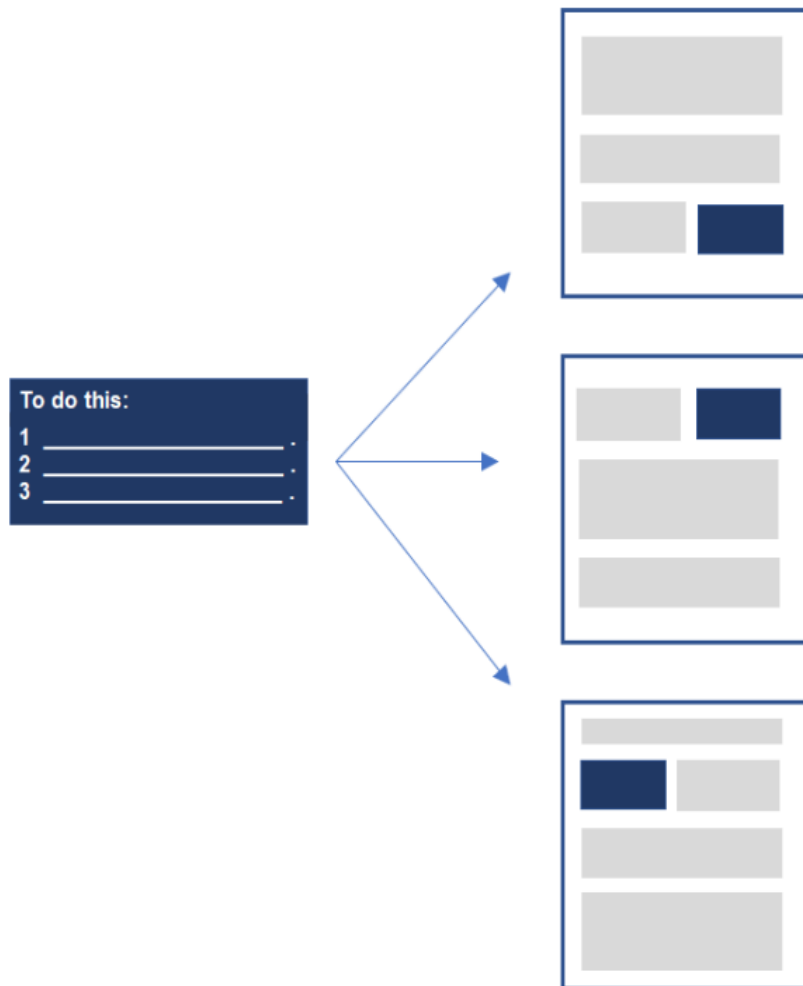
- Condition tags
- TOCs and target settings

Best practices

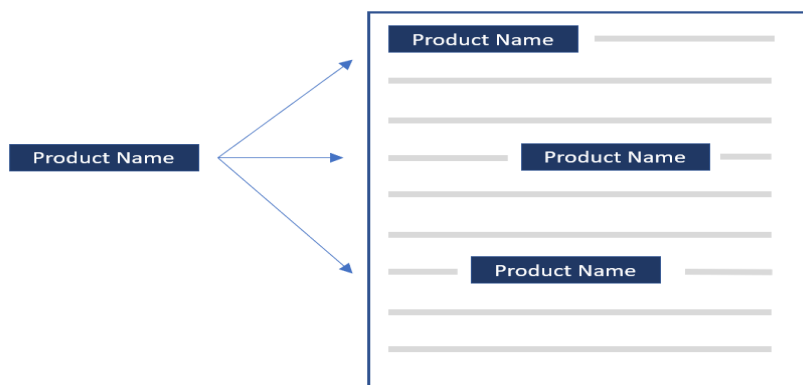
- Plan: keep it simple
- Organize: folders and names
- Test: preview with conditions
- Manage: File tags and reports

Single Sourcing

Example - snippets



Example - variables

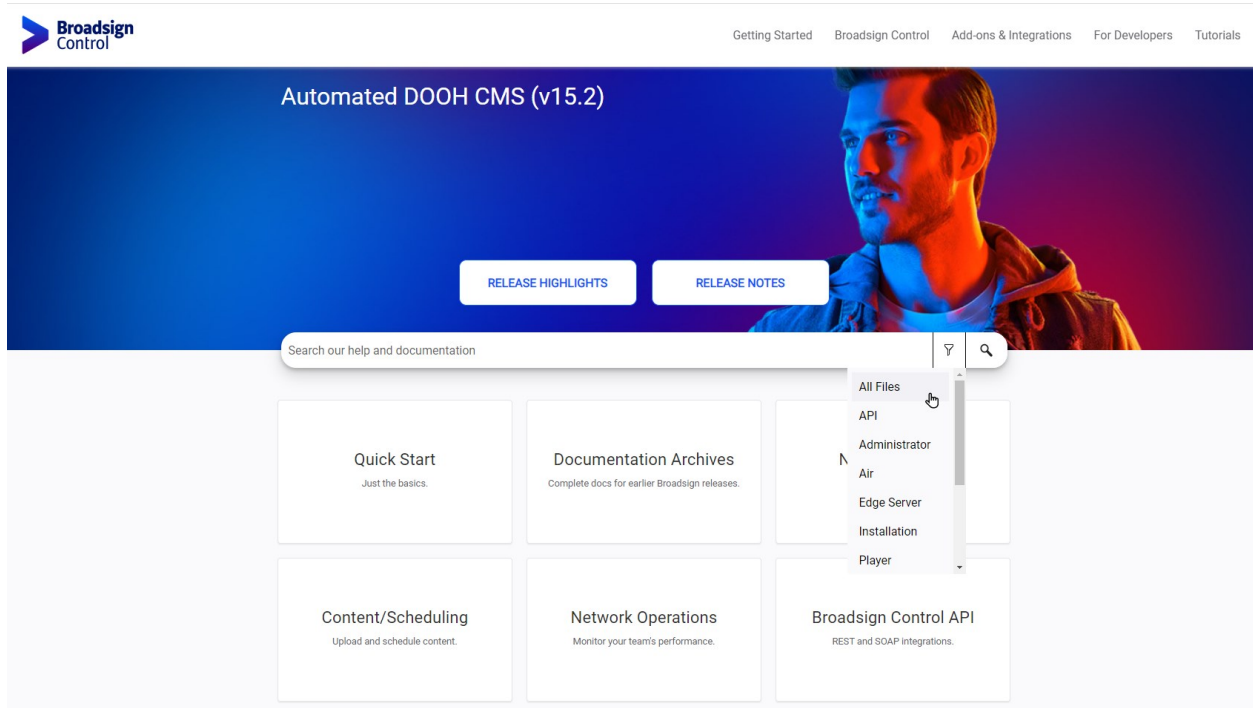



Best practices

- Maximize use: reports and auto suggestion
- Organize: folders and names
- Manage: View Links and reports

Enhanced search results

Examples




Totalmobile

Mobilise

Optimise

Analyse

NotifyMe

RiO

Carelink

OnPremise Connector


Client App

Appointment Booker

Releases

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All Files


8.3

8.2

18

17

6.5


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What's New in DC Box

This page is intended to inform Petrosoft customers about new DC Box release features and improvements. It contains overviews of new features and improvements with detailed information in the form of screen shots, links to the corresponding DC Box help sections and videos.

- [Release 3.2](#)
- [Release 2.7](#)
- [Release 2.6](#)
- [Release 2.5](#)
- [Release 2.4](#)
- [Release 2.3](#)

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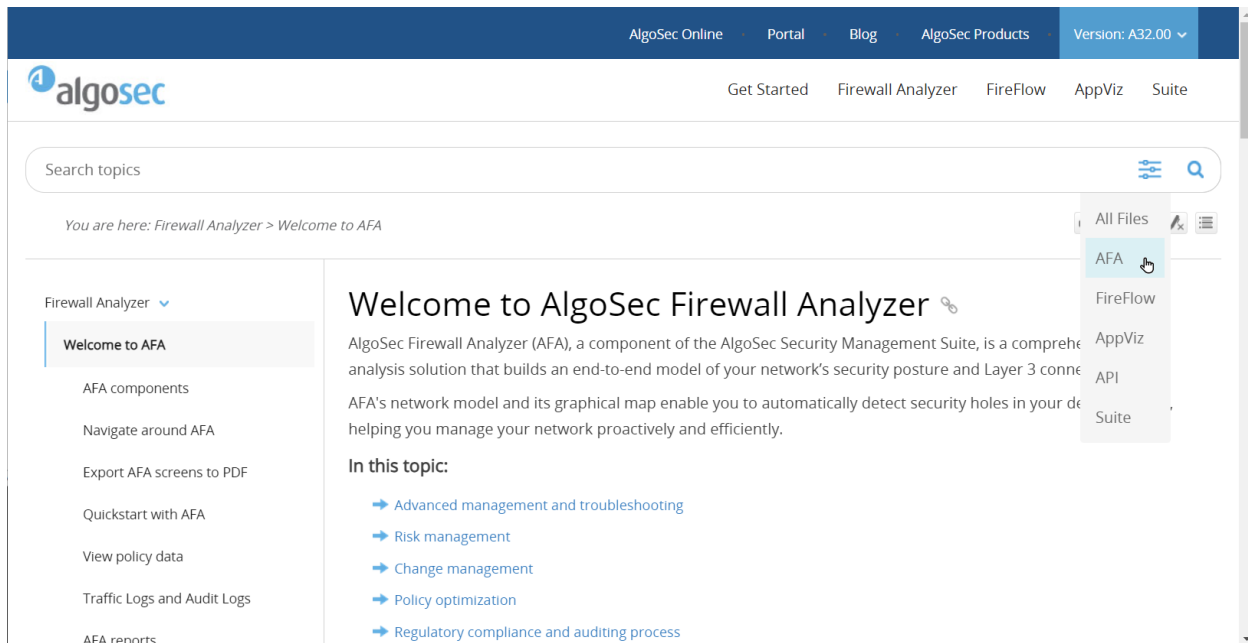
Scan Data

Petrosoft Customer Portal

Loss Prevention Analytics

Retail 360

Retail 360 Mobile



How?

- Add concept markers to topics
- Create a search filter set
- Match filters to concepts

Best practices

- Plan: focus on user needs/goals
- Setup: bulk add concept markers
- Manage: reports

Intelligent content

What is intelligent content?

"Content that is:

structurally rich and semantically aware,

and is therefore

automatically discoverable, reusable, reconfigurable and adaptable."

- Ann Rockley 2010

How?

Structurally rich and semantically aware

- Semantic markup language: DITA, Docbook
- HTML with semantic tags/content identifiers:
 - article, nav, header, footer tags
 - Style classes/IDs
 - Data attributes

Automatically discoverable, reusable, reconfigurable and adaptable

Scripting: jQuery/JS

Why?

- Dynamic content reuse
- User- and content-aware personalization
- User-controlled customization
- Focused search

Dynamic content reuse

How?

- Database
- Micro content blocks
- Content with identifiers:
 - Style classes/IDs
 - Data attributes
- Scripting: jQuery/JS

Best practices

- Micro content: external systems, larger "chunk"
- Classes: multiple uses in a topic
- IDs: single use in a topic, JS access
- Data attributes: multiple values

Examples

GOAL: Only display content when printing

How: style class

```
<p class="printOnly">This paragraph is "printOnly."</p>
```

Code

```
.printOnly
{ display: none; }

@media print
{
    .printOnly { display: initial; }
}
```

Best practices

- Micro content: external systems, larger "chunk"
- Classes: multiple uses in a topic
- IDs: single use in a topic, JS access
- Data attributes: multiple values

GOAL: System identifies specific content

How: URL tokens

`http://www.example.com?id=topic&usergroup=expert`

Code

```
<p class="expert">Expert-specific info...</p>

<script>
const params = new URLSearchParams(window.location.search);
const paramUserGroup = params.get('usergroup');
if (paramUserGroup == "expert") {
    $('.expert').css('display','initial');
}
</script>
```

GOAL: Change content based on location

How: Geolocation API

`navigator.geolocation.getCurrentPosition()`

Code

```
<style>
div.san-diego { display: none; }
div.la { display: none; }
</style>
```

```
<script>
if (navigator.geolocation) {
navigator.geolocation.getCurrentPosition(function(position) {
if (position.coords.latitude > 32 && position.coords.latitude < 33 && position.coords.longitude
> 117 && position.coords.longitude < 118) {
$('div.san-diego').css('display','block');
} });
}</script>
```

GOAL: Change content based on language

How: lang or xml:lang attribute

Code

```
<p xml:lang="es-US">US Spanish content</p>

*[lang="es-US"] { display: none; }

<div lang="es-US">
  <h2>ADVERTENCIA</h2>
  <p>Tanto el aparato como el filtro y los accesorios contienen imanes.</p>
</div>
```

GOAL: Change content based on user selection

How: CSS and JavaScript

- CSS class
- onclick event to toggle display CSS property

Code

```
<button onclick="salesTipsChk('yes')">Yes</button>
<button onclick="salesTipsChk('no')">No</button>

<div class="sales-tip">
  <p>Sales Tip: Bundling modules 1 and 2 can save the customer $100.</p>
</div>

function salesTipsChk(userPref) {
  if (userPref == "yes") { $('div.sales-tip').css('display','initial'); }
  if (userPref == "no") { $('div.sales-tip').css('display','none'); }
}
```

GOAL: Save settings

How: sessionStorage and localStorage

Advantages

- 5MB
- client side

Differences

- sessionStorage - reset/session
- localStorage - "permanent"/device

Code

```
<div class="sales-tip">
<p>Sales Tip: Bundling modules 1 and 2 can save the customer $100.</p>
</div>

$( document ).ready(function() {
    salesTipsChk();
});

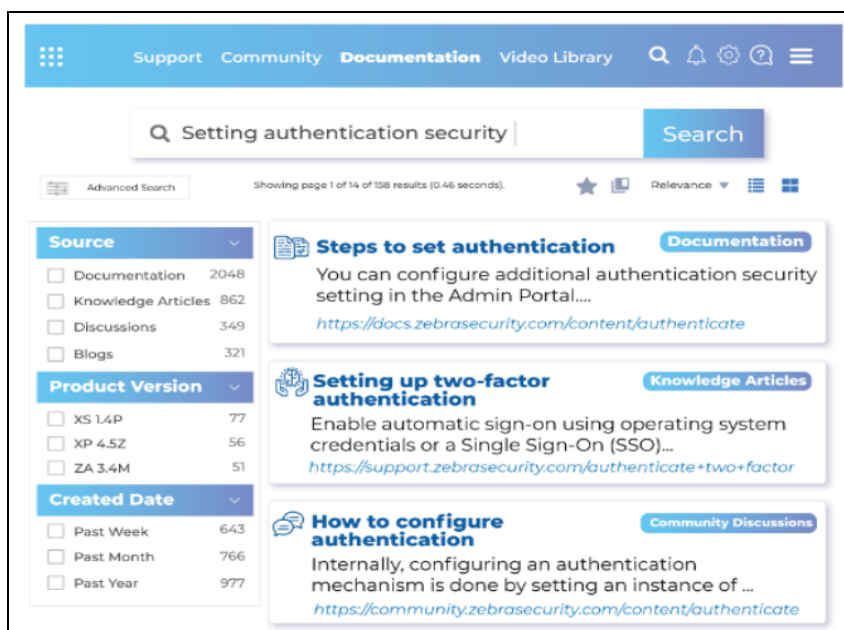
function salesTips(pref) {
    if (pref == 'yes') { sessionStorage.setItem("SalesTips", "yes"); }
    if (pref == 'no') { sessionStorage.setItem("SalesTips", "no"); }
    salesTipsChk();
}

function salesTipsChk() {
    userPref = sessionStorage.getItem("SalesTips");
    if (userPref == "yes") { $('<div class="sales-tip">').css('display','initial'); }
    if (userPref == "no") { $('<div class="sales-tip">').css('display','none'); }
}

function salesTipsClear() {
    sessionStorage.removeItem("SalesTips");
}
```

Focused Search

Example



How?

- Determine which meta tags are used by your search engine
- Create a meta tag set
- Add required meta tags to topics

How - Swifttype

```
<meta class="swifttype" name="keywords" data-type="string" content="Product X, installation, troubleshooting" />
```

Best practices

- Setup: bulk add meta tags
- Single source: variables and targets
- Manage: reports

Learning more

Content Strategy in Technical Communication
Guiseppe Getto, Jack Labriola, Sheryl Ruskiewicz

"Content strategy best practices with MadCap Flare and Central"
Scott DeLoach

www.madcapsoftware.com/webinars/content-strategy-best-practices

"What is intelligent content?"

[Ann Rockley](#)

www.rockley.com/articles/What%20is%20Intelligent%20Content.pdf

Intelligent Content: A Primer
Ann Rockley

About the presenter

Scott DeLoach is the CEO of Click**Start**, an STC Fellow, and an ATD Certified Professional in Talent Development (CPTD). He has over 30 years of experience as a content strategist, technical writer, instructional designer, trainer, and UX architect. At Click**Start**, Scott provides content strategy development, design, consulting, and training services for technical documentation, P&P, knowledgebase, and eLearning projects using MadCap Flare.

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