Website Content Fundamentals:
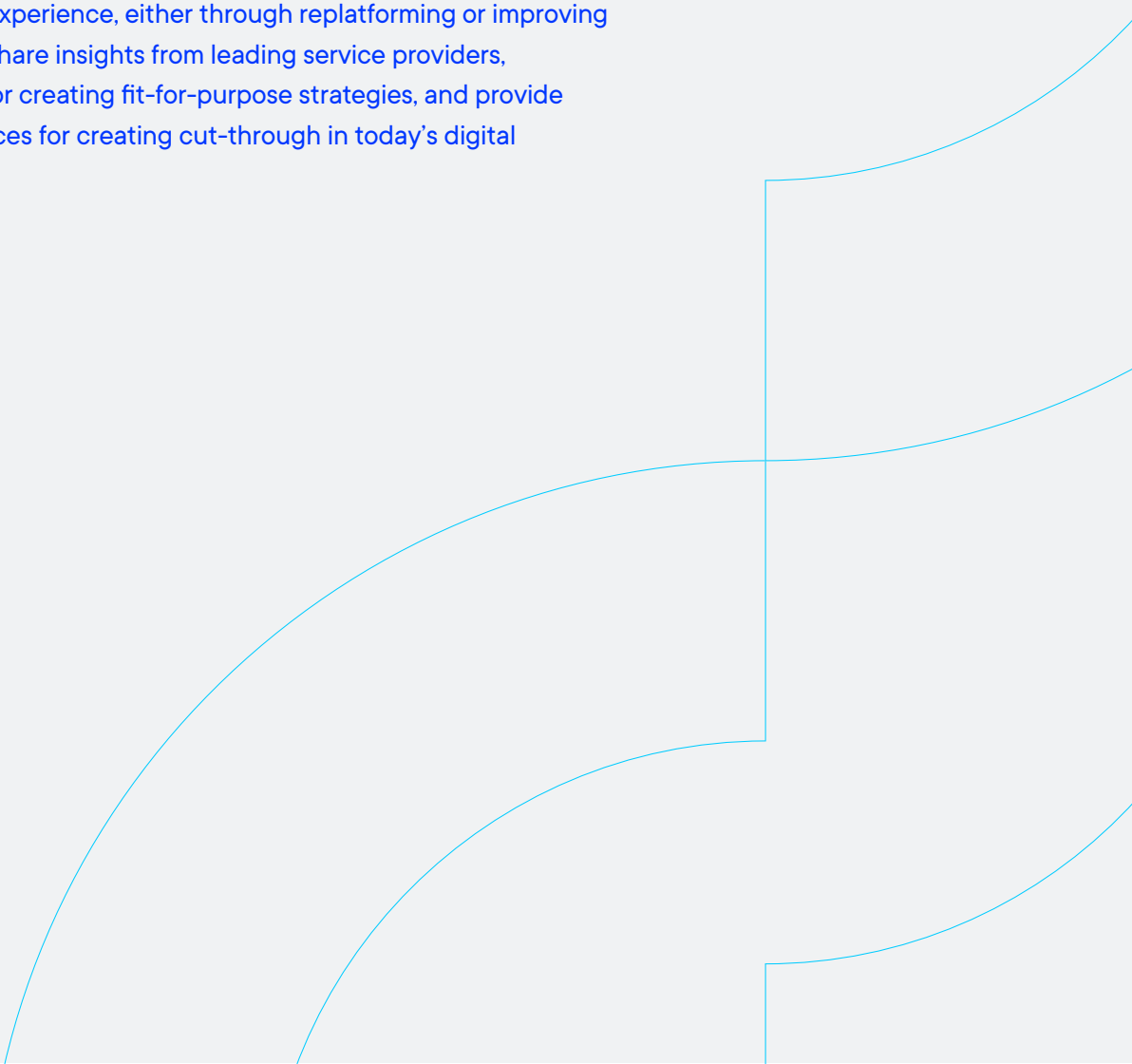
Delivering a strategy that connects and converts

Optimizely

Contents

Introduction

As a brand leader in today's rapidly advancing digital world, you're in relentless pursuit of meaningful customer experiences. But have you ever struggled to implement the strategy you need to align the performance of your website content with your business goals?

Right now, many brand, marketing and digital transformation experts are battling the complexities of content rich websites. Defining a high-performing web content strategy in 2022 is more multifaceted and challenging than ever. From targeting multiple audiences and designing for key user journeys, to driving conversions through data and insight, it's all about empowering teams to publish engaging and effective content at scale and pace.

In this paper, we'll explore the current state of play for website content by unpacking six of the core challenges facing enterprise-level organizations looking to enhance their customer experience, either through replatforming or improving their current website. We'll share insights from leading service providers, discuss practical solutions for creating fit-for-purpose strategies, and provide guidance on the best practices for creating cut-through in today's digital content landscape.

twentysix is the U.K.'s number one digital agency. It uses intelligence and imagination to help brands create experiences that deeply connect with its customers, deliver powerful results and accelerate its position in the digital-first world.

Its 150-strong team of big thinkers and niche specialists help enterprises simplify operations, transform its digital experience and build robust platforms that perform. It offers a range of consultancy and delivery services: from data, insight and strategy, right through to UX, website design and development. As an Optimizely Platinum Partner, it completes replatforming and improvement projects for enterprise-level organizations across industries every year.

In this paper, twentysix collaborates with Optimizely to share a range of perspectives around the intricacies of creating website content strategies that deliver tangible business results.

Optimizely is a leading DXP, empowering marketing and content teams with the tools and insights required to create and optimize its websites in new ways. Providing a range of cutting-edge content, commerce and experimentation capabilities, Optimizely is perfectly placed to assist enterprises in putting the right processes, structures and technology in place to build effective digital engagement strategies.

Throughout this paper, we'll show you how you can use Optimizely's products and services to overcome your challenges. With tools for everything from A/B and multivariate testing to personalization, content management and digital commerce, making Optimizely part of your website strategy offers a direct route to achieving simplification, refining operations and realizing your true digital potential.

Case Study

How twentysix and Optimizely helped the HCPC turn an aging, disengaging website into a useful and supportive resource for healthcare professionals

The Health & Care Professions Council's website had over 40,000 pages of content. Poor content navigation, duplication of content and a frustrating search process was leading to a high rate of drop-offs. Together, teams from twentysix and Optimizely turned things around by analyzing and organizing existing content, planning user journeys, and enabling personalized user hubs. The result? Increased efficiency, lower operational costs and 96% user preference compared to the old website.

01

Why is an effective web content strategy so important in 2022?

Today's web content landscape presents both more challenges and more opportunities than ever before. Connected technology has become increasingly prevalent, with the global pandemic rapidly accelerating the digital transformation already underway. According to Microsoft's CEO, during the pandemic, we saw two years' worth of digital transformation in just two months, as people's shopping, communication and working behaviors changed to embrace remote connectivity.

MarTech capabilities are advancing rapidly too, with greater interoperability opening up new possibilities for differentiated brand experiences. Artificial intelligence (AI) is driving personalization, enabling marketers to create tailored customer engagement—and all the while, consumers are searching for meaning, purpose and relevance amid uncertainty and content overload.

Against this backdrop, organizations must contend with complex audience groups and a growing pressure to understand changing customer behaviors, needs and desires. The increasingly crowded digital landscape presents what can feel like an overwhelming task for businesses: how to build a comprehensive understanding of your customers and define a strategy robust enough to meet their constantly evolving needs.

All of these factors demand organizations dedicate time and energy to their digital content strategies with greater scale and pace than before. Today, we often see content as the single most underestimated factor in any significant web project. It not only helps your business communicate its messages and services effectively and efficiently, it also helps users discover your brand, engage with your business, and ultimately, convert into leads and (eventually) customers.

The phrase 'content strategy' is sometimes confused with 'content marketing', but the difference between the two is quite simple. Content strategy is the planning and research required for an effective content marketing campaign; content marketing is the campaign itself, built on the strategy.

A strong content strategy will work alongside your content marketing endeavors to guide the creation, delivery and governance of valuable content for your audience segments. It's your key to driving engagement among the right people at the right time on their user journey, and future-proofing your website by setting a user-focused, goal-driven benchmark for your content throughout its lifecycle.

As much as 95% of B2B customers believe content signifies trust when evaluating a business. And as audiences in general become more empowered to research their buying decisions independently, companies must think strategically about the different content channels and types they're using to target different stages of the user journey. We know that when businesses invest in personalizing online content, they can outsell those who don't by up to 30%. And although your web strategy should have a broader focus than ROI alone, it's helpful to see the connection between content rich experiences and tangible results.

Further data indicates that more than 70% of people find content on websites to be too general or irrelevant, emphasizing the need for companies to focus on creating a strategy that supports exploration and guides users in the most targeted ways possible.

Because today, while 43% of companies have a documented content strategy, that number rises to 60% among the most successful, evidencing a robust case for implementing a smarter approach to your website.

Whether you're considering a website replatform or simply looking to improve your website's performance, there's never been a better time to double-down on your website content strategy. It's time to overcome progress-blocking silos, eliminate lack of clarity and bring in the technology you need to reach more customers, forge stronger relationships and truly differentiate your business in today's market.

Need help achieving any of this? That's what we're here for.

02

Challenge 1

Does everyone across your organization agree on your website's purpose?

Are you looking to drive brand awareness? Do you need to provide education, or generate leads? Whatever your organization's aims, defining (and agreeing on) your website's purpose is a crucial first step in creating the content that will achieve them.

In 2022, consumers are seeking out purpose-driven companies more than ever. Research by businessman Jim Stengel shows that purpose-driven companies see higher market share gains, growth at three times the rate of their competitors, and higher employee and customer satisfaction.

> What's more, you don't need thousands of pages of content to be successful—you just need the right content.

Ask yourself: do you truly know who you're talking to? Or what you want your content to do? Many of today's organizations don't.

In fact, larger organizations in particular may have multiple teams working in silos, producing and publishing content separately. But whatever your size, without a clear governance structure and editorial process, and without organization-wide alignment on your purpose, everything suffers. Lack of focus leads to disparate and ineffective content, confusion among team members and reduced capacity for innovation and ambition across the whole organization.

Research by Deloitte shows that companies that have effectively generated belief behind a strong purpose report 30% higher levels of innovation and 40% higher levels of workforce retention than their competitors.

A clear, effective content structure can be really simple:
- This is what we want our content to do
- This is how we want to achieve it
- This is who we're talking to (and how, and when)

Establish this framework and you'll have a way to measure your content; more on this later.

Leading content strategist Meghan Casey has created a 'content compass', which is a good resource you might find useful to identify the role of your content and benchmark future output.

As you define your content structure, it's also important to keep your organization's overall vision top of mind. A useful step is to create a core vision statement, including your business goal, audience, audience's needs and content to be created. This needs to be strong enough to guide a decision-making process going forward, such as whether to rewrite or repurpose and how to gather data.

Your statement can also be used to inform further elements of your messaging framework: a user-focused system for ensuring every piece of content you create 'ladders up' to your central objectives. There are multiple ways to develop and communicate this asset and working with a specialist team to identify the most effective methods for your organization can help unlock real competitive advantage for your business.

Case Study

Pharma engineering company NNE needed to help its 1600 staff around the world communicate and collaborate more easily, effectively optimizing 'time to market'.

Optimizely helped NNE create a corporate website, intranet and Facebook-like community, featuring clubs, blogs and discussion forums. 'Ourbook' has become an integrated daily work tool, which enables colleagues to collaborate in virtual teams across national borders and drives continued momentum in the business. With Optimizely, NNE has created a purposeful community with a clearly defined use case and goal. This contributes to the sense that all the employees belong to one fully connected organization.

Questions to ask:

What do we want our content to do?

How do we want to achieve this?

Who are we talking to?

Further reading:

Jim Stengel's research on the importance of purpose

Deloitte's insight on purpose-driven companies

Meghan Casey's content compass

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Challenge 2

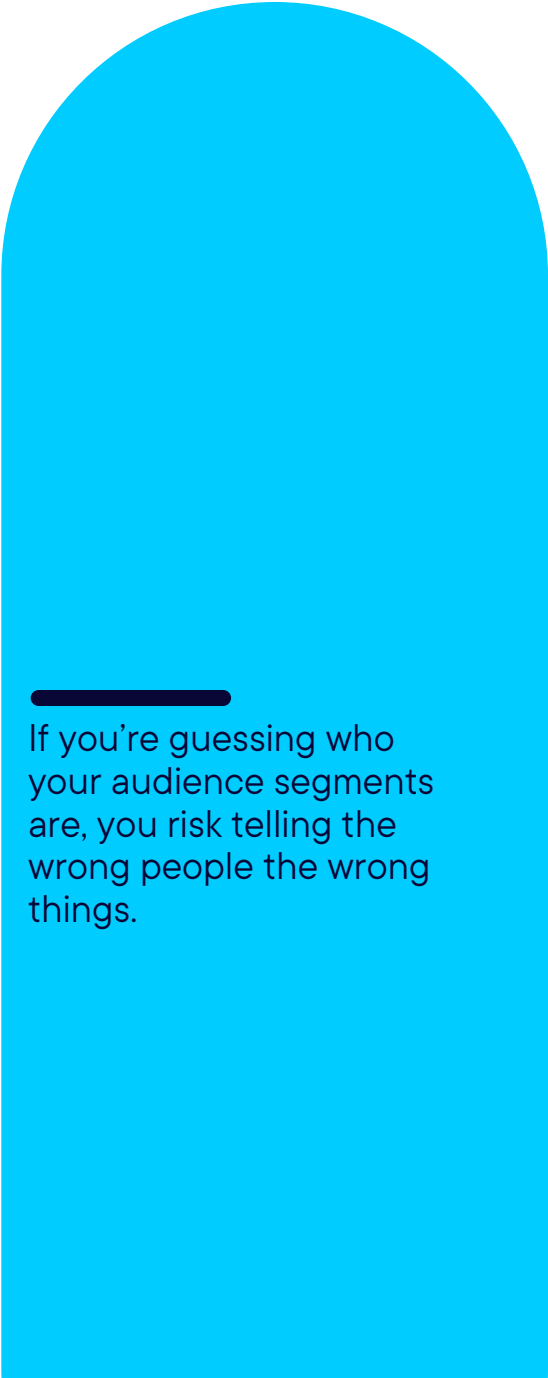## Do you know enough about your website's main audience groups?

Creating content for everyone is creating content for no one, as the saying goes. But if you're using guesswork to define your core audience segments, you risk talking to the wrong people about the wrong things.

Studies show that businesses can reduce costs by up to 56% by incorporating quality user analysis into their marketing efforts. But they also show that more than half of consumers believe brands produce or share too much irrelevant content. The challenge is not just understanding your audience groups, but also ensuring this knowledge is used effectively to produce useful, quality content that helps you achieve your marketing goals—whether that is increased brand engagement, thought leadership visibility or lead generation and conversion.

The first step is to find out who's coming to your site. Not all visitors to your site will provide value to your business, but until you understand who they are and why they're there, you won't be able to tailor your content effectively.

It's vital this is based on genuine audience analysis, not speculation. A great way to start this is to use those who are already showing up on your site. Start simply by asking them why they are there, whether they've found what they need, and if not, why not.

A quick poll, well placed in a journey, can give you a huge amount of rich qualitative data to help your content planning and show you whether you're providing the right subject areas. You can even use it as a mechanism to recruit visitors for a wider voice of the customer research activity to help deepen your knowledge. Starting here is often a really effective springboard into getting real user opinions and needs and has a very low barrier to entry.

If you're guessing who your audience segments are, you risk telling the wrong people the wrong things.

There are many different ways to approach user research. Demographics or quantitative statistics about your audience are a good starting point for filtering your customers, but it will be easier to tailor your content effectively if you also have an understanding of qualitative criteria such as activities, interests and opinions. Online analytics that track the success of various pages on your website can also be useful to create a more holistic picture of your customers' journey and needs.

Conducted successfully, user research should provide the intelligence you need to speak your audience's language. Organizations often fail to connect with their customers because their websites focus on their own needs, phrasing and interests, rather than those of their audience segments. Again, talking to real people can make all the difference. By understanding a customer's pain points, such as what's stopping them from using your products or site, you can make improvements. One example of this in action saw a rehab clinic increase button clicks by 400% and form submissions by 20%, simply by tailoring the copy to directly articulate its target users' needs.

Once you understand who's coming to your site and why, you can enrich their experience of your website and plug any gaps in information. An effective journey map for the user experience of your website should document all touchpoints between a user and your organization, forming a timeline complete with information about every channel they use to interact. Creating personas (fictional representations of your different customers) can be useful, as long as they provide genuinely useful information such as pain points and user intentions.

Finally, you need to keep updating what you know about your audience segments. What's right for an audience group now may not be in six months' time. This needn't be a difficult exercise; simply keep asking people what they're on your website for and keep acting on the answers. Little and often causes less pain (and expense) than doing no user research for five years.

Case Study

Consumer lenders re:member wanted to optimize their web experience so that every visitor is served relevant content based on their needs and their behavior. Optimizely helped them create a digital engagement platform that identifies visitors based on what product they have, how they landed on the page (for example via an ad) and previous interactions, all delivered through a mobile-first approach in line with re:member's business model.

Further reading:

Target Audience Analysis: Everything Digital Marketers Need to Know

"Know Your Audience" is a Lie, But it Still Matters

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Challenge 3

Which types of content will drive impact in line with your business goals?

In today's fast-paced digital environment, your content must work harder than ever to capture the attention of your audience and drive results for your business. With a study by Microsoft suggesting that the human attention span has shrunk by almost a quarter over a matter of years, and research claiming the average person is exposed to between 6,000 and 10,000 marketing messages every single day, creating highly relevant, usable and useful content is now more critical than ever.

Content overwhelm (also known as 'bloat') is a core challenge for many organizations. It occurs when your website includes numerous pages containing very similar information, leading to confusion for users and search engines, rendering content ineffective and unfindable, and drastically lowering overall performance.

'Bloat' is often the result of too many people within an organization producing content and producing it for the sake of it. Effective content starts with understanding your business goals (and ensuring they're goals that your website can affect) and using these goals as the basis for deciding what to create.

Analyzing existing content

Updating and repurposing your existing content can be one of the most efficient content marketing tactics. Again, your content strategy and audience segmentation work are your key tools.

Questions to ask when analyzing your existing content pieces include:
Is it doing a job that needs doing—in other words, telling an audience segment something they need to know? If not, delete it.

If it's doing a job, how well is it doing it? Look at your analytics and measures of success, and don't forget to consider format: good content may still not work effectively if it's in the wrong format (more on this later).

If it's hitting your numbers, keep it; if not, refine it or delete it.

Creating new content

Before you start creating new content, assess it. You need to be sure that a proposed piece of content will do something useful for the right audience. If not, it's not worth writing.

There are many tools available to help you uncover data and use it to create meaningful insights, from Google Analytics to ContentWRX and SEMrush position tracking.

Your content analysis should build a picture of where your audience is spending the most time on your site. It should tell you what content is bringing users into the website, what's engaging them and in which format. Whether they're looking at videos, reading blogs or scrolling through infographics, this data is crucial in implementing smarter user journeys that work with your audience's preferences. In the process, look to identify the pages that don't get traffic, paying attention to how visible they are in the navigation or to search engines, your choice of language and labeling, whether the content is key to your user's decision cycle or if it's a duplication of information or lacking inbound links.

Effective content is content that's aligned to your business goals, not just to the creator's passion.

How can Optimizely help?

Content Intelligence from Optimizely can quickly understand whether or not your content is meeting the real-time demands of your audience, allowing you to understand their needs more efficiently, respond to market changes quickly and make your digital content more effective overall. With actionable dashboards offering a real-time content audit, engagement insights and prescriptive content strategy, this is the perfect tool for gaining the understanding you need—no matter how stretched for time or resources your content team is.

Case Study

Recognizing that more than 90% of all business decisions begin with a search, insulation material manufacturers (and Optimizely client) Rockwool Group knew that their content needed to provide a best-in-class experience.

Optimizely enabled Rockwell Group to engage an estimated 16 million unique visitors per month via thought leadership pieces on the corporate site of ROCKWOOLGroup.com at the beginning of their decision journeys, before maturing them through the appropriate localized product sites, driving acquisitions and creating commercial excellence across the organization.

Going forward, the journey does not stop here. ROCKWOOL plans to evolve further, with the end goal to be a holistic end-to-end customer experience, which goes beyond just the pre-sale funnel, recognizing both the customers' favorite content and previous purchases and adapting the experience dynamically to it.

Further reading:

How Many Ads Do We See A Day In 2022?

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Challenge 4

How can you empower teams and implement people-centric governance?

Despite rapid advances in technology, automation and digital practices, the fact remains that content is people. Human input and interaction are crucial at every stage of the content lifecycle, whether that's through creation, consumption or sharing. Without aligned, inspired, accountable teams to deliver your content strategy, the process becomes lethargic and the results inconsistent and underwhelming.

A strong content operations strategy will enable you to keep different departments pulling in the same direction, reduce siloed working and accelerate content creation, management and delivery.

Your starting point for a strong strategy? Share the vision of what you want content to do for your business. Everyone needs to understand the impact that the content they're working on should have on your business.

With content-rich websites, we often find inadequate definition around content operations, with lack of ownership, outdated technology and convoluted processes leading to reduced quality, compliance and overall morale. But research shows that highly engaged teams can result in a 21% increase in business profitability.

> No one wants to spend their time producing content that has no value or effect. What's more, producing content takes a lot of energy (and this is often massively underestimated!).

How do you make sure that content written by lots of different people stays on brand and on strategy?

And then make sure everyone can see the impact of it.

Your governance model needs to fit your business and ways of working. You might centralize operations and assign a core team to oversee all content production. Alternatively, you might decentralize the entire process and delegate ownership to a series of smaller teams across the business. Or you might opt for a hybrid model with a 'center of excellence' including content experts and reps from all departments. Whichever you choose, it's vital you take a people-focused approach. Because content is all about people.

A strong content operations setup should also include multiple core processes, which work together to ensure consistent production, delivery and maintenance. Create a content taxonomy structure and define roles clearly, implement production workflows, style guidelines and a robust governance model, and put the right processes in place. In doing so you'll speed up the creation of content and enable your team to continuously improve it through auditing, measurement and team training.

There are many options available when it comes to choosing the best technologies and tools for your content operations, but whether you select a single service or opt for a stack approach, it's worth first considering your specific needs and which core components will best serve them. Common requirements for stable content operations range from authoring and scheduling technology to inventory, asset and project management tools. It's also a good idea to consider analytics and automation services to help manage your load going forward, reduce pressure on teams and streamline your entire model.

Questions to ask:

Is this a good idea?

Is it well written?

How will we manage it afterwards?

How can Optimizely help?

Optimizely's leading CMS offering, including Content Cloud and Welcome, can empower your team to implement effective content operations. Providing an intuitive interface, it's a central place for editors and approvers to collaborate on the creation, management and staging of content. It allows you to put great content at the heart of your strategy without worrying about complex admin or lengthy management processes.

Following the acquisition of Welcome, Optimizely offers centralized marketing orchestration as a core service. Optimizely customers will benefit from new capabilities enabling the management of content creation across all workstreams, from marketing campaigns and knowledge content right through to corporate communications.

These tools aim to support larger marketing teams in overcoming siloed, fractious content operations, all while reducing operational overheads and maximizing content effectiveness.

Further reading:

[The Right Culture: Not Just About Employee Satisfaction](#)

06

Challenge 5

How can you design your content so that it delivers a great user experience?

You're clear on your audience segmentation, aligned on your website's purpose and sure of the types of content needed to generate the results you want for your business. Your content operations model is primed and ready to create, manage and deliver—but how do you ensure the assets it produces will deliver the right user experience?

Content goes beyond words on a page. Many organizations fail to realize the importance of user experience (UX) expertise and the power of design.

And this oversight can lead to poorly produced content as well as wasted time and money.

The first thing to decide on is the best format, and that requires an understanding of how people actually consume content. Giving proper consideration to format and design at the outset is the best way to avoid long pages of text that sit on your website not being read.

Think about the information you want to get across and consider:

Should this be a long, digestible read, or would it work better as bitesize chunks or tips for people to action quickly?

Might it work better as audio or video content?

What will be most shareable?

Design and layout form some of the most critical factors to consider when creating content for your website. Studies have shown that 95% of web users will only read around 20% of content on a site, illustrating the need for yours to work harder—the more accessible, skimmable and intuitive, the better. There's a lot to think about, from creating a comfortable reading line, setting proper spacing, removing unnecessary distractions and including subheadings to assist navigation, to design elements such as color, layout and flow. Considerations like these make a big difference to UX; and they're the reason your content design should be completed by a professional content designer.

Then there's the writing. Usable, useful content needs to communicate a strong central message that aligns with your overarching business objectives, in a tone that both helps guide your unique users towards action, and accurately reflects your brand personality and values. Keeping practicality and accessibility front of mind is also critical to producing content that performs, and maximizing its chance of converting leads and driving business growth. Again, the best person to achieve this for you is a professional copywriter.

Finally, personalization can enhance the performance of your content and its ability to connect with your user. It enables you to build a relationship with an individual and curate the content that you think will be the most useful to them at any given point in their customer journey. Done well, personalization can be hugely powerful and contribute massively to conversion.

How can Optimizely help?

Optimizely's personalized content and commerce engine is the perfect tool to harness the power of this kind of individualization and use it to drive impact for your customers and your bottom line. Used in conjunction with the platform's Web Experimentation capabilities, this set of products allows you to experiment with things like format and copy length, enabling you to optimize every part of the user journey and exponentially increase the value of converted leads.

With a broad suite of artificial intelligence (AI)-powered personalization tools, interfaces and products available, Optimizely also enables automated, accurate and dynamic customer targeting based on behavior and intent. In turn, this paves the way for your team to build tailored content and commerce experiences without getting bogged down in complexity or overwhelmed by unmanageable requirements.

Further reading:

[11 Quick Tips For More Usable Content](#)

How will your information work best and be most shareable?
As a long read that people can digest?

As short, bitesize chunks or tips?

As audio or video?

07

Challenge 6

How can you track the performance
of your content to drive continuous
improvement?

Once your content strategy is in place, performance tracking is an important
way of making sure your content efforts remain effective.

Planning how you're going to measure your content performance,
and importantly, who is going to be responsible for maintaining this
measurement, closes the loop between great content creation and
continued content effectiveness.

Why is performance so important? To understand how your content is
performing against the goals you have originally set for it, such as conversion,
lead generation, engagement, brand awareness, insight and thought
leadership positioning, organic visibility; you need to have a measurement
framework in place. Don't waste time producing content you can't put a
measure on. It's expensive and you won't see any tangible returns,
so eventually you'll degrade your whole experience.

If you've spent time thinking about defining a content strategy to support
your business vision—i.e., how you're going to use content to help you
achieve your goals—not monitoring how it performs or capturing performance
data renders your planning effort at best less effective, and at worst,
pointless. If you have successfully mobilized your business to produce good
content, then learning from how it performs and feeding that back into your
content production workflow and editorial planning is essential.
Otherwise, you are missing a very big trick that savvy businesses are
already well aware of.

What should you track? Tracking content performance is not just about core headline metrics and conversion. You need to think more broadly about the job that each piece of content will do for you and be honest about what it can achieve. For example, maybe you are focusing on creating ownership of a topic or producing content to engage and demonstrate thought leadership and expertise in an area where organic search visibility and engagement is your aim. In this case, don't unfairly measure that content against your conversion-focused lead generation lower funnel content metrics.

There are simpler and more complex ways in which you can measure, analyze and find insight in the engagement people have with the content on your website. Simple things you can do include using commonplace analytics platforms to look at metrics like bounce rate and time on page. This will give you a good indication of how people are engaging with your content. More advanced methods include looking at some of the micro-actions that users are taking, e.g., tracking document downloads, video engagement and even scroll depth for content such as blog posts, which can tell you how much people are reading.

There are good dashboards available to help you find the best insights from the information you're getting, like Google Data Studio, which can make data really accessible. Platforms like these will enable you to look at things like funnels through content on the website and drop-off rates, while new platforms such as Google Analytics 4 are providing new ways to delve into data in detail.

It's important you use more than just behavioral metrics from analytics. Try to find out both the 'what' and the 'why' of your content performance. Metric pairs that look for both quantitative and qualitative data will feed into your content production planning much more richly and usefully, as well as allowing you to gather useful insight into what's working now and what you can improve.

Ensure your measurement framework is as easy to use as possible. It should include a description of KPI, explanation of why you are using it, the type of measurement, the method, how often it should be performed, who is responsible for it and what action they should take if a threshold or success level is not met.

Organizations still tend to focus solely on end goals, such as sales on ecommerce websites. However, the content that people see before that can have a big impact, so tracking and analyzing the performance of your content is really important.

How can Optimizely help?

Optimizely's data management capabilities combine customer and account profiles to create a holistic view of your website's performance—going beyond just traffic to provide enriched data that you can transform into valuable customer engagements and experiences.

With AI-powered predictive analytics to prevent analysis paralysis, streamline complexity and help you continually refine your strategy without guesswork, Optimizely can provide the future-focused insight you need to continually lift metrics, increase revenue and produce relevant, valuable customer experiences.

And when it comes to ROI, Optimizely's Recommendations product suite can help you ascertain the returns driven by certain topics or pages, showing you what's driving high-value actions, conversions and revenue so you can maximize your time and resources.

08

Conclusion

As we've explored throughout this paper, today's evolving digital environment is full of potential—for new growth and new challenges alike. Customer expectations are rising, behaviors are changing fast, and the content landscape is becoming increasingly crowded. So, creating the cut-through needed to drive real business results is no small endeavor. Organizations with complex repositories of digital content and no long-term strategy for optimizing, scaling and maintaining it are taking perhaps the biggest risk of all.

As newer, more agile players enter the market and adapt quickly to thrive, larger organizations must double-down on their content operations in order to compete. This paper has explored several of the core challenges associated with building a fit-for-purpose content strategy and operations model as part of your website replatforming or continual performance improvement. We've discussed some of the most common pitfalls, risks and obstacles, alongside the most effective ways to approach and, ultimately, overcome them.

Capturing the opportunities created by groundbreaking advances in technology such as AI, analytics, advanced personalization and .Net 5 does not need to be undertaken alone. By taking a smart approach to partnership and selecting the right agency or technology partner to help you reach your business goals, you can lighten the load on your content teams, maximize the agility of your organization and implement solutions, workflows and operations models that are not just fit-for-purpose, but fit for the future too.

Ready to level-up your website content? Get in touch with our teams today for a free website content audit or an initial discovery call to discuss your current challenges and how to overcome them.

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