



WEBSITES + MICROSITES

Your website ecosystem is your most important channel.
Content is its lifeblood.

Whether you face a redesign, a platform change, or a new site altogether, the content approach will make or break your success.

OUR EXPERIENCE

With our robust analysis capabilities and diverse experience, Content Science is a powerful content strategy and implementation partner.

We help you and your stakeholders align around a vision and bring that vision to life with a sustainable approach to effective content.

SAMPLE CAPABILITIES + ACTIVITIES

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| <ul style="list-style-type: none">• Content auditing + migration• ContentWRX evaluation• Content operations assessment• User journeys + content mapping• Content vision, strategy, + roadmap• Content concepts | <ul style="list-style-type: none">• Content models + templates• Taxonomy + content architecture• Content playbooks + guidance• Content testing, experimentation, + optimization• Content development + search engine optimization |
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SAMPLE WEBSITE + MICROSITE CLIENTS



We advised on personalizing and reusing content to automate giving customers relevant offers at scale.



We defined user journeys, conducted content gap analysis, defined a vision and concepts, and much more.



We analyzed content effectiveness to optimize web content, advised on taxonomy, + defined content playbooks.