

# 1 Content Management

Once a web site is up and running and it has been built with an effective navigation and an appealing "Look and Feel", it now becomes equally critical to keep the content up to date. Nobody wants to go to a site and see outdated information or information that appears to never change.

The update of the content is critical to the utility of the site. The main point of an Intranet is to provide an area for a user to visit FREQUENTLY and that will not happen if the content is static.

Royal Caribbean has already been using content management tools to facilitate the update of content. Typically, over time, certain pages are conducive to portions of content updates while the framework of the pages may remain static. For example, there may be a headlines-news page that has the banners, design and navigation already established. But the headline articles themselves will always need updates. Pages that can be updated based on a structured framework are often referred to as **templates** by various content management tools.

## 1.1 Roles within Content Management

There are a number of key roles within the realm of managing content. Various tool providers use different terminology to describe these roles but the following generic roles are applicable independent of the tool provider: While many distinct roles are mentioned, oftentimes, one individual from either a user department or the Information Technology department may perform one or multiple roles.

**Site Architect:** The site architect structures the information space into understandable components. This person has the best vision as to how the site is likely to grow and the overall road map for the navigation of the site.

**Site Coordinator:** As mentioned earlier in the document, this is the person who is responsible for the site in all aspects and ensures the overall integrity and usefulness to the intended users.

**Content Provider:** A content provider has content to offer to the web site. Depending on the skills of the individual, this person may or may not use web-authoring tools to create the content. For example, a Vice President may want to create a video of some new activities or programs for the company. That

person may have the video created by somebody else. Another term for this function is the Content Contributor.

**Content Editor:** A content editor is responsible for the content and may review it to ensure that the content is appropriate and accurate. For example, it may be that Human Resources will need to review content to make sure the language does not violate any standards of codes/ethics/policies within the company.

**Content Administrator:** The Content Administrator publishes the content to the live site. In a centralized environment, this function may reside in Information Technology. It may be that content is first staged in a development environment and then moved over to production by the Content Administrator.

**Content Developer:** The Content Developer has a sufficient technical background in the web tools to create templates that can then be used by content providers or content editors to update content on a regular basis.

**Content Designer:** The Content Designer has a sufficient background in web design to create appealing pages that are catered to the independent Intranet user base. The Content Designer should have a background using FrontPage 2000, an understanding of HTML and general knowledge of web design.

## 1.2 Content Management Tools—Get Ready for Confusion...

There are many content management tool providers and the costs range from lows of \$500 to high end products that come close to \$750,000 once implemented. Before you even venture out to the tool providers, you need to determine what you really anticipate are your requirements for the tool. Even with a tool in place, the maintenance activities really do not diminish—rather, they get reshuffled into more realistic roles.

### **1.3 Content Management-Guidelines**

With the movement from centralized to decentralized control over content, each department intending to have an Intranet presence should do the following:

1. Select a Site Coordinator
2. Determine how many and who will play the roles of Content Provider, Content Editor, and Content Designer
3. Determine whether the role of Content Administrator will remain under Information Technology for your department's web site or whether that can also move to the department level
4. Determine which content is conducive to becoming templates and determine who will do the template creation
5. Identify proper security levels in terms of who should have access to read content, and update content. This may be done on a block-of-text level
6. Obtain training in the content management tools that will provide varying levels of training to the various roles identified above. Much of the training may be obtained with books and working with the products themselves