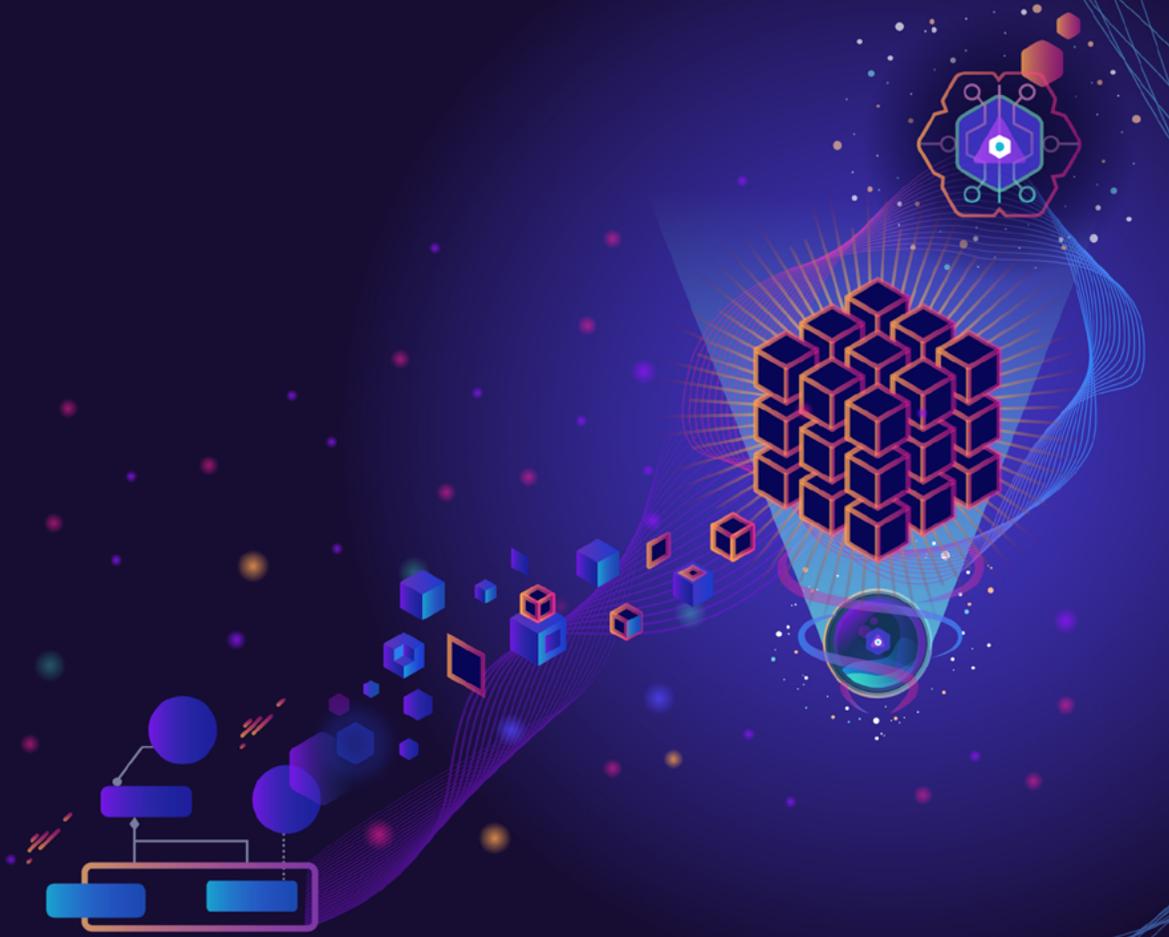


CONTENT MODELING

RESOURCE GUIDE



Resources

Guide, version 1.0

A collection of whitepapers, articles, webinars, roundtables, videos and slide materials centered on Content Modeling and related topics.

Resource List



[A] Guide to Mastering the Master Content Model

Whitepaper / [Read here](#)

The Master Content Model[®] (MCM) is the framework and structural backbone of content intelligence. It allows enterprises to adapt to aggressive product release cycles, increasing market specialization, and rapidly evolving customer expectations requiring integrated and personalized experiences. In this informative whitepaper, the content engineers at [A] share detailed insights into the steps needed to construct a Master Content Model that can be applied to any complex content ecosystem.



Content Engineering Series

Article Series / [Read here](#)

For most organizations, there is already some form of content strategy and operations happening – whether those titles are used or not. Although each role is vital, this series of articles will

mainly focus on the perspective of practitioners that have been incorporating content engineering principles into enterprise content environments. Explore the critical importance of content engineering to ensuring effective, seamless customer experiences.



Content Modeling Roundtable

Video / [Watch here](#)

Join the Content Order to gain instant access to an engaging, 47-minute roundtable discussion on content modeling, featuring the global leaders in structured content. Participants in this

lively roundtable engaged in discussions on several key topics and issues, including the need for common components related to content models, and the need for vendor-agnostic content portability.



The Next Generation of Intelligent Customer Experiences

Video Keynote / [Watch here](#)

The path to intelligence involves more collaboration and orchestration than ever before. Fluid interaction between content,

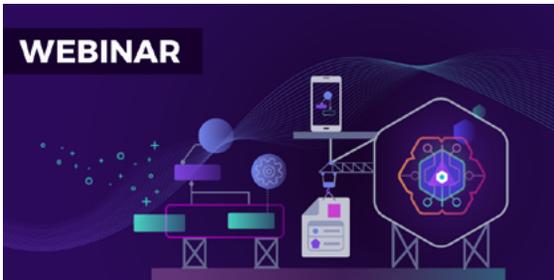
processes, and customer-spawned data is now mandated for any enterprise to thrive in this new customer experience environment. Hear insights into how intelligent content fuels omnichannel experiences, and creates opportunities for more mature customer interactions.



What is Content Engineering?

Article | [Read here](#)

Content engineering bridges the gaps between strategy and development. Working with content strategy and content engineering transforms static content into a form that's atomic, intelligent, structured, and quantum. Learn more about creating and delivering engaging content experiences to customers across multiple channels, even in the largest organizations



The Emerging Role of the Content Engineer

Video | [Watch here](#)

Technical Communicators, and other technically-savvy content stakeholders, have a tremendous opportunity to drive change in the intelligence era that is now upon us. Career opportunities have grown in many directions as organizations bridge the gap between internal knowledge and external customer experiences. Learn about how technical communicators, and other technically-savvy content stakeholders, have a tremendous opportunity to drive change in the intelligence era that is now upon us.



Highlights



[A]

CONTENT MODELING

INTRODUCING KEY TERMS AND IDEAS

[A] simplea.com @mrcruce

This slide features a dark blue background with a central graphic of a 3D cube composed of smaller cubes, surrounded by glowing lines and nodes, suggesting a neural network or data structure. A vertical purple bar is positioned to the right of the cube. The Simplea logo is in the top right corner, and the website and social media handles are at the bottom.

All intelligent customer experience flows from how we engineer the **Content Model**



[A] simplea.com @mrcruce

This slide features a dark blue background with a central graphic of interconnected nodes, gears, and a glowing atom-like structure, symbolizing engineering and customer experience. The text is on the left side. The Simplea logo is in the bottom left corner, and the website and social media handles are at the bottom right.



What is Content Modeling?



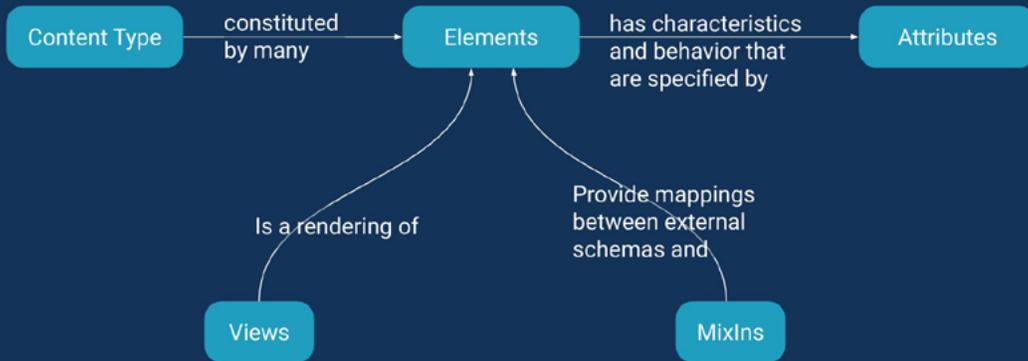
Content modeling creates a representation of types of content, their elements, attributes, and their interdependent relationships.



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Key building blocks



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Content Types

A unit of content with a common purpose containing an enumerated structure of Elements with associated Attributes.

Examples:

Articles, Webinar, Podcast, Case Studies, Social Posts, Email



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Elements

The main constituent of Content Types, a unique container of content structure.

Examples:

Article title, Body, Author, Teaser image, Event time, Dates



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Attributes

Structured details that specify the characteristics and behavior of an element. This may include rules, guidelines, values, relations (domains, ranges), datatypes, or constraints.

Examples: Character Length, CMS FieldType or DataType, Internal description, Owner, Conditional Use



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Views

A group of elements assembled for use in a particular display context.

Examples: Homepage promo, Call-to-Action banner, Category page, Catalog, Article view, Promo box, Tooltip, Alert modal, Email



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MixIns

An independent schema used to extend a content model via mappings between elements.

Examples:

Schema.org, DITA, OpenGraph, Dublin Core, HL7



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Content Type

Element

Attribute

Attribute

Attribute

Element

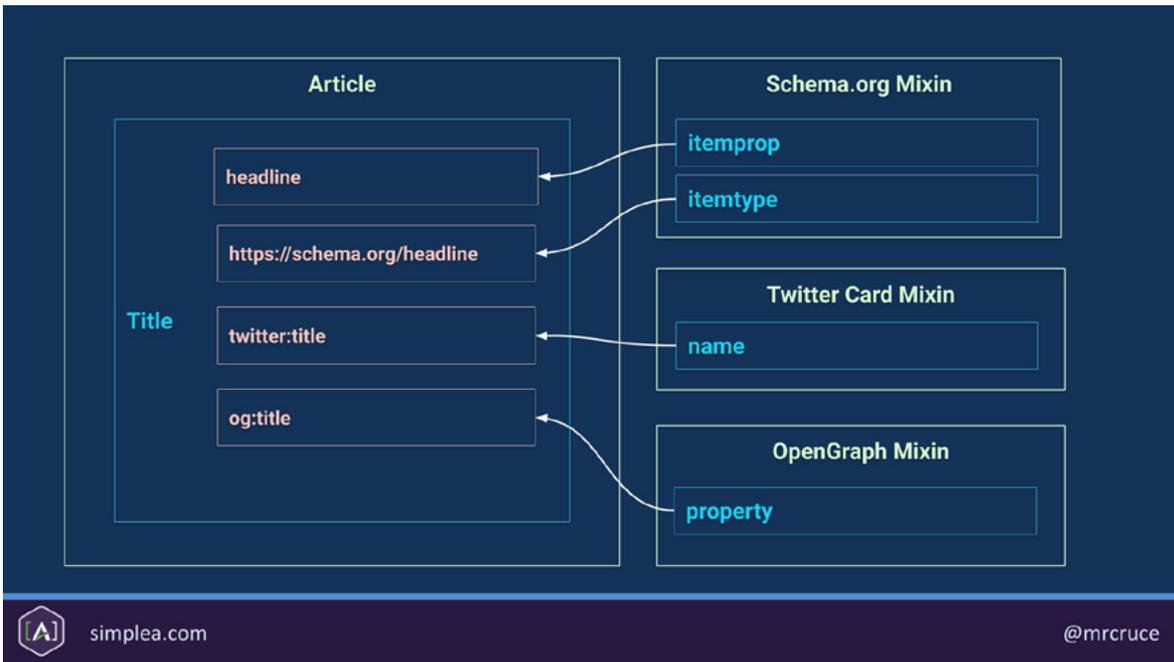
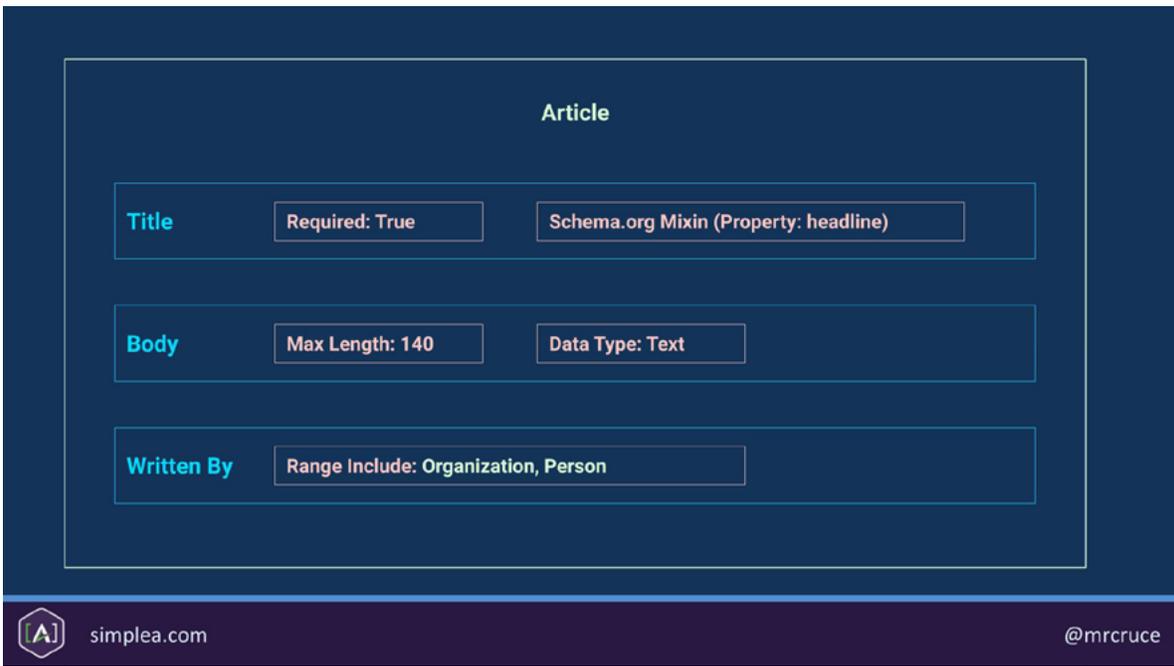
Element



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THE IMPORTANCE OF A CONTENT MODEL

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All content has **structure**

Whether we **recognize it and define it**, or not.

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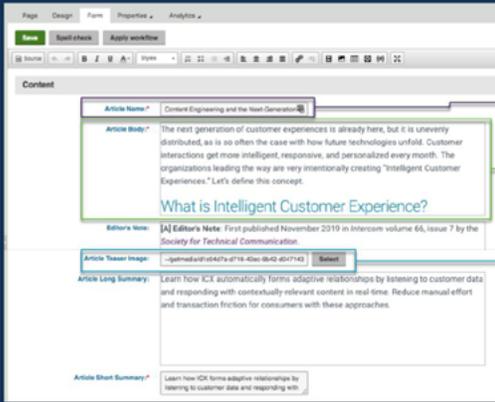
When we become aware of structure, we can model it.

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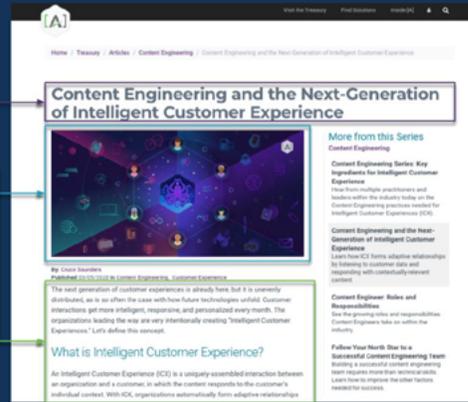
Once a model is defined, structure can transform and adapt in many ways

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Content Management Systems of all kinds represent structure in both **authoring templates** and **presentation templates**



Authoring



Presentation



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Once we define **structure**, we're able to use models as an important part of the move from:



One-off "Page Design"



Assembly of fluid experiences using **fluid content**.



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"Fundamentally, structured data liberates the meaning of content from its visual presentation, making it easier for search engines to understand, use and transform this content."



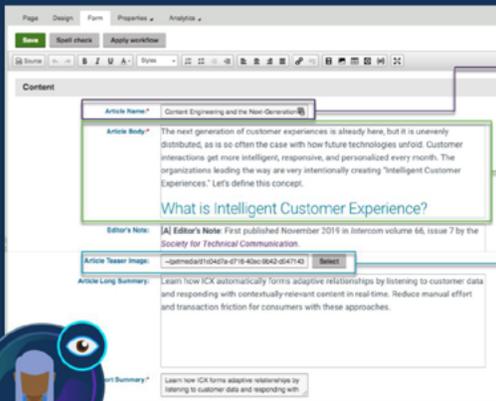
– Aaron Bradley, Knowledge Graph Strategist at EA
 "Engineering Content for Superior Search Performance"
 March 2020, simplea.com



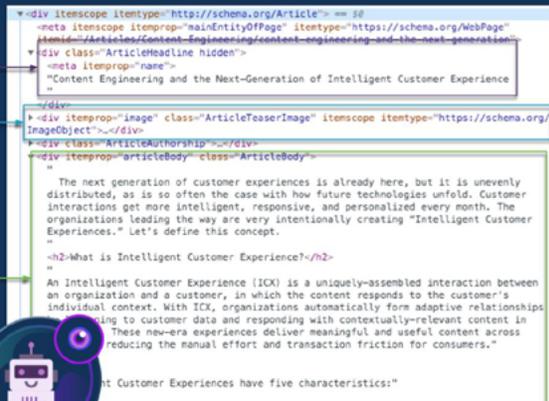
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Structure shows up in **what humans see in the CMS**,
 and **what robots see in markup**.



What humans see in the CMS



What robots see in markup



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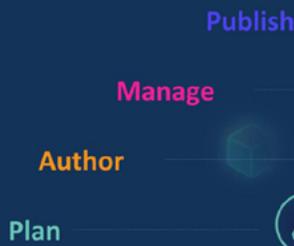
Structure also reflects itself in **search engine result pages (SERPs)**

What humans see on search engines

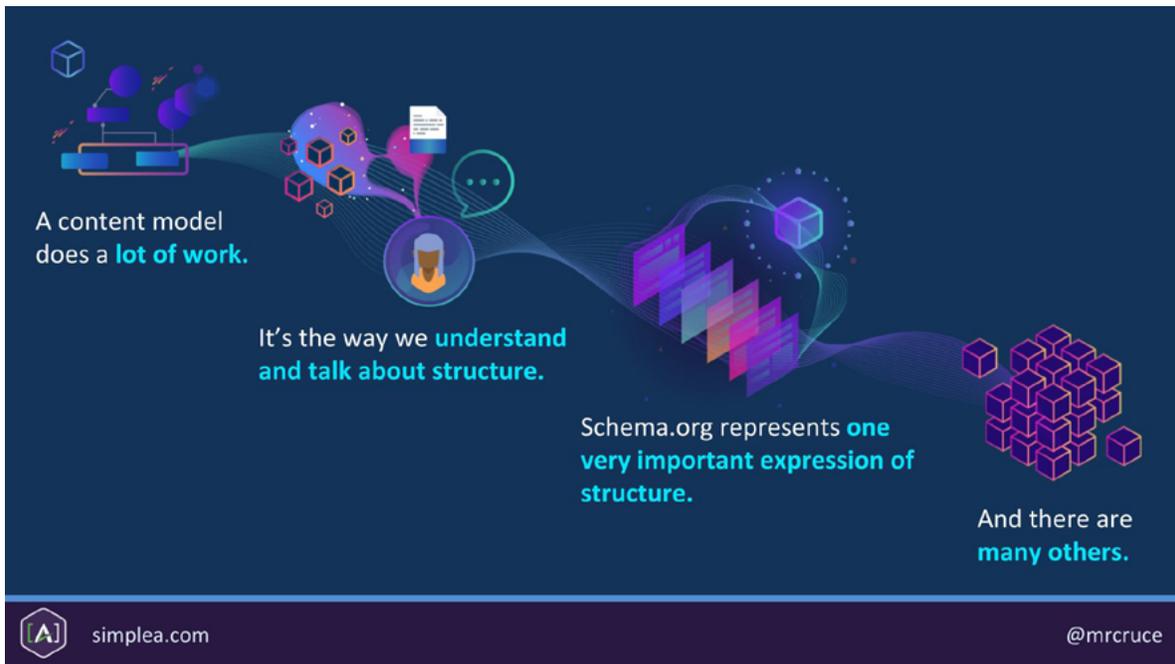
What robots see in markup

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As publishers, it's our responsibility to **align structure between authoring, management, and publishing.**



Facilitate the flow of content and structural markup.



About [A]

[A] is the Content Intelligence Service. In partnership with leading global enterprises, [A] orchestrates content intelligence systems that unify the people, processes, and technology for omnichannel publishing and real-time personalized customer experiences.

Clients rely on [A] to orchestrate the content strategy, engineering, and operations that power intelligent, personalized customer experiences. Use the power of the [A] Content Intelligence Framework to assemble and organize the people, process, and technology necessary to meet the publishing and customer experience demands facing knowledge-rich enterprises in an era of unprecedented change and scale.



Learn more about [A] at:

 simplea.com

 [@SimpleATeam](https://twitter.com/SimpleATeam)



[A] MAKES SMART ORGANIZATIONS EVEN SMARTER



Focus



Content Intelligence Architecture



Omnichannel Publishing



Content Systems Integration



Artificial Intelligence



Chatbots & Voice



Personalization



Automation



Measure & Value



Change



Consulting & Training

Client profile

Many content types

Many authors

Many channels

Client segments



Large enterprises



Association and nonprofit



Healthcare



Financial services



Education



Federal and state governments

Engineering Content Intelligence



Self-Aware



Coherent



Quantum

Thrive in an intelligent world.



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