

HOW THE RIGHT CMS MAKES CONTENT AVAILABLE WHEN AND WHERE CUSTOMERS NEED IT

We have never lived in a more oversaturated content environment than we do now. We have images and hashtags and blog posts demanding our attention at every turn. Our environments have become so overwhelming that we're surrounded with white noise from what has become too much content.

Most of this content is weak. It's not actionable at its best, and downright inaccurate at its worst. Even if your content is great, getting it in front of the right audience means you have to cut through all that white noise, and that's increasingly difficult to do. As a result, readers' attention spans are rapidly declining. 55% of users that click on a link will read for 15 seconds or less.





Content Consumption Trends

It's hard to completely wrap our heads around just how much content is being created.

Approximately 2 million blog posts are published every single day, and 400 hours of new video are being uploaded to YouTube every minute. 1.3 million content items are shared on Facebook each minute.

This content doesn't just demand our attention when we're sitting in front of a computer; it can pop up on our phone, our watch, our fridge, and our TV.

Some apps will send you push notifications when new content is available.

We're constantly connected to these devices through more technologies than ever before, via Bluetooth, WiFi, and 4G, all of which may use a number of different applications to display content.

The Challenge for Content Creators

This overabundance of content and constant accessibility isn't just overwhelming for our readers, it's overwhelming for businesses and content creators, too. Content creators now must struggle with ensuring that each piece of content will be displayed correctly on every browser and every type of device imaginable; our content doesn't just have to be mobile-friendly, but watch-friendly and fridge-friendly, too.

In the midst of all of this, we have websites that are increasingly difficult to maintain, which end up trapping content that can't easily be re-used or re-distributed. This significantly limits us, our content, and our results.

The Future of Content

The future is rapidly approaching, and if you're not proactive, your business will lag behind quickly. We're already seeing significant strides in the technology that will define the future of content. Here's what's coming:

Artificial Intelligence

Artificial intelligence sounds like something distant and faraway, but we're already using it. Apple's Siri and Amazon's Alexa can intelligently answer human questions, and Google has created self-driving cars that may be safer than conventional cars.

Companies are deploying chatbots to provide automated customer service. For example, Facebook Messenger chatbots can provide quick customer service and even provide personalized recommendations to users.



Screenless Interfaces

In the 19th and 20th centuries, we imagined a future in science fiction movies where we interacted with technology via voice and gestures. That future has become a reality, with the emergence of voice user interfaces, and devices that operate without a screen.

We interact with Siri, Alexa, Microsoft Cortana and Google Assistant with nothing besides our voices. They parse our words, understand the meaning of those words, then provide answers or take actions. Recently, Google announced that 20% of queries on its mobile app and on Android devices are voice searches. We'll use less screens and keyboards going forward.

Internet of Things

The Global Standards Initiative on Internet of Things (IoT-GSI) defines IoT as “a global infrastructure for the information society, enabling advanced services by interconnecting (physical and virtual) things based on existing and evolving interoperable information and communication technologies.”

If you have a Nest thermostat or Ring video doorbell installed in your home, then you’re already an IoT user.

According to IHS, a provider of global market, industry and technical information, the IoT market will grow from an installed base of 15.4 billion devices in 2015 to 30.7 billion devices in 2020 and 75.4 billion in 2025.

While your content may not appear on an IoT device today, we foresee applicable scenarios on the horizon. To have your content appear when and where customers need it, however, your content platforms need to be ready to interoperate with IoT devices.



What Do These Technologies Have in Common?

The future of content is gravitating towards personalization, immediacy, and constant accessibility.

We're evolving from "frequently online" to "always online" to "hyper-connected." And that means that wherever we go, be it driving in our car, flying on an airplane or running in the wilderness, we'll have instant access to all the world's content.

But only if that content is stored and managed in a content platform that's ready for all of today's devices, as well as the ones we'll use in the future. If your content is trapped inside a web page today, it may be inaccessible to a home assistant. As your customers use home assistants more often, this becomes a lost opportunity for your brand.



How to Make Content Future-Ready

As information spreads seamlessly to more channels, more systems, and more devices, you need to have a platform that makes content available when and where customers need it. To do this, your CMS needs to take a structured content approach.

What is Structured Content?

According to Carrie Hane, principal strategist at Tanzen, "Structured content is content that is planned, developed and connected outside of an interface, so it's ready for any interface. It treats content as data, so it makes sense to people and computers."

Hane notes that structured content gets content out of silos and reduces duplication of the effort and cost to create and publish content. And we're referring to not only the content you publish on your website, but also to mobile apps, microsites, intranets, and yes, Internet of Things.

By storing your content in a structured manner outside of an interface, you make it available for today's technologies, along with the technologies that will come tomorrow.

Why Do We Need Structured Content?

Structured content is much easier to alter or adapt both now and in the future, allowing you to quickly and effortlessly aggregate, syndicate, mashup, re-use, and distribute your content across multiple channels.

Structured content relies on metadata that computers can easily identify, allowing for more seamless content connection and distribution. This makes your content much easier to find for both the computers and the humans searching for it.

Structured content also aids in distribution, allowing your content to be displayed on any interface. This provides consistency and error-free displays of your content, regardless of what channel, browser, or device users view it on.

Why the Right CMS is Essential

You need a Content Management System that takes a structured content approach, as opposed to a page-centric approach. In page-centric CMS solutions, content is trapped inside pages, with no automated way to re-use content to other pages or sites.

The building block for structured content is the content type. Tanzen's Hane defines a content type as "a reusable container for managing content by common structure and purpose." The right CMS provides a library of built-in content types, and allows users to create their own, custom content types.

According to Hane, "Today, we have content management systems that allow us to turn every piece of content into data, with technical content types. Yet, so often we do not take full advantage of this capability. Indeed, some CMSes are still page-centric and allow limited content types that are not very flexible."

An instance of a content type is called a content item. If we had a Press Release content type, then an individual press release is represented in a content item. These content items appear on pages of our website, but are also free to travel to microsites, apps and devices.

With the right CMS, Siri or Alexa can query the system to retrieve individual content items and extract the data contained in them to answer users' questions.

The Benefits from Choosing the Right CMS

The Right CMS takes a structured content approach, so that you create, manage and store content outside of an interface. By doing so, your content is made available when and where customers need it. You'll re-use and surface the right content, whether customers visit your website, or whether they're speaking to Alexa and interacting with an IoT device.

The benefits of choosing the right CMS:

You can change the design and architecture of your site without a complete redesign

You can even change your CMS. Because your content exists outside of pages, it stays put and is protected even when everything else needs an update.

You can do multi-channel content publishing

The right CMS makes it easy to do multi-channel publishing, allowing a single content item to be published to any online channel. The right CMS provides built-in multi-channel publishing that business users can take advantage of immediately.

You can integrate with other systems more easily

Software can now read your content as data, allowing you to house your content all in one place while allowing for full integration with other technologies you need to run your business.

You re-use content throughout the websites or to other channels

Snippets of content can be created once and reused in different places through your site. A person's biography, for example, can appear in one format underneath a blog post they've written and be displayed in another format on your "About Our Team" page.

You improve SEO

Because structured content is readable data that computer systems can understand, a CMS platform that allows for structured content will provide SEO benefits. Search engines will be able to more quickly identify and understand your content, giving you a boost in rankings and a leg up on your competition.

HOW TO CHOOSE THE RIGHT, FUTURE-READY CMS

While most businesses and content authors are happy with their current CMS product, it's important to understand whether the system is page-centric or content-centric. To prepare content for the future, a content-centric CMS solution is essential.

What Content Management Systems Are Not Future-Ready?

A Content Management System that is page-centric will limit users very quickly. Content is tied to specific pages, and the content is trapped there. These CMS systems would more aptly be called *website builders*, because their main purpose is to build pages on a website. They're not able to do digital publishing beyond websites.

Many of these systems aren't capable of helping you reach your full potential, because content is tied to a page; it's not stored outside of an interface. This results in distribution to different channels challenging, and content is stagnant and stuck instead of fluid and dynamic.

What Does the Right CMS Look Like?

To create dynamic, personalized, and engaging content that can be consistently accessible, you must choose a content-centric CMS solution. This enables you to more effortlessly and seamlessly tell your brand's story. The right CMS takes a structured content approach, meaning that it separates content from its interface and allows it to exist without being tied to a page.

Not everyone is used to taking a structured content approach. It's a change, and for many, it will be a new way of thinking and creating content. But the future is coming and our businesses' success relies on us being ready for it. We can struggle to survive, or prepare and thrive.

Are you ready for the future of content and everything that it brings?

THE EVOQ CMS FROM DNN

If you need a CMS that takes a structured content approach to make content available when and where customers need it, then the Evoq CMS from DNN is right for you. Our structured content approach is called Liquid Content™, a cloud-based microservice that's part of Evoq.

With Liquid Content, you can use our built-in Content Types, or create custom Content Types. You can publish content to Evoq websites, and use our built-on publishing to Facebook, Twitter and LinkedIn. You can leverage Evoq in a headless model, using the Liquid Content™ REST API to retrieve content via your app or device.

Best of all, Liquid Content™ is delivered as a microservice, which means that your IT team has less infrastructure to manage, and doesn't need to manage software versions and upgrades (i.e. we take care of that for you).

Learn more about Liquid Content™ on our website:

<http://www.dnnsoftware.com/cms-features/about-liquid-content>

Thanks for reading.



About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

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