

Content Maturity Model

Level	1 Ad hoc	2 Rudimentary	3 Organized & Repeatable	4 Managed & Sustainable	5 Optimized	Efficiency & Consistency
<p>Characteristics</p>	<p>Lack of structure and uniform practice in regards to content development.</p> <p>Writers are often hired and managed by someone from another field.</p> <p>Quality of writing is completely dependent on the individual writer.</p> <p>Little or no opportunity to understand customer needs.</p>	<p>Some content support structures are in place.</p> <p>New management brings together formerly isolated content developers.</p> <p>Begins to implement quality assurance practices including copy editing, developmental editing, and peer reviews.</p> <p>New practices are often abandoned under pressure of deadlines, constantly changing requirements, and resistance to change.</p>	<p>Majority of staff are committed to following uniform processes, templates, and standards.</p> <p>Support of a strong leader who has a vision for the organization and sees the importance of content in achieving this vision.</p> <p>Planning and quality assurance activities are routine and incorporated into every project.</p> <p>Opportunities are found to redesign legacy content, carry out customer studies and content testing, and provide staff with continuing education.</p>	<p>Leadership may change without a loss of commitment to planning, quality assurance, hiring and training, and budgetary controls.</p> <p>Increasingly sophisticated methods of handling customer studies, needs analysis, usability analysis, and ROI.</p> <p>Recognized as effective by the larger organization and often plays a significant role across organizational silos, such as product design, marketing, support, and CX.</p>	<p>Actively involved in promoting the benefits of quality content throughout the organization.</p> <p>The team acknowledges, embraces, and fosters content measurements and analytics.</p> <p>Content strategy is closely aligned to the corporation's business strategy.</p> <p>The team provides content leadership within the organization, as well as within the content community.</p>	
<p>How to progress</p>	<p>Build cooperation among individual content developers and assign a manager to initiate common processes and design standards.</p>	<p>Management needs a firm commitment to implement and follow standard templates, a style guide, a project workflow, and project management practices.</p>	<p>Management needs a firm commitment to follow high-quality practices, including project management practices, even under time pressures.</p> <p>Actively evangelize for customer studies, and take every opportunity to bring customer needs into content development.</p>	<p>Leadership needs to increase their business understanding and commitment to increased productivity, cost reduction, customer satisfaction, and strategic business alliance.</p>	<p>This level is very difficult to sustain. Mergers and changes to leadership can cause significant setbacks.</p>	

Content people want to work here!