crossphase
CONTENT | MANAGEMENT SERVICES

Crossphase

- Founded 2006
- Growing rapidly
- Based in Leiden
- Core business: Content Management

Services

- Content management services
- Copywriting
- Project management and co-ordination
- Consultancy

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Customers

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Optimising content management processes in varying situations

- migrations
- daily business

Content process during migrations

Challenge: How can we keep disruptions to the normal content process to a minimum during a migration?

Content process during migrations

Points to consider

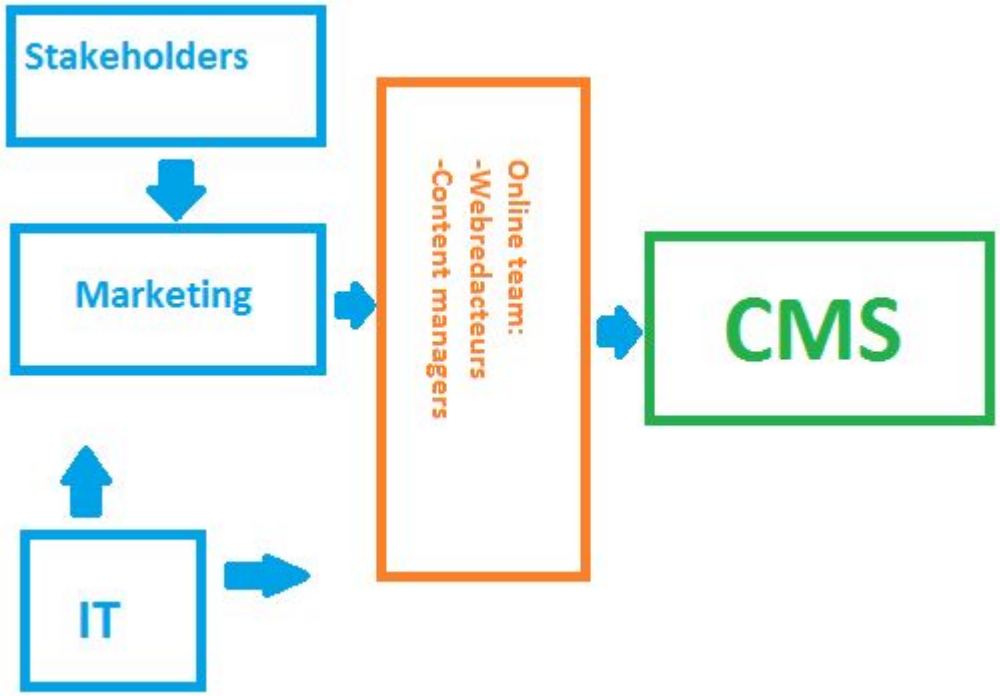
- when to migrate?
- as-is, new or optimised?
- content freeze?

Case: www.rijkswaterstaat.nl

Content process during migrations

Challenge: How can we keep the quality of our content high or take it to the next level?

Daily content process



Content Life Cycle

- A clean CMS
- High quality content
- Consistency in brand managing
- Higher conversion rates

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Audit

- high bounce rate
- low amount of pageviews
- non-optimised content
- doubled or old content
- customer feedback

Keep Up To Date
Audit
Out With The Old
In With The New
Ongoing Management
Analytics
Onpage
Refresh or 301 Redirect
Schedule
Create
Promote

Optimisation

- Content copy (texts)

- Content format (schemas and templates)

- Functionality

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Questions?