

LLIBERTAT

# SELLING CONTENT DESIGN TO YOUR BOSS

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Nationaal Congres  
Digitale Toegankelijkheid



# Hello, my name is Padma.

- ▶ CEO of Llibertat
- ▶ Former Head of Content Design at GDS
- ▶ Author of “Lead with Content”
- ▶ “Excellence in Content Strategy” award  
- ContentEd 2019, 2021 and 2022



# TODAY I WILL TALK ABOUT...

1. What content design is.
2. Why your boss should care.
3. Tactics for getting to 'yes'.

Why should you care?



Content people often spend quite a bit of their time frustrated.



← **Content  
design**



Content design is often seen as a risk, a threat,  
even a danger.

“My work is complicated!”  
“It *shouldn't* be easy to understand!”

To get different results,  
we have to do things differently.

This talk is designed to help you  
do things differently.

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# WHAT IS CONTENT DESIGN?





“Content design is answering a user need in the best way for the user to consume it.”

Sarah Winters

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Good content is accessible, usable and findable (SEO optimised).



But how do you meet a user need?



## USERS MUST BE ABLE TO...

- ▶ find it
- ▶ realise it's for them
- ▶ understand it quickly
- ▶ know what the next step is
  - and how to take it

## TO ACHIEVE THIS WE USE...

- ▶ psychology of UX
- ▶ research on how people read
- ▶ analytics data
- ▶ user research insights



Beyond that we can look at user journeys,  
user-needs-based site structure, content  
design patterns and so on.



And we love it!

We geek out to this stuff!

But why should your boss care???

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# **WHY YOUR BOSS SHOULD CARE ABOUT CONTENT DESIGN**





Like all humans, your boss probably wants to avoid pain and maximise pleasure.

At work, they'll have personal goals, and goals relating to their responsibilities.




Your boss wants to know how  
content design can help them  
achieve their goals.

# PERSONAL GOALS

1. Keep my job.
2. Avoid looking like a fool.
3. Do the best job I can.
4. Learn and grow.
5. Get promoted, more money, more profile, a nicer office, etc.



# GOALS RELATING TO THE ORGANISATION

1. Minimise financial risk.
  2. Minimise reputational risk.
  3. Reduce costs.
  4. Improve quality.
  5. Increase profits, customers, or users.
  6. Increase impact.
- 
- A green triangle is located in the bottom right corner of the slide.

Often there's a vision, mission and strategy you can read that articulates these goals.



How do you show the value of content design?

# TACTICS FOR GETTING TO 'YES'





EVERY JOB

— IS A —

SALES JOB

# Benefits, not features.



## iPod.

1,000 songs in your pocket.



# WORK FROM WHERE YOUR BOSS IS AT

No idea,  
not interested

Wants to know  
more

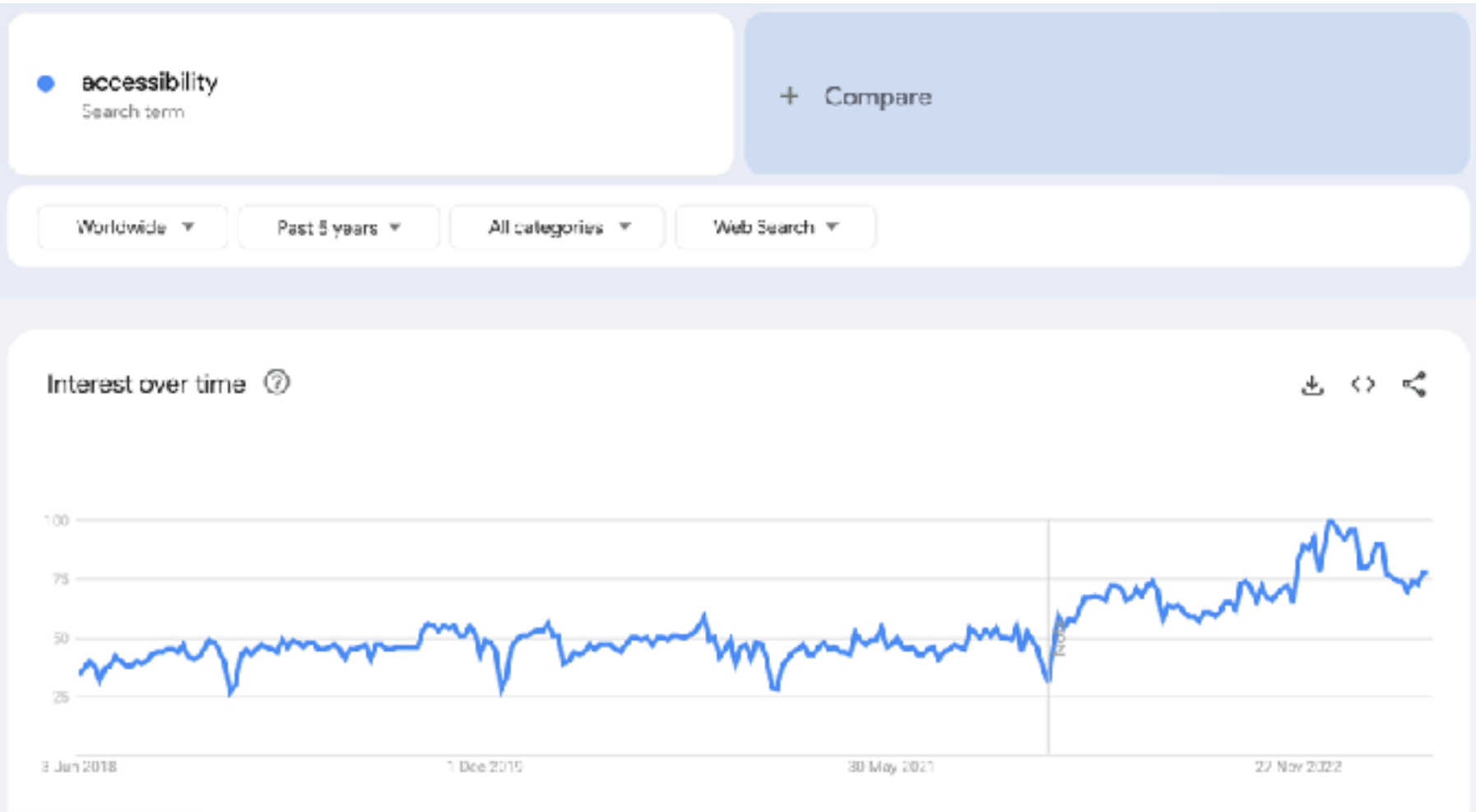
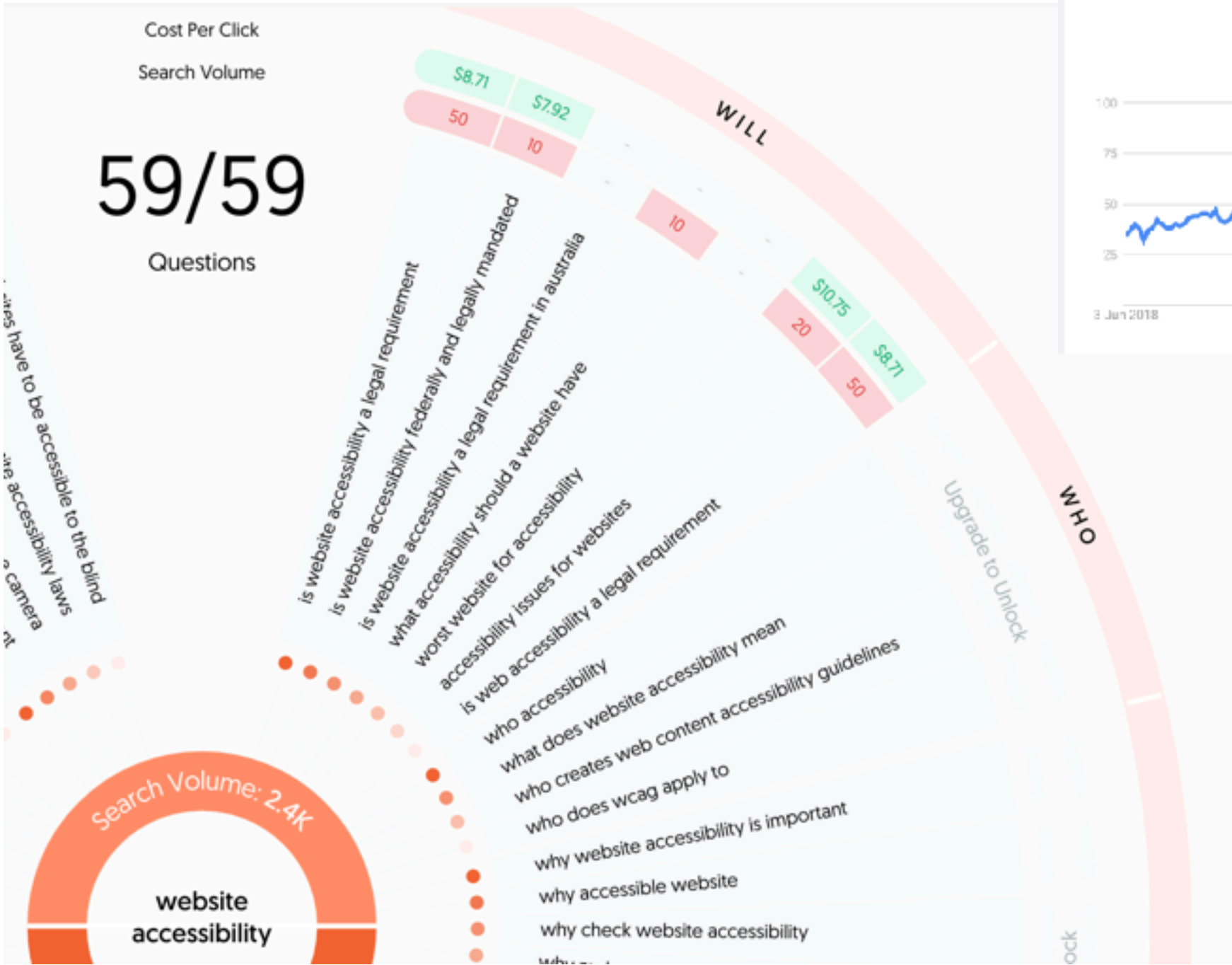
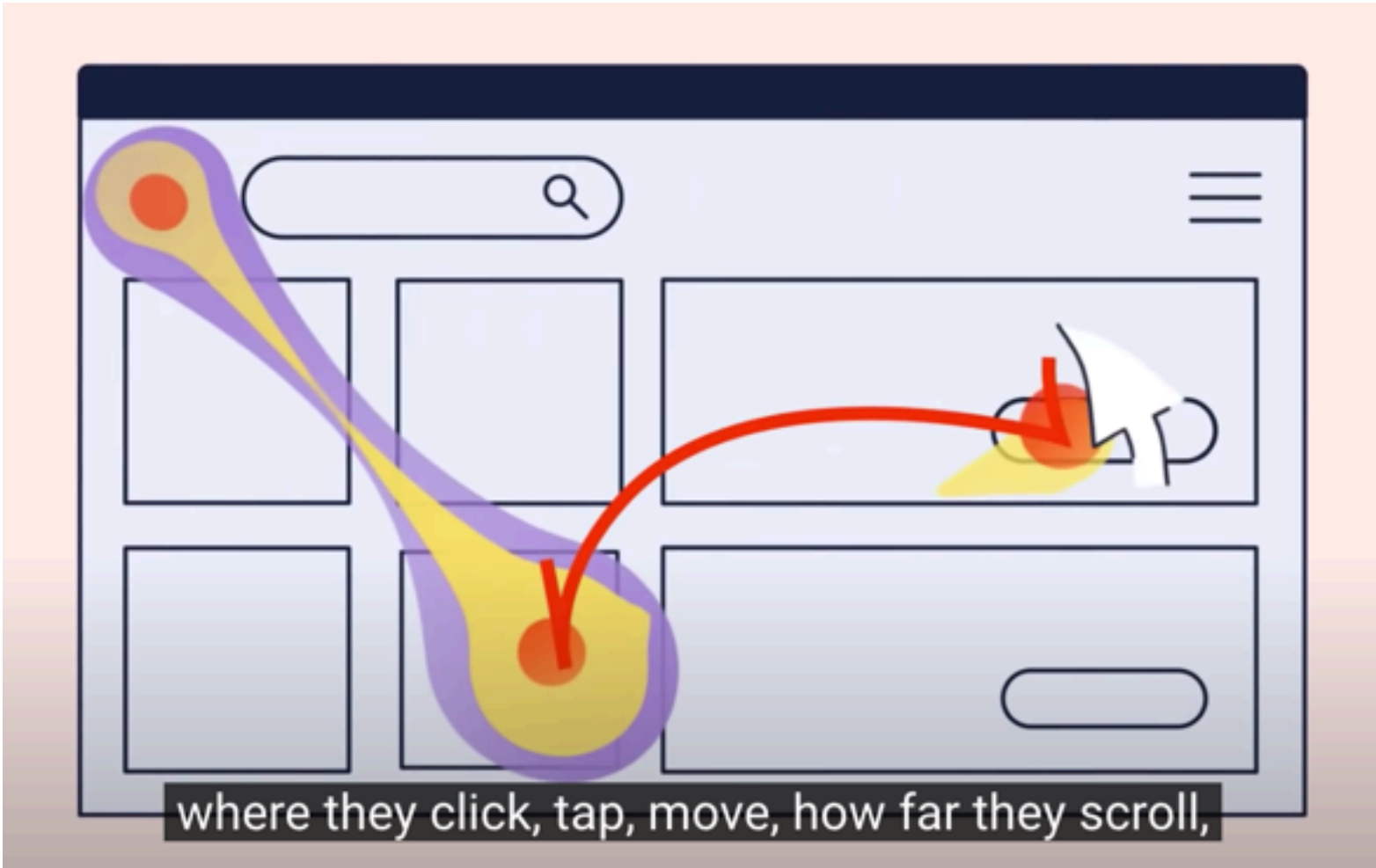
Understands  
benefits but hesitant

Ready to try an  
experiment

Content design  
Champion



# USE EVIDENCE TO TELL THE STORY



**Rage clicks & u-turns**  
Sessions of users who felt frustrated or confused



3rd May



“ your contact us form does not seem to work. Hi, we are leasing premises in S... ”

Total sessions  
**885**



Avg. session duration  
**5:21**



Avg. pages / session  
**2.3**



Bounce rate **73.7%**





**BE VERY CLEAR ABOUT THE RISK OF DOING NOTHING**



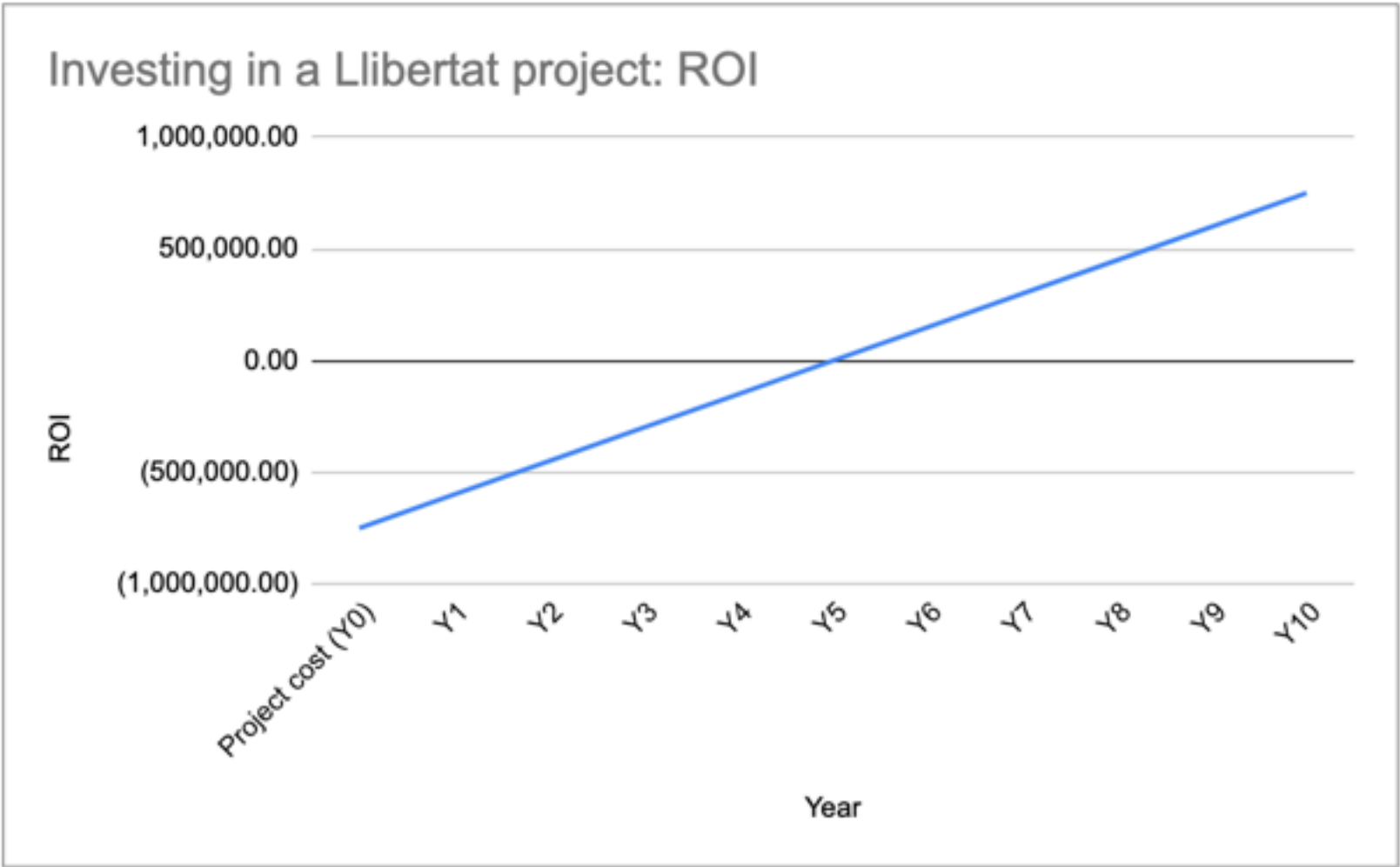


# SHOW WHY IT WON'T COST ANYTHING

Answer the following 4 questions:	Answer
If you had to give the content of your website a mark out of 10 today (from the user's perspective - ease of finding what you need, usefulness, ease of understanding, factual accuracy, relevance, meets the need I came to the site to meet, etc) what would you give it?	4
How many people aacross the organisation can publish on the website?	100
What's the average salary of someone who has publishing rights?	£30,000
What percentage of their time would you estimate they spend on content - writing, editing, publishing, monitoring, discussing, etc?	10



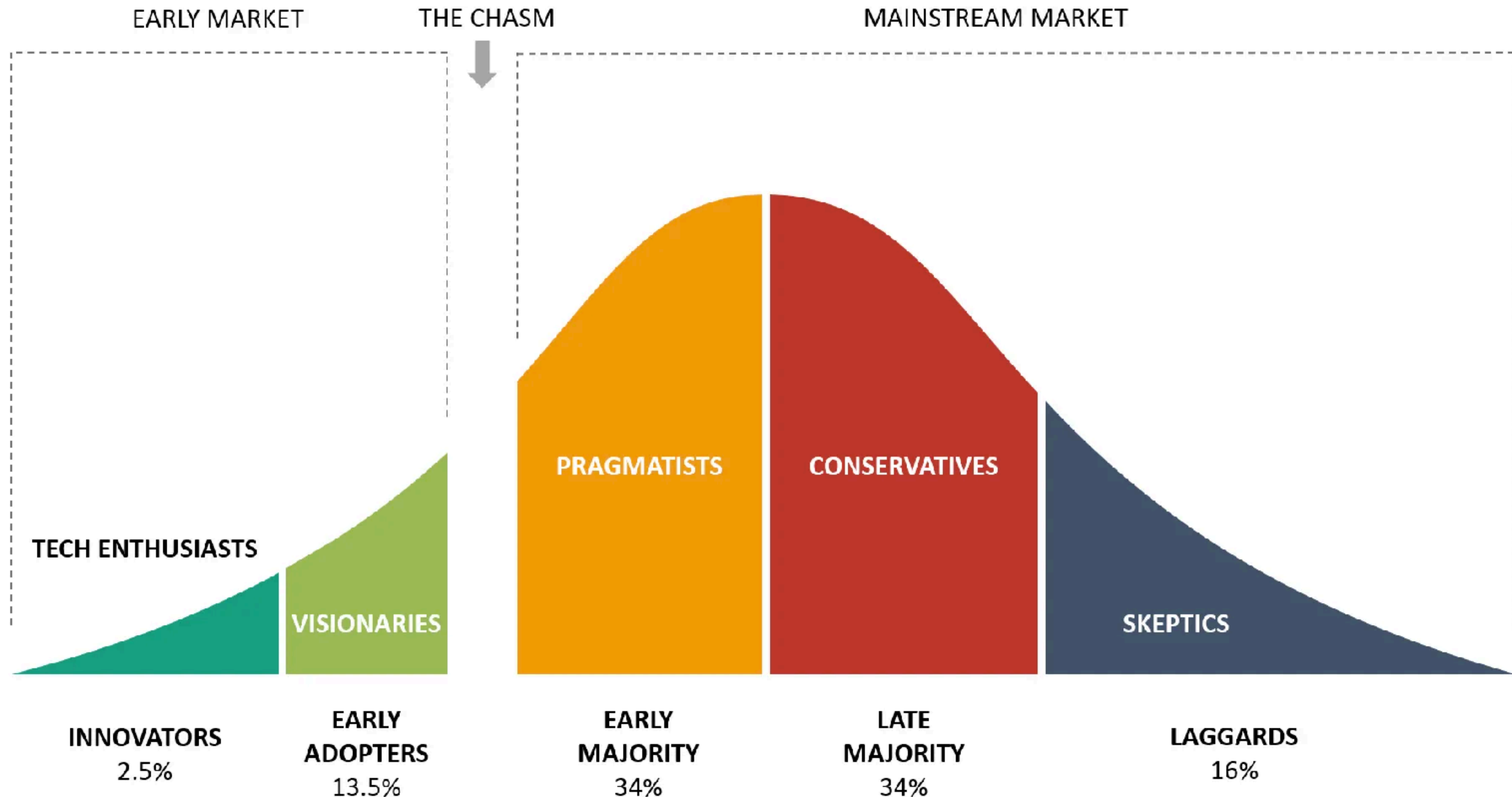
Year	ROI
Project cost (Y0)	(750,000.00)
Y1	(600,000.00)
Y2	(450,000.00)
Y3	(300,000.00)
Y4	(150,000.00)
Y5	0.00
Y6	150,000.00
Y7	300,000.00
Y8	450,000.00
Y9	600,000.00
Y10	750,000.00



CONTENT COST ANALYSIS				
Your content is currently costing	£300,000	each year for	40%	effectiveness.
If you invested	£750,000	in a Llibertat project that significantly improved your content operations, strategy and design, the project would pay for itself in	5	years.
From then on you would be saving around	£150,000	every year compared with now and your content would be	80%	more effective in achieving your organisation's goals.

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# SHOW THE COMPETITIVE ADVANTAGE





Gather testimonials and build other credibility indicators to give decision makers the confidence required to back you.

“The **USDS** and 18F... have been having a huge impact here in the US by following the GDS playbook. The USDS Digital Services Playbook closely follows the **UK** GDS Design Principles and Digital Service Standard. And these efforts are not just saving taxpayers money, they’re saving lives and rebuilding trust and faith with the American public. And it’s not just in America that the GDS effect is taking hold. The **Australian Digital Transformation Office** is run by an ex-GDS leader, and its service standard and principles pay homage to GDS. **New Zealand, Israel, Mexico** and **several other countries** are following suit.”

Tim O'Reilly



“Staff have enjoyed the workshops and as a result of new found confidence and knowledge have **re-developed the way we approach content design and communications**. This is enabling more collaboration between staff and is **making our lives easier and our content more impactful.**”

Charity sector client

- ▶ £45 million savings in 2012
- ▶ £60 million savings in 2015
- ▶ British Design of the Year award 2013
- ▶ D&Ad Black Pencil 2013



# Content design improves reputation, increases impact and saves heaps of money!

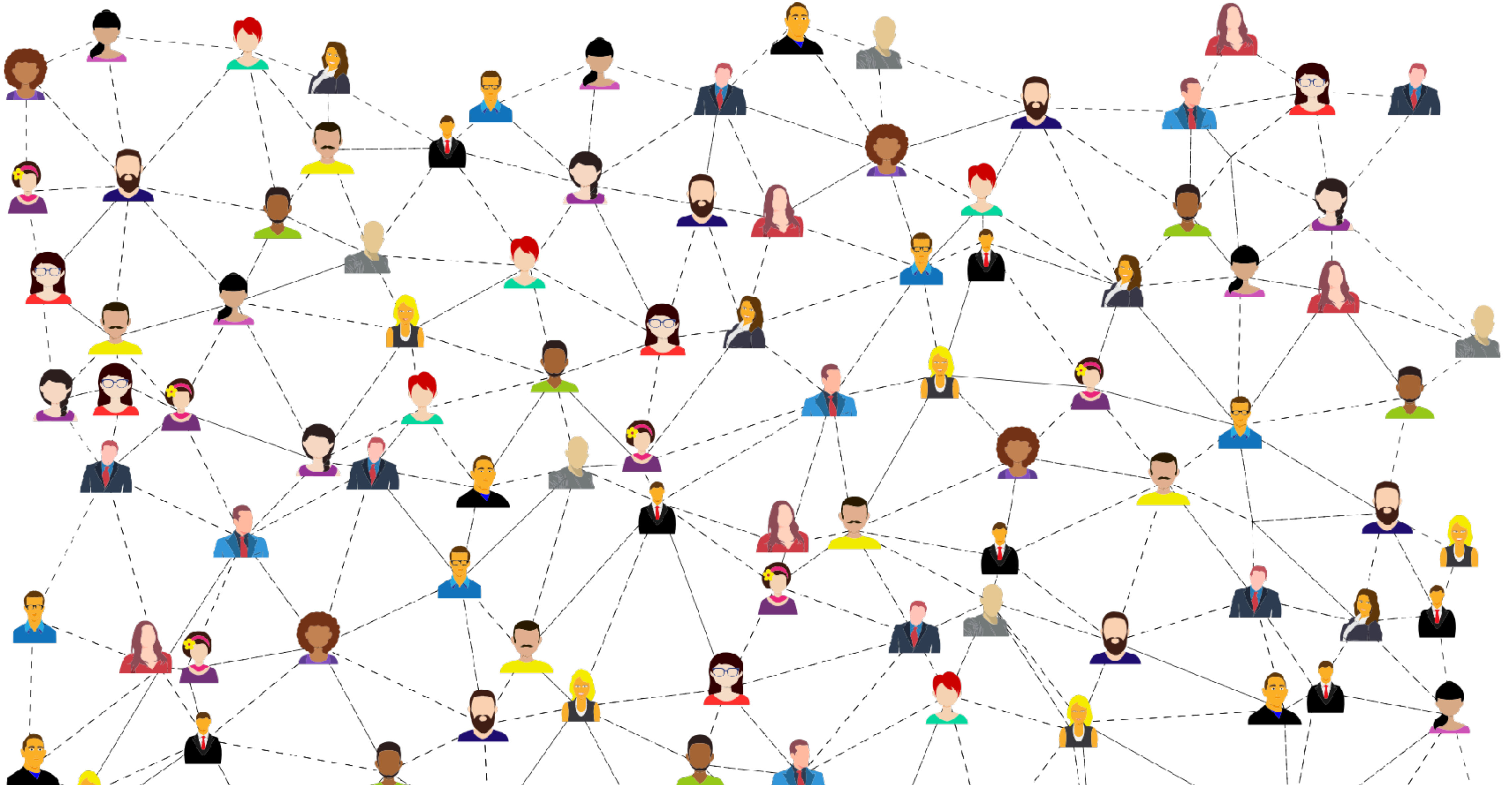
## DEFRA

- ▶ Cut content by 80% through adopting a user needs approach

## UNIVERSITY OF SOUTHAMPTON

- ▶ Cut content by more than 80%
- ▶ Reduced number of websites from over 2000 to 1
- ▶ Won multiple awards

# MAKE LOTS OF FRIENDS!





**Llibertat helps organisations meet user needs  
through consultancy, project delivery, training and coaching.**

**Find out more at [www.llibertat.co.uk](http://www.llibertat.co.uk)**



**Thanks  
for  
listening**

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