

Has your content been strategically audited?

Do you need external help to fix/scope the issues?

Do you know what your content problems are?

Who can sort your content strategy?

Do you have a budget?

Do you have an in-house web editor or content advocate?

Medium to large budget available

Small to medium budget available

HIRE A CONTENT STRATEGIST

They will:

- Work with teams to align on strategy.
- Establish brand messaging & aims.
- Deliver a roadmap for content creation, delivery and governance.
- Tie content into business objectives.
- Review metrics.
- Visit Firehead.net/content-strategy-at-firehead

BOOK A BITESIZE CONTENT STRATEGY AUDIT

A CS person will:

- Inventory content to assess size and scope of problems.
- Analyse 1-2 pages in-depth.
- Treat pain points.
- Give next steps.
- Visit Firehead.net/firehead-bitesize

TRAIN STAFF IN RELEVANT SKILLS

Help staff fill their content strategy knowledge gaps:

- Visit 1001 Content Strategy Links and Content Strategy Starter Kit online at Firehead.net

DO-IT-YOURSELF

How-to books:

- *Content Strategy for the Web* by Kristina Halvorson.
- More books and expert guest posts at Firehead.net