



WP Roadmaps *presents*

Elevate and Preserve Your ROI With a Content-First Approach





Possible Masterclass Topics

1. *Five Surprising Secrets to Increasing WordPress Project Profits **without** Raising Your Prices*

- How Simple Process Changes can Get 100% of Your Projects Completed on Time and Under Budget and Delight Your Clients

2. *Why Your WordPress Design and Development Skills Are **No Longer Enough...** and What to **DO** About It*

- 8 Client Questions You Need to be Prepared to Answer to Win the Project (Even if They Don't Ask)

3. **Neither** – “I never sign up for online webinars” or “neither of these topics interests me” – or... (see me after and tell me why you wouldn't attend)



What You Will Learn Today

- Why content-first development?
- How content-first development differs from content-first design
- The 6 steps of content collection
- 5 content-first best practices
- How all this helps you retain more of your profits (i.e. ROI)



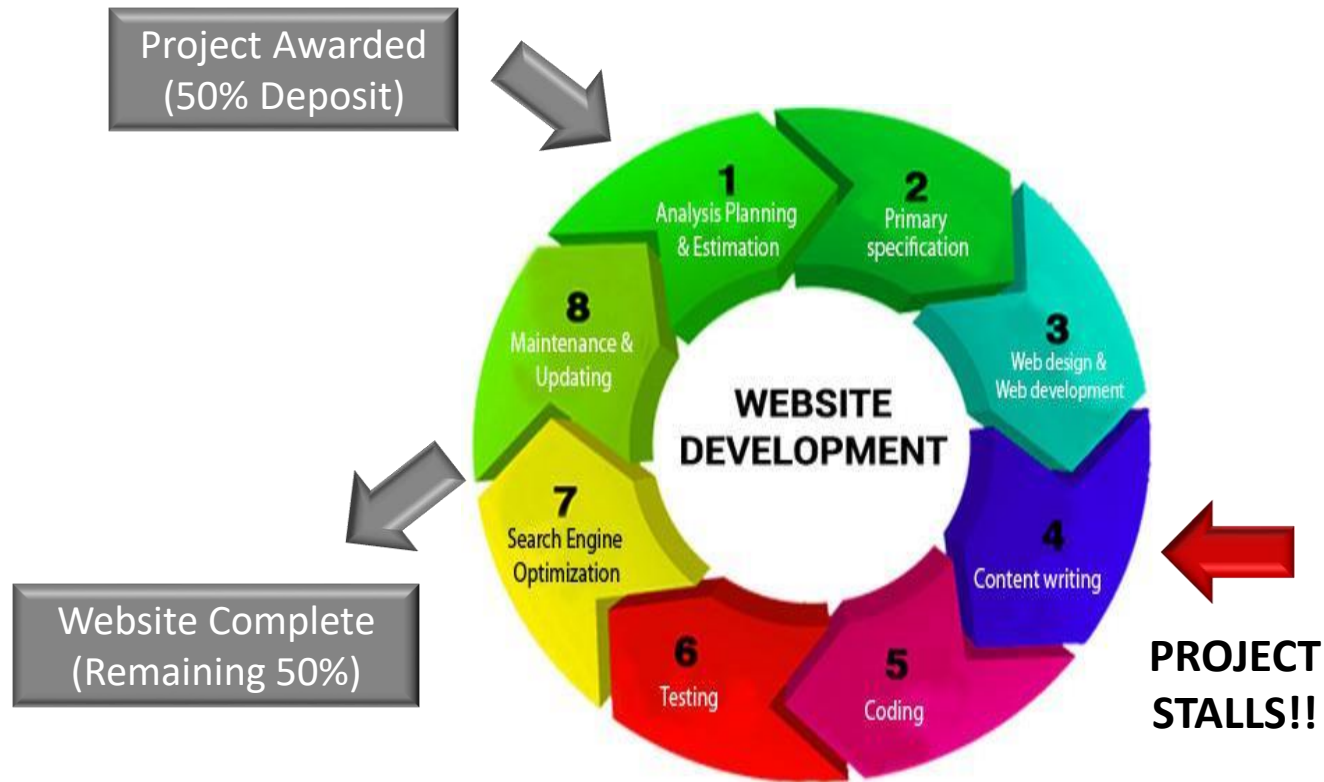


Has this ever happened to you?





The Traditional Method (that doesn't work)





**How long would it take you to
build a website if everything was
defined and/or waiting for you to
pull off the shelf?**



Content-First Design vs. Content-First Development

Content-First Design

- Consider the totality of the content before creating the design
- **Result** = design that best accommodates the content

Content-First Development

- Don't build until ALL content has been received
- **Result** = same as CF Design **PLUS** puts the proper resource in control, project less likely to stall, development time is reduced, ROI is preserved



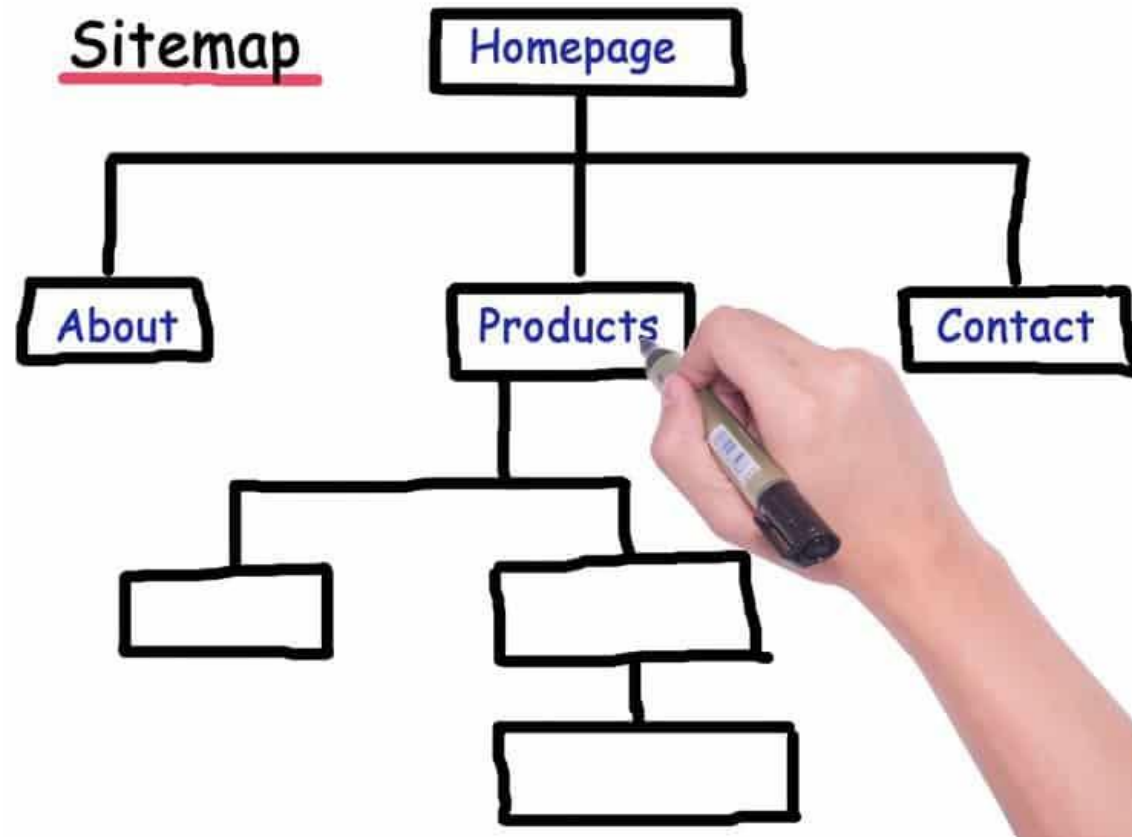
6 Steps of Content Collection

1. Determine initial content requirements
2. Craft initial content estimate
3. Set client expectations regarding content
4. Refine Content Needs
5. Populate your content collection mechanism
6. Manage content collection activities





Step 1 - Determine Initial Content Requirements





Step 1 - Determine Initial Content Requirements

1. Regular pages
2. Gallery pages
3. Product pages





Step 2 - Why Am I Estimating Content?

1. Our job is to manage the project
2. Rough Order of Magnitude can be a selling tool
3. Good basis for an initial project estimate





Step 2 - Craft Initial Content Estimate (ROM)

Page Name	Page Type	Existing?	Paragraphs	Images	Videos	Tables	Forms
Home		N	4	3	0	0	0
Privacy Policy	Info	N	3	0	0	0	0
Evergreen Sidebar listing Services	Info	N	8	0	0	0	0
Contact Us Info	Info	N	1	0	0	0	0
Copyright Info	Info	N	1	0	0	0	0
Legal Disclaimers	Info	N	1	0	0	0	0
About the Firm	Info	N	4	2	0	0	0
Our Partners	Info	N	2	3	0	0	0
Jim	Bio	N	3	1	0	0	0
Mike	Bio	N	3	1	0	0	0
David	Bio	N	3	1	0	0	0
What You Need to Know	Menu Only	N	0	0	0	0	0
FAQ	FAQ	N	20	0	0	0	0
About Alimony	Video	1	1	1	3	0	0
About Business Valuation	Video	N	1	1	1	0	0
About Child Custody	Video	1	1	1	3	0	0
About Equitable Distribution	Video	N	1	1	1	0	0



Step 2 - Craft Initial Content Estimate (ROM)

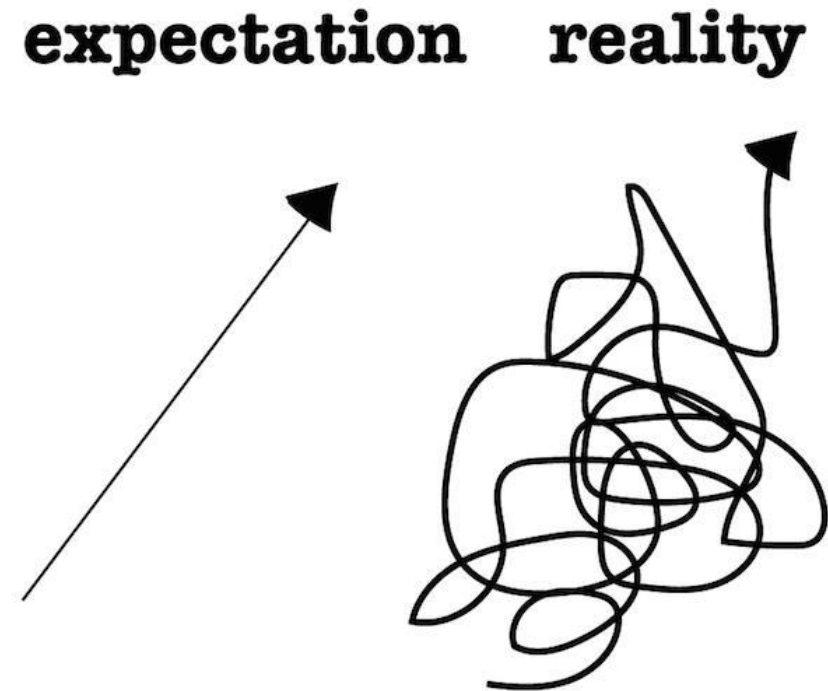
			TOTAL ROUGH ORDER OF MAGNITUDE ESTIMATE						
			Pages	Galleries	Paragraphs	Images	Videos	Tables	Forms
			19	0	62	17	8	0	0
Approximate # Products									
TOTAL PAGES AND PRODUCTS			19						
Content Tasks			Man Hours						
Writing			15.5	15 minutes per paragraph					
Taking Photos			1	5 Minutes per image					
Shooting Video			64	8 hours per video					
Editing Video			64	8 hours per video					
Tables			0	2 hours per table					
Forms			0	2 hours per form					
TOTAL MAN HOURS			145						

See me after the presentation if you'd like to get a copy of this tool.



Step 3 - Set Client Expectations

1. Content Management Process
2. Explain common content issues
3. They are not necessarily the best resource
4. What happens if content is not delivered on time
5. Show them the ROM





Step 3 - Set Client Expectations

- “Incent-ivize”





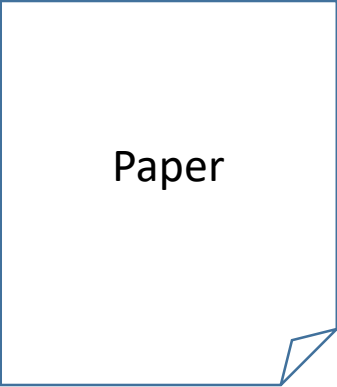
Step 4 - Refine Content Needs

1. Review ROM with client
2. Assign Activities
3. Create Content Specification

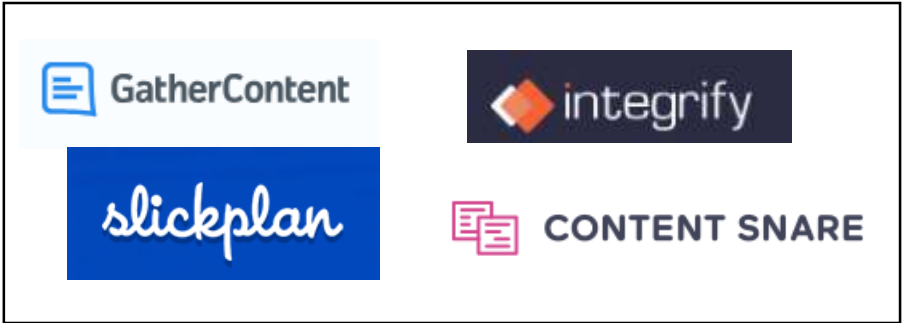




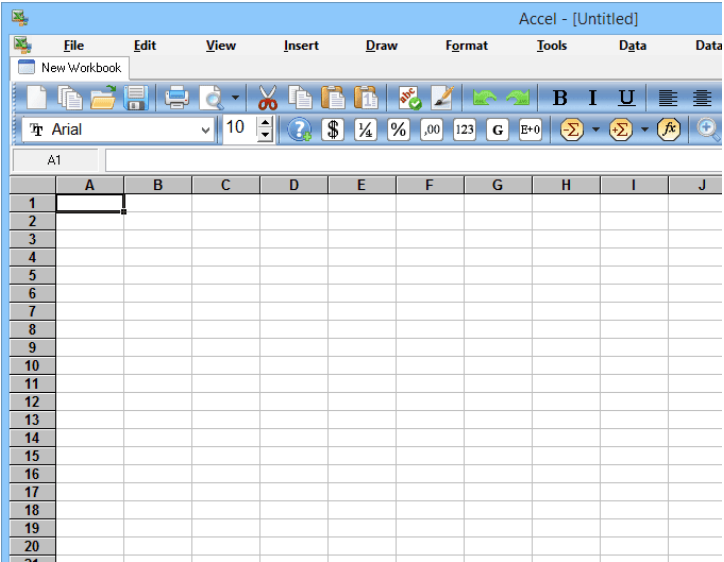
Step 5 - Populate the Content Collection Mechanism



Online



Spreadsheet





Step 6 - Manage Content Collection Activities

1. Break the job down (for the client)
2. Ensure content is being delivered to the repository as scheduled
3. Ensure content is being delivered in the proper format
4. Have regular status calls with the client
5. Offer help (for a fee)
6. If there are signs the dates will be missed – invoke change control
immediately





Sample Change Control Procedure

wproadmaps.com/templates





Content-First Best Practices



1. Use a 2-Step approval process
2. Restructure your payment schedule.
3. Embrace the idea of a Minimum Viable Website.
4. Structure the project plan for "content first."
5. Automate where possible



NOT FOR
EVERYONE



BP #1 - 2-Step Approval Process

- No estimate “pad” needed
- Prevents doing a lot of work for \$0.
- Get better at estimating over time
- Get paid for detailed discovery

APPROVED



BP #2 - Re-structure the Payment Schedule

- Upon Acceptance of the Proposal – <\$XXXX> deposit
- Upon Acceptance of the Statement of Work – X% of remainder

CLIENT PROVIDES CONTENT

- At the completion of Testing – X% of remainder
- At the completion of Training – all remaining funds due





BP #3 - Embrace the Minimum Viable Website





BP #4 - Structure the Project Plan for Content-First

Phase 0 - Proposal Creation (***estimate needed content***)

Phase 1 - Project Definition (***identify who and when – ESTIMATE AGAIN***)

Phase 2 - Design and Preparation (***collect all content***)

Phase 3 - Development and Testing

Phase 4 - Deployment and Training





BP #5 - Automate Where Possible



GatherContent



GlooMaps

slickplan



CONTENT SNARE



WP Feedback



**Show of hands – how many
learned something so far that
they want to incorporate into
their business?**



Recap

6 Steps of Content Collection

1. Determine initial content requirements
2. Craft initial content estimate
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Recap

Implementing Content First

1. Use a 2-Step approval process
2. Restructure your payment schedule
3. Embrace the idea of a Minimum Viable Website
4. Structure the project plan for “content first”
5. Automate where possible

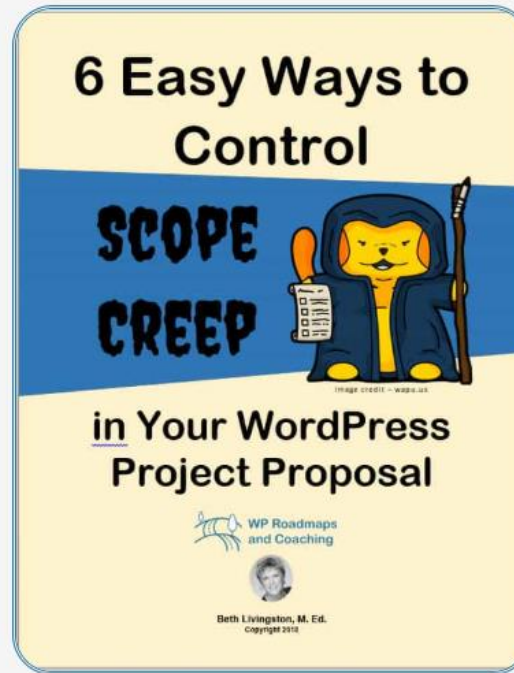




How to Learn More

Go Here: wproadmaps.com

FREEBIES



To get the Sample Change Control Procedure
wproadmaps.com/templates



How to Learn More

Or these Facebook Groups:

Join our private Facebook Group



WordPress Project Management

<https://wproadmaps.com/mygroup>

THE ADMIN BAR

LATEST EPISODES WHAT'S ON TAP v CONTACT v COMMUNITY

THE WORDPRESS COMMUNITY THAT HELPS YOU!

**STREAMLINE YOUR PROCESS,
SHARPEN YOUR SKILLS,
FIND BETTER CLIENTS,
& DEMAND HIGHER PAYING PROJECTS.**

f
JOIN THE COMMUNITY.
JOIN NOW



Thank You!

Slides available at wproadmaps.com/wordcamp



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