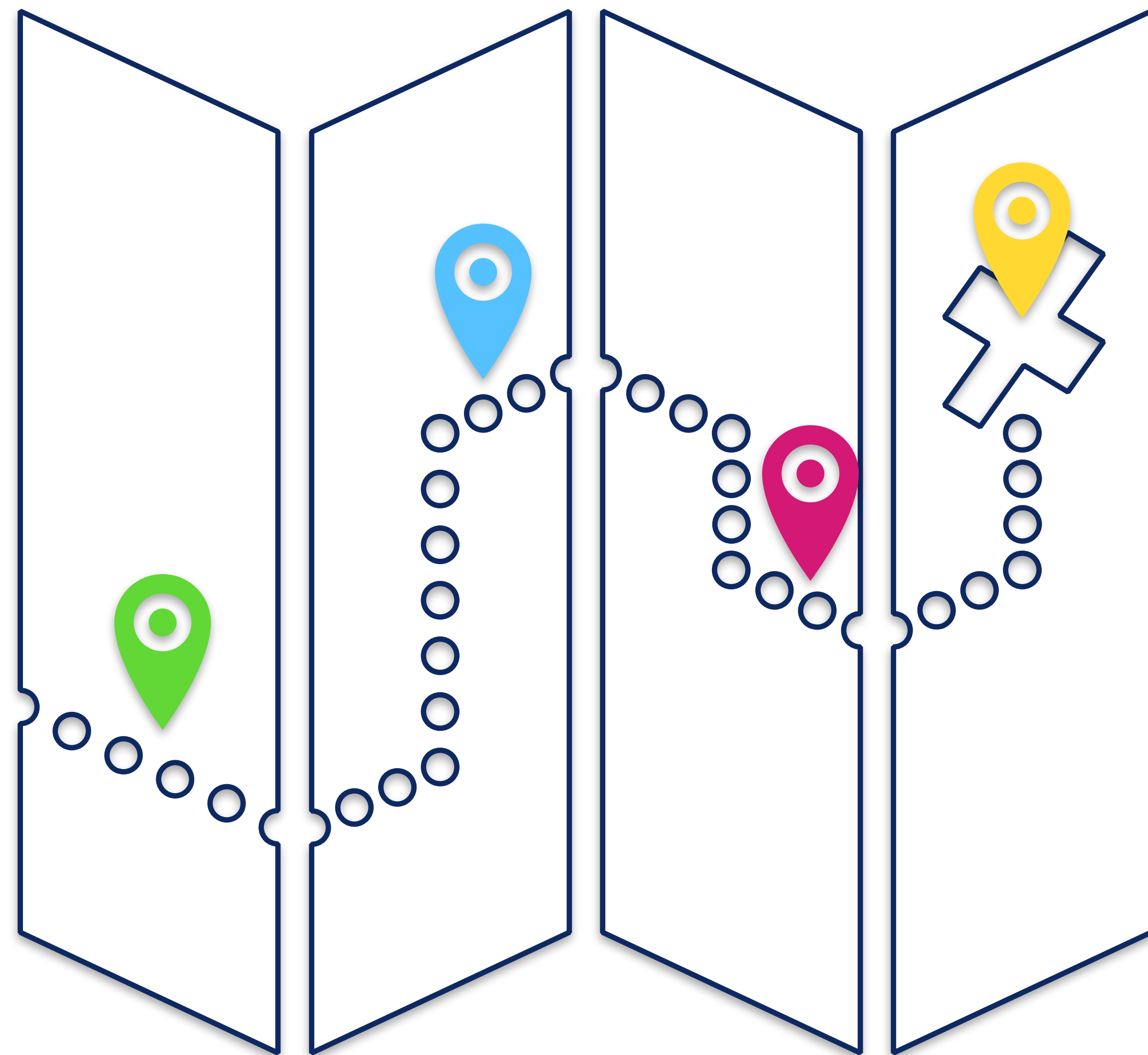


Nobody Cares About Structured Content

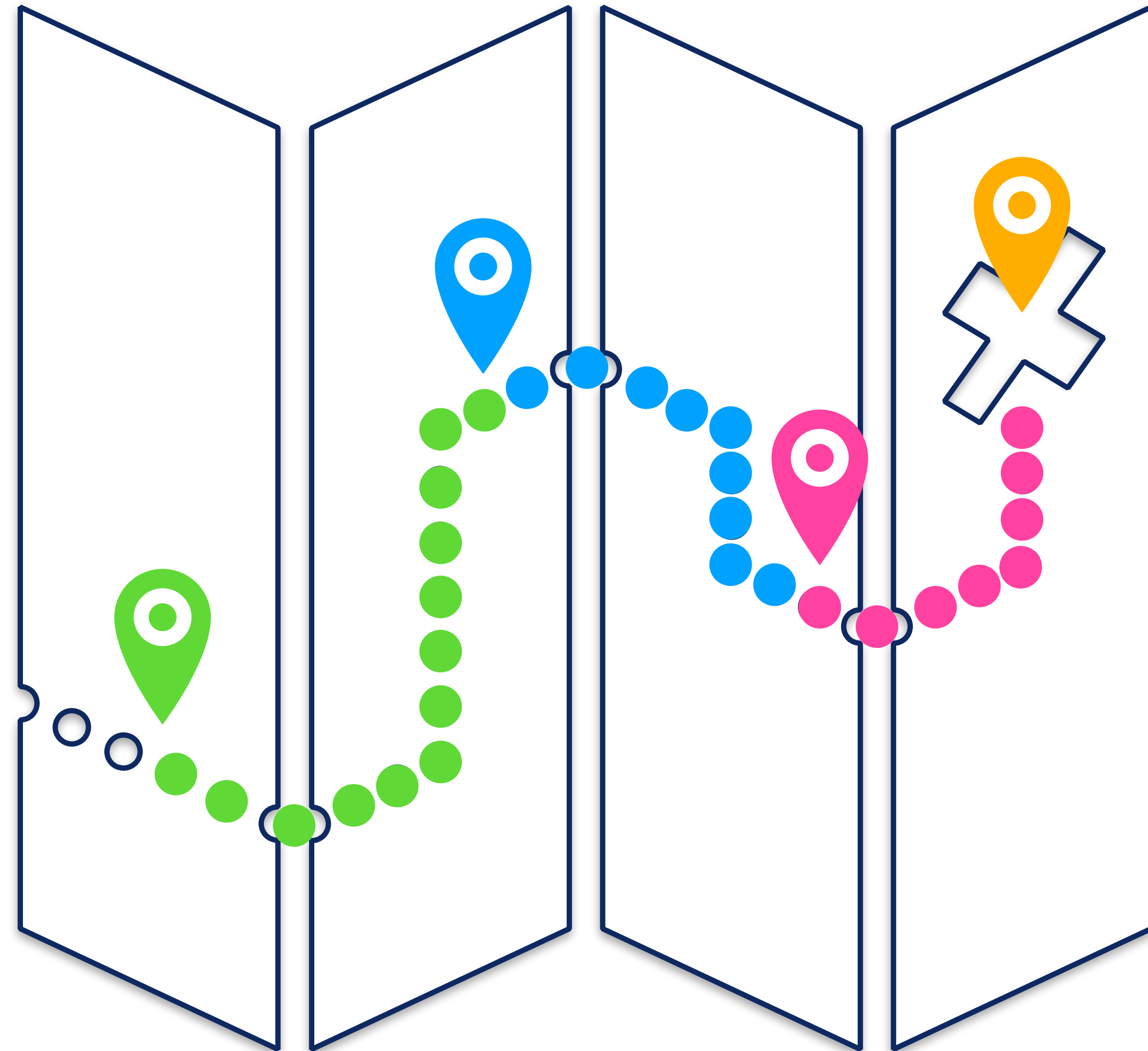
Sulu:Touch 2024

Carrie Hane, December 2024

Where do we start?



Structured Content



future

flexible

transformation

innovation

growth

bold

sustainable

disruptive



A New Vision

What are clients asking for?

easy to use

data-driven

modern

flexible

intuitive

user friendly

clean

Why?

customer loyalty

drive conversions

increase revenue

product
adoption

Advocacy

more sales

build
awareness

Give them what they want

color palettes

React

fonts

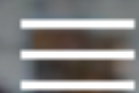
Accessibility

agile
development

Styles

Sulu CMS

design systems



PRINCETON
UNIVERSITY



Humanities at Princeton: Taking a big swing at big questions

A new Humanities Initiative provides structure and support to supercharge scholarship, teaching and public collaborations for the 21st century and beyond.



Connecting artists and thinkers across continents

Princeton's Africa World Initiative hosted Nobel laureate in literature Abdulrazak



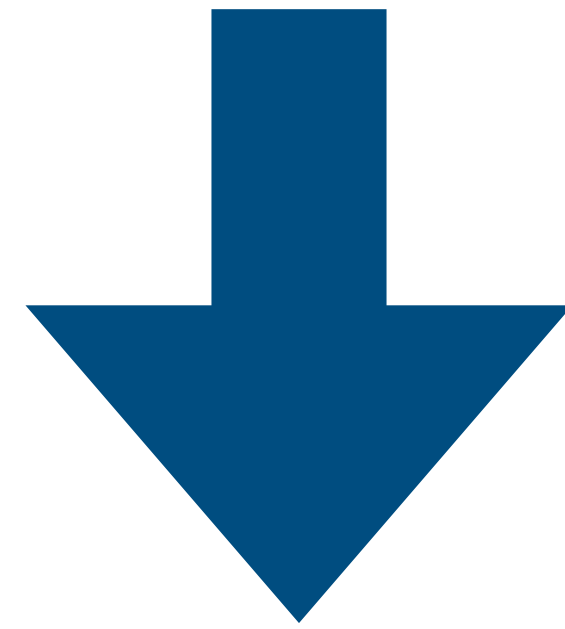
Expanding Native American and Indigenous studies and initiatives

The arrival of professor I. Kēhaulani Kauanui

What went wrong?

5%

**Pages that get 80%
of the traffic***



Conversions



Loyalty

Wants vs Needs

(Wollen vs Brauchen)

Mapping wants and needs

Wants	Needs
Meet accessibility requirements	Semantic HTML and descriptive text
Increase converstions	User flows that match user expectations
Increase awareness of brand	SEO and content that audience is looking for
Improved product adoption	Onboarding that helps new users learn and use the product to improve their efficiency and effectiveness

Adopting a new mindset



Story you tell yourself

Embrace structured content



Story you tell your clients

Build excitement

Building and using Structured Content



```
/**
 * Set name
 *
 * @param string $name
 *
 * @return Book
 */
public function setName($name) {
    $this->name = $name;
    return $this;
}

/**
 * Get name
 *
 * @return string
 */
public function getName() {
    return $this->name;
}

/**
```



— *adj.* of or for
 schools; a school
 curriculum, the etc.
 [Old English *sc*
 discussion, (or
 to have)
school (skul)
 same kind of
 together; a s
 — *v.i.* to swim
 [*< Dutch sc*
school age,
 go to school
 school is c

or like
to favors
osopher of
ying to
astikós <
s leisure to
school']
= scholastic.
v. in a
stic respects:
test prepared
ance Exami-
elligence and
applicant to a
t). *n.* a house
on. [*<* New
astikus; see
n). *n.* 1 Also,

**You only understand information relative to
what you already understand.**

Richard Saul Wurman

WANT

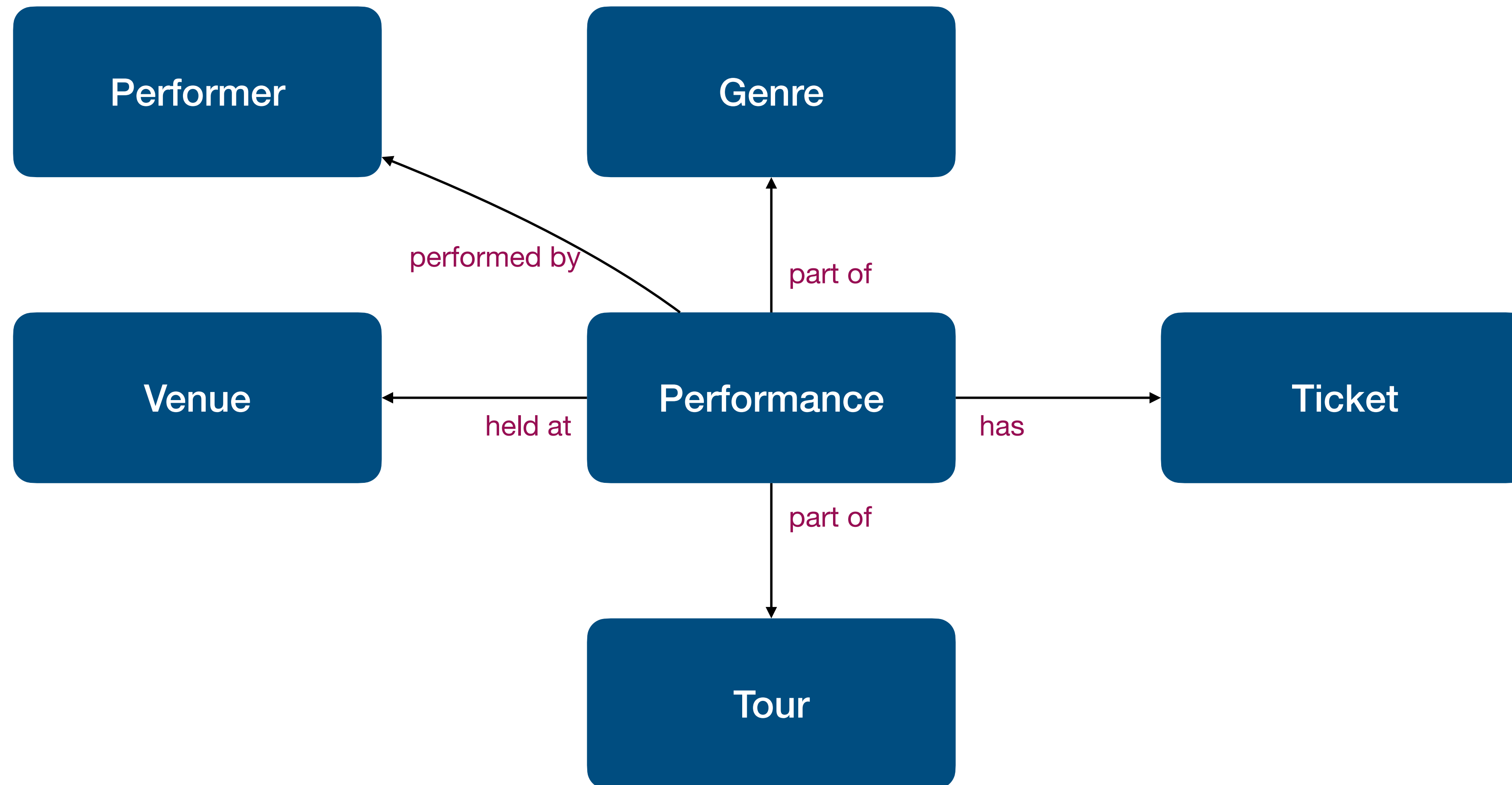
Story infused into every
aspect of a company's
content

NEED

Connected content based
on meaning and intent

Strategic content model

Ticket Seller



WANT

An easy-to-use CMS that allows content creators to make website updates without developers or designers

NEED

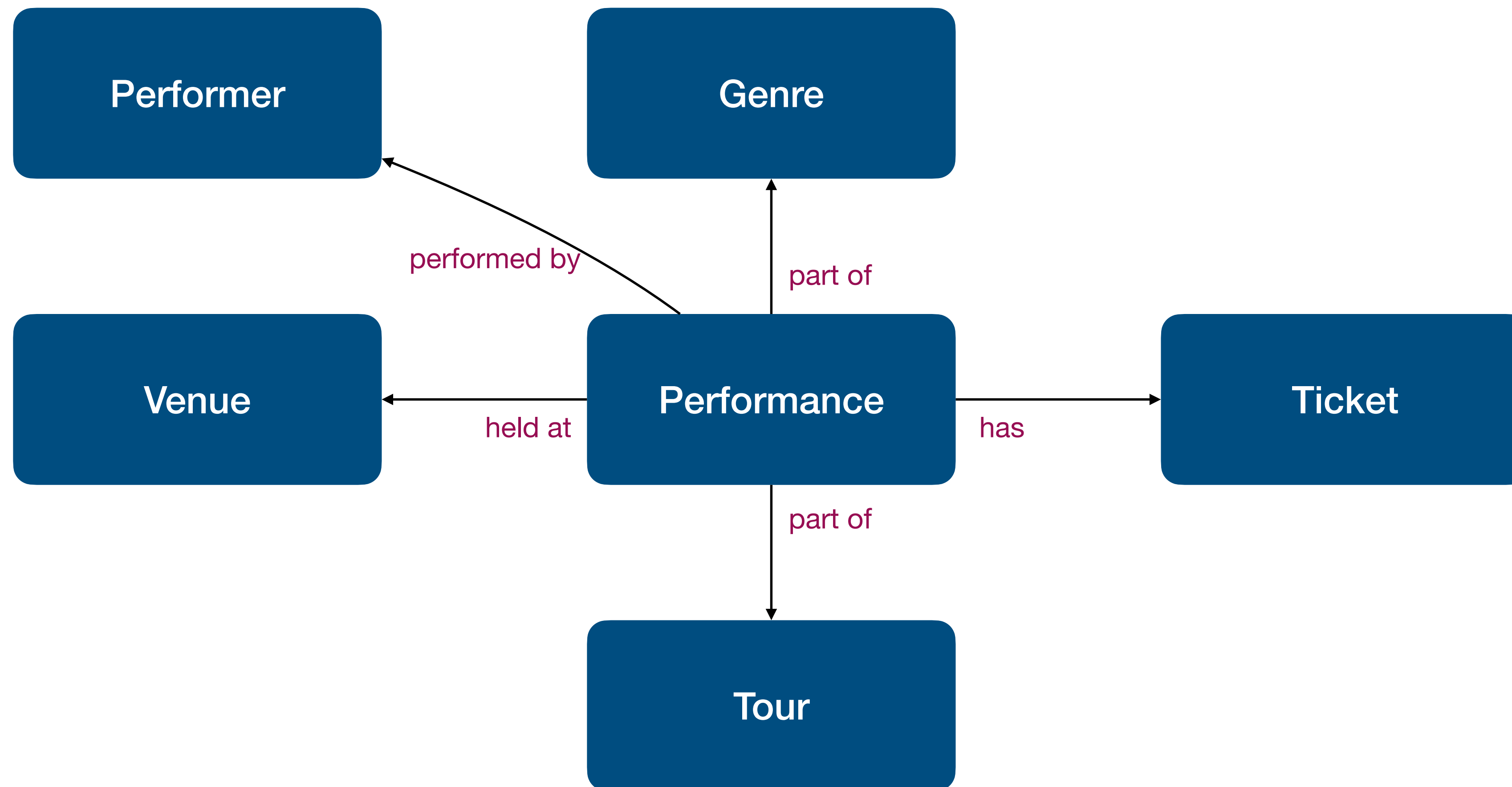
A CMS based on meaning and intent that fits the content people are creating — and using in the website

**Setting up a
CMS**



**Building a CMS
that powers a
modern website**

Content types



Properties



Name	Description	Fields	
	to be added in Drupal	Field Name	Data type
Performance	Details about an event happening	Performer Name	Reference to Performer
		Tour	Reference to Tour
		Date/Time	Datetime
		Venue	Reference to Venue
		Restrictions	Text
		Tickets	Reference to Ticket
		Additional Info	Rich text

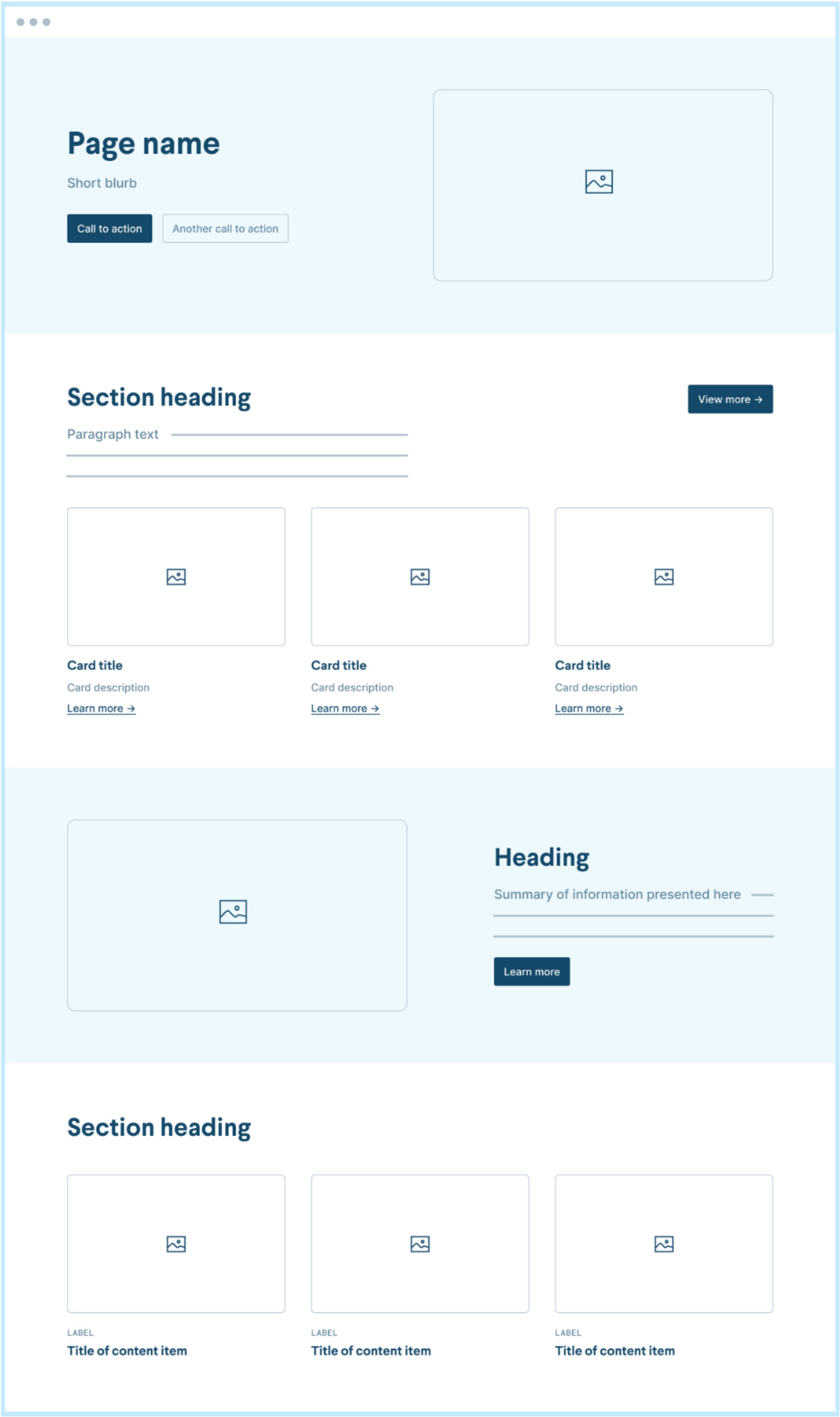
WANT

Reusable content that can
be published on any
channel

NEED

Content structured to be
usable for any channel

Without structured content



With structured content

Industry

Industry Name
Summary
Image
Value Proposition
Practice Leader
Contact Info
Clients

Case Study

Case Study Name
Summary
Industry
Service
Images
Full Description

Industry Name

Industry summary

Contact call to action

Featured call to action

Value proposition

Industry description

Solution Name

Solution description

Learn more →

Solution Name

Solution description

Learn more →

Solution Name

Solution description

Learn more →

More solutions

Promotion Heading

Promotion summary

Learn more

Our work

LABEL

Case Study Title

LABEL

Case Study Title

LABEL

Case Study Title

WANT

To publish content quickly

NEED

A pre-determined content
structure

Predictable content
+
predictable UI templates

Fast, easy publishing

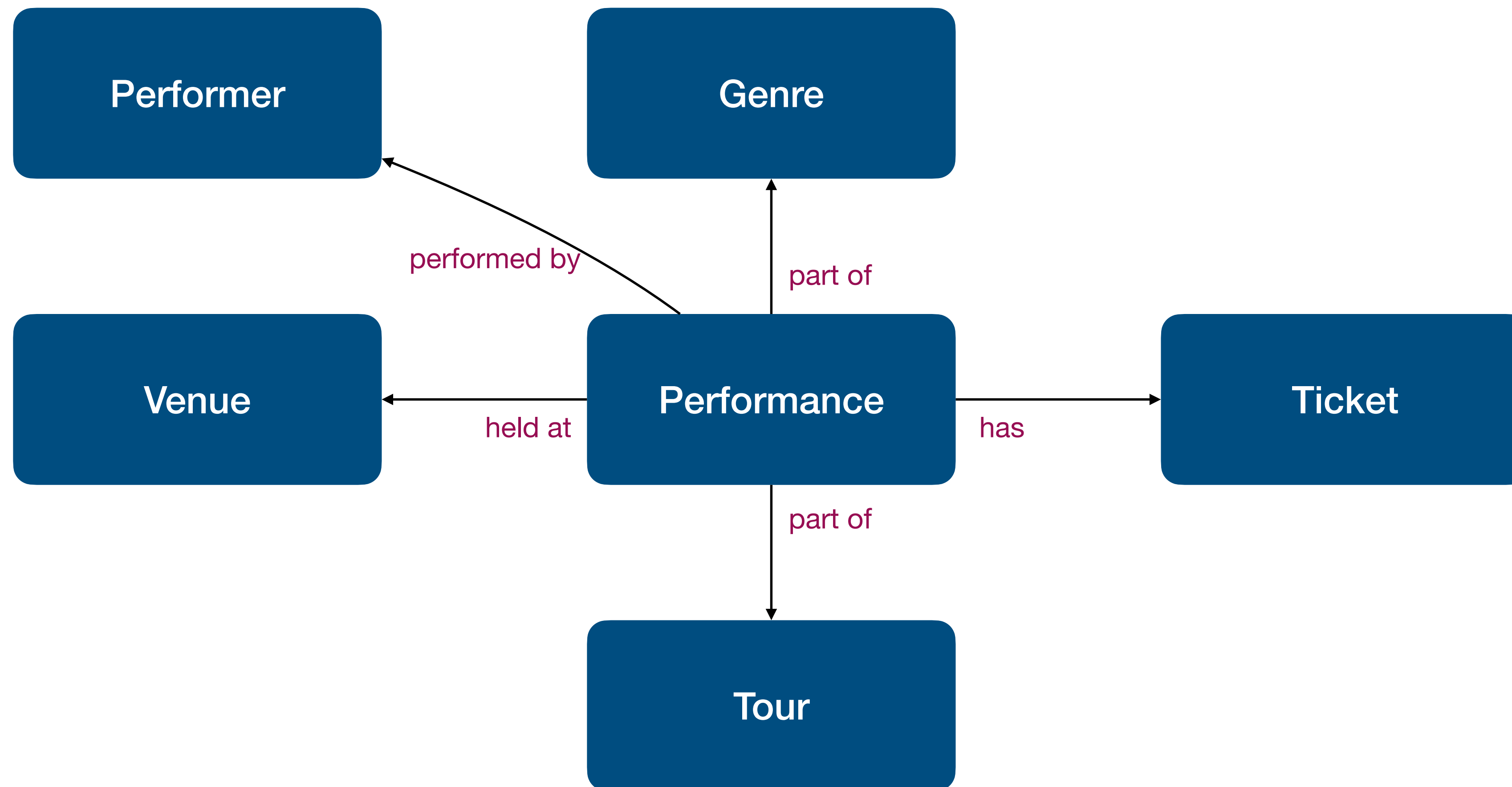
WANT

Flexible navigation system

NEED

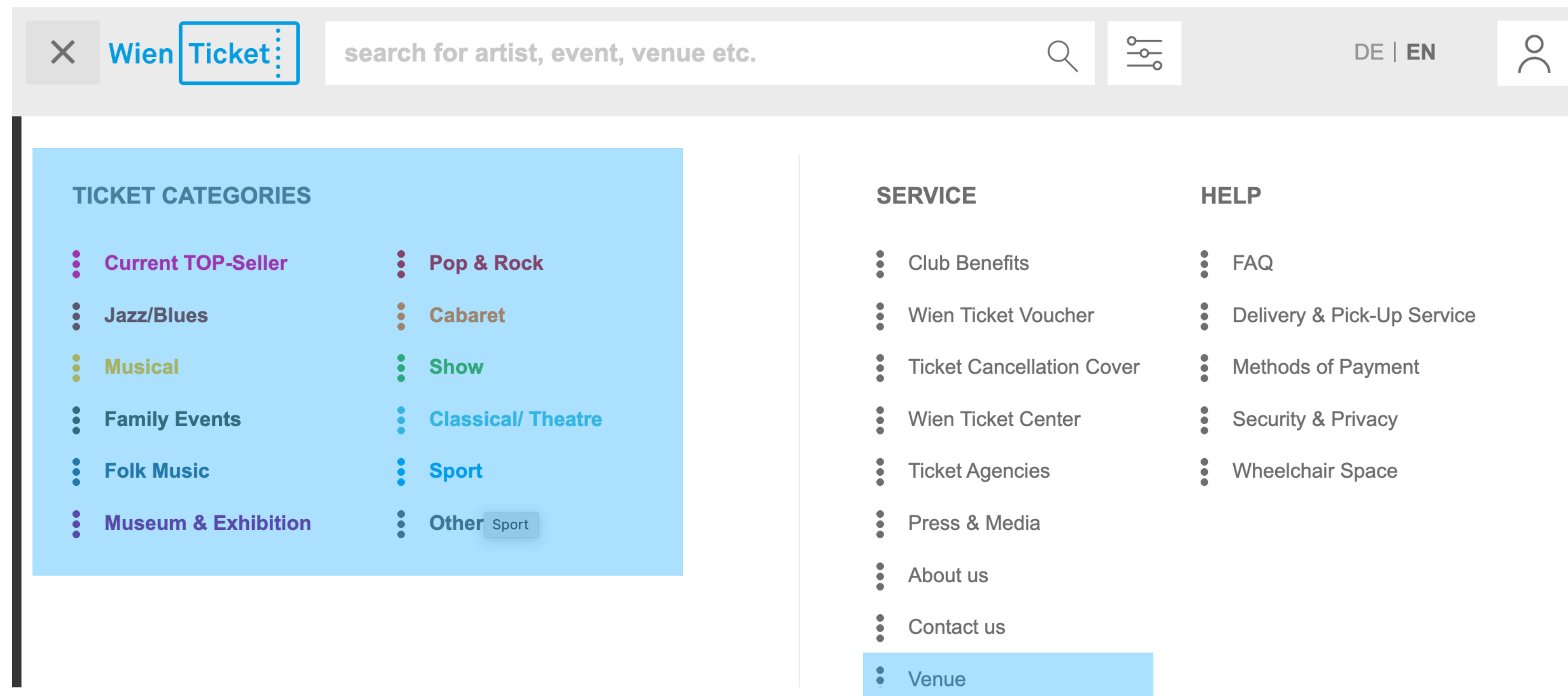
Structured content that
can be organized and
arranged in many ways
without breaking the whole
architecture

80% - 90% of the content on a website is in your strategic content model



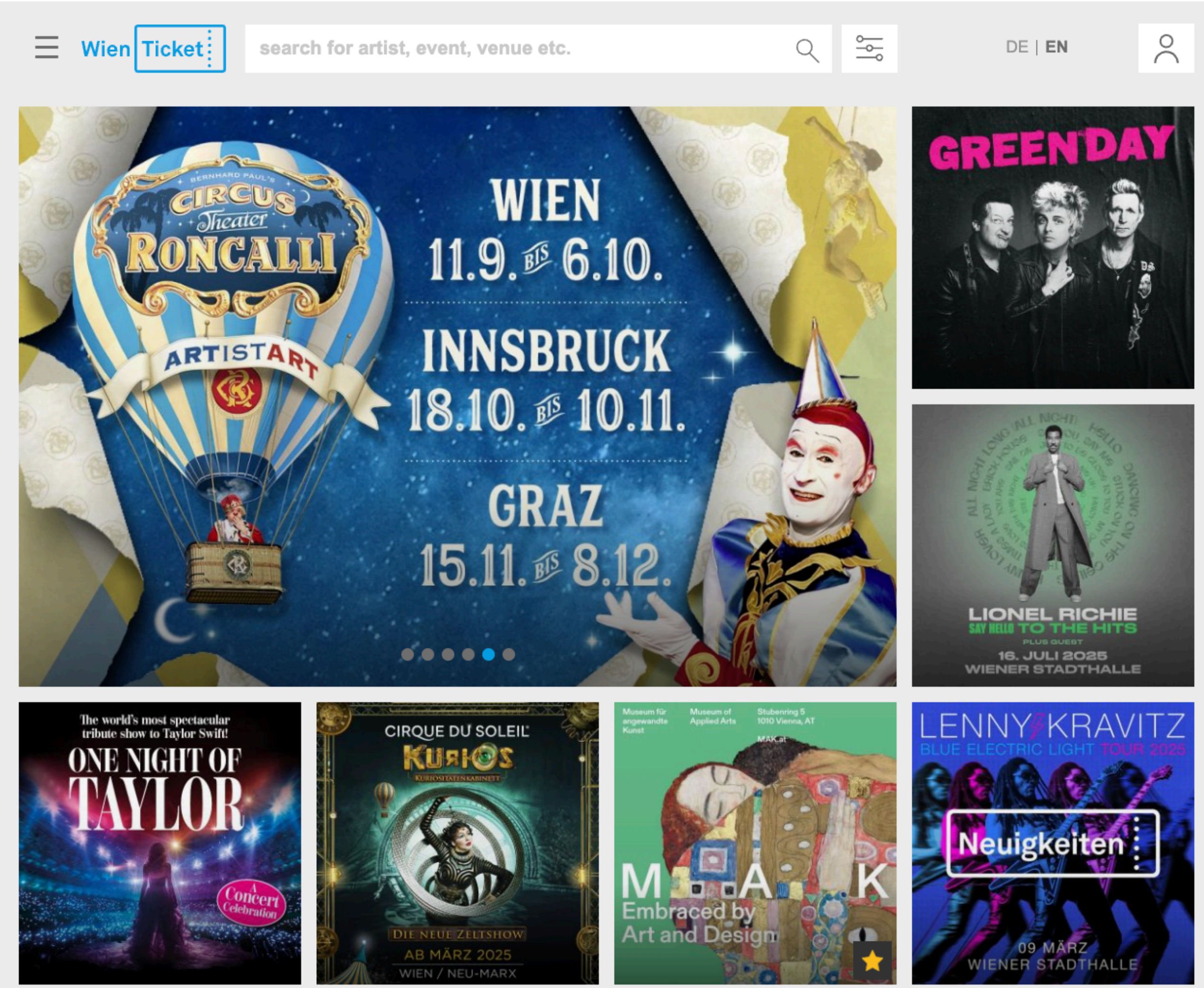
Wien Ticket

Used “genre” to organize performances & events



Wien Ticket

Home page



WANT

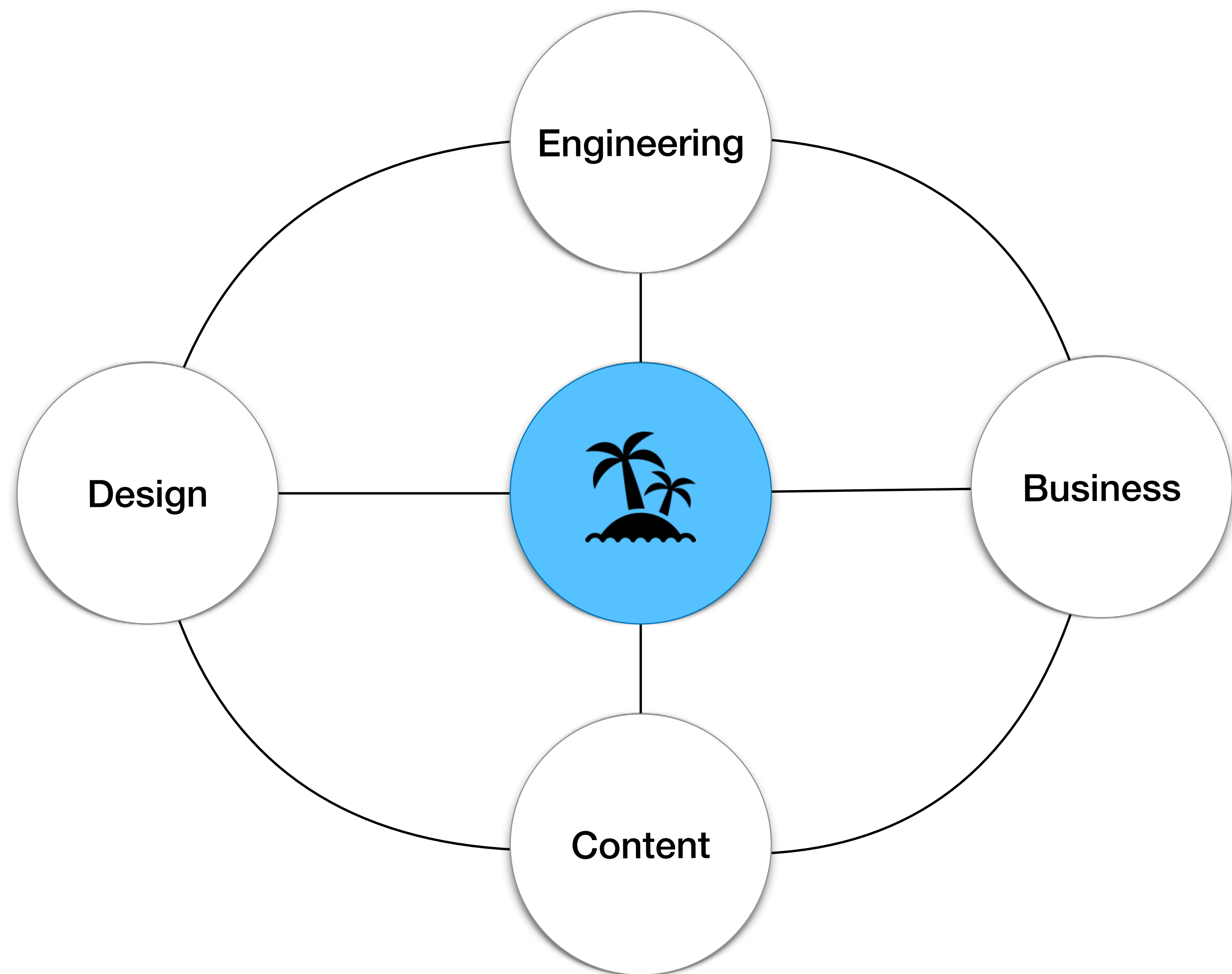
Profitable, high margin
projects

NEED

Relationships with clients
who come back for truly
innovative projects



Unified team, unified projects



Selling the dream

future

flexible

transformation

innovation

growth

bold

sustainable

disruptive



WANT

AI to do all the things

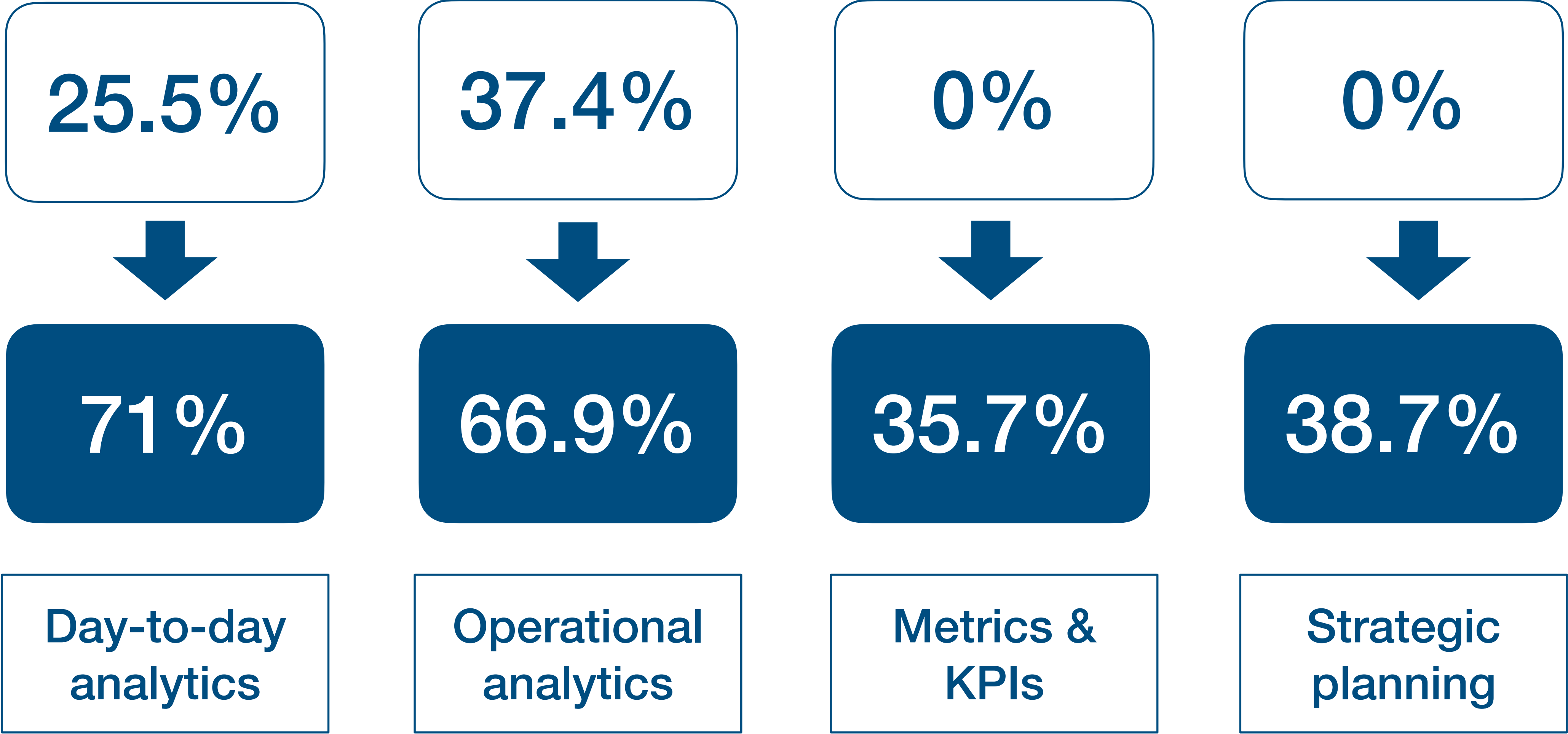
NEED

Semantic structured
content

“It's hard for traditional RAG to be right when the data looks like what it does at most companies: highly repetitive, some out of date, and all on roughly the same topic.”

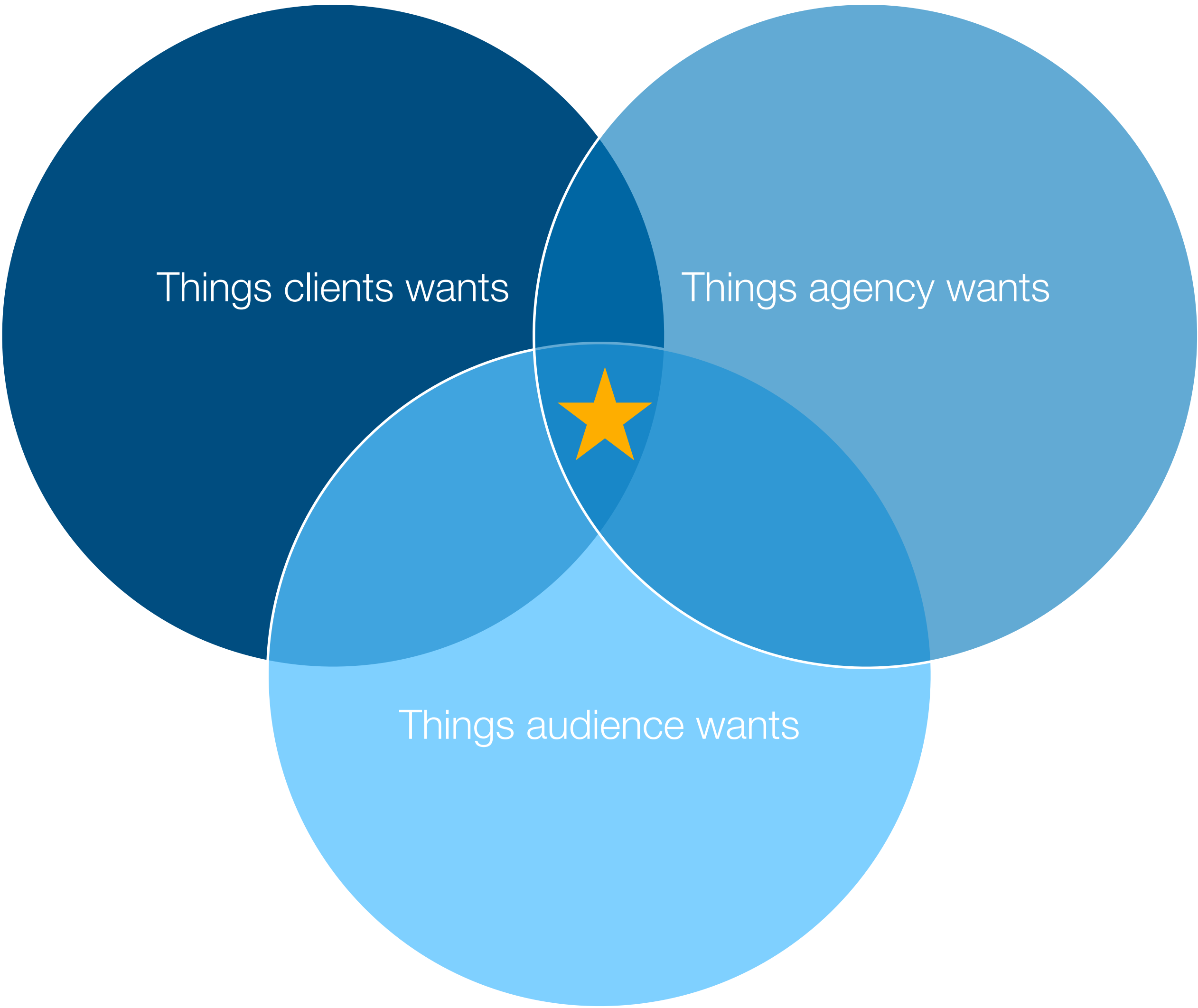
May Habib
CEO, Writer.com

LLM + Knowledge Graph = 3x better



Source: Generative AI Benchmark: Increasing the Accuracy of LLMs in the Enterprise with a Knowledge Graph, data.world, 2023

Magic!



**Sell the solution that structured
content delivers**

Outcomes for agency

- More efficient processes -save time and money
- More projects on time and on budget
- Increased client satisfaction
- Improved employee morale

Outcomes for clients

- Projects that are on-time and on-budget
- Lower cost of maintenance
- Future-friendliness
 - Personalization
 - AI
- New devices or channels
- SEO improvements
- Remarkable, connected experiences
- Increased credibility and trust

Thank you!

Carrie Hane

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tanzenconsulting.com

***Designing Connected Content: Plan
and Model Digital Products for Today
and Tomorrow***

