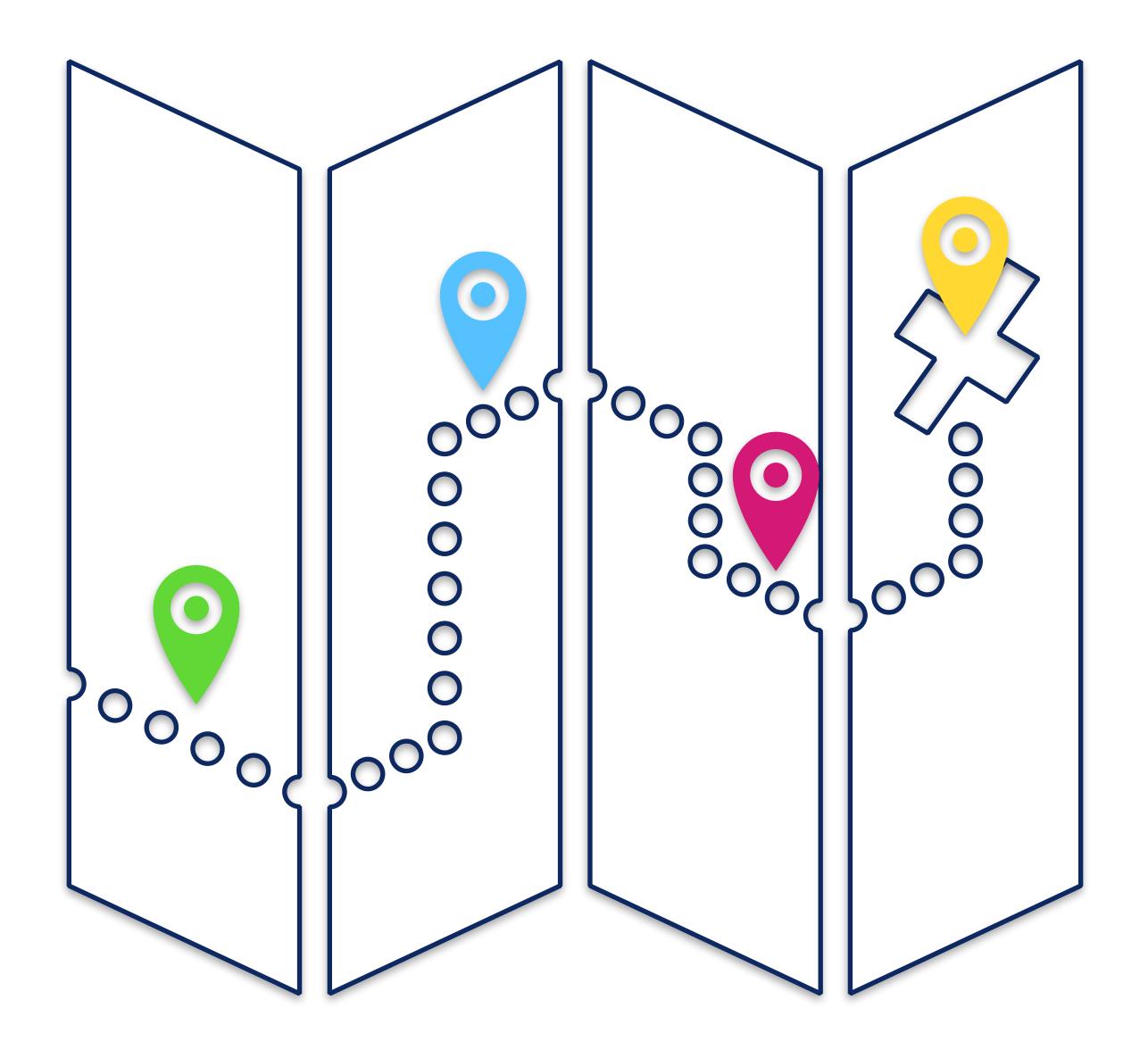
## Nobody Cares About Structured Content Sulu:Touch 2024

**Carrie Hane, December 2024** 

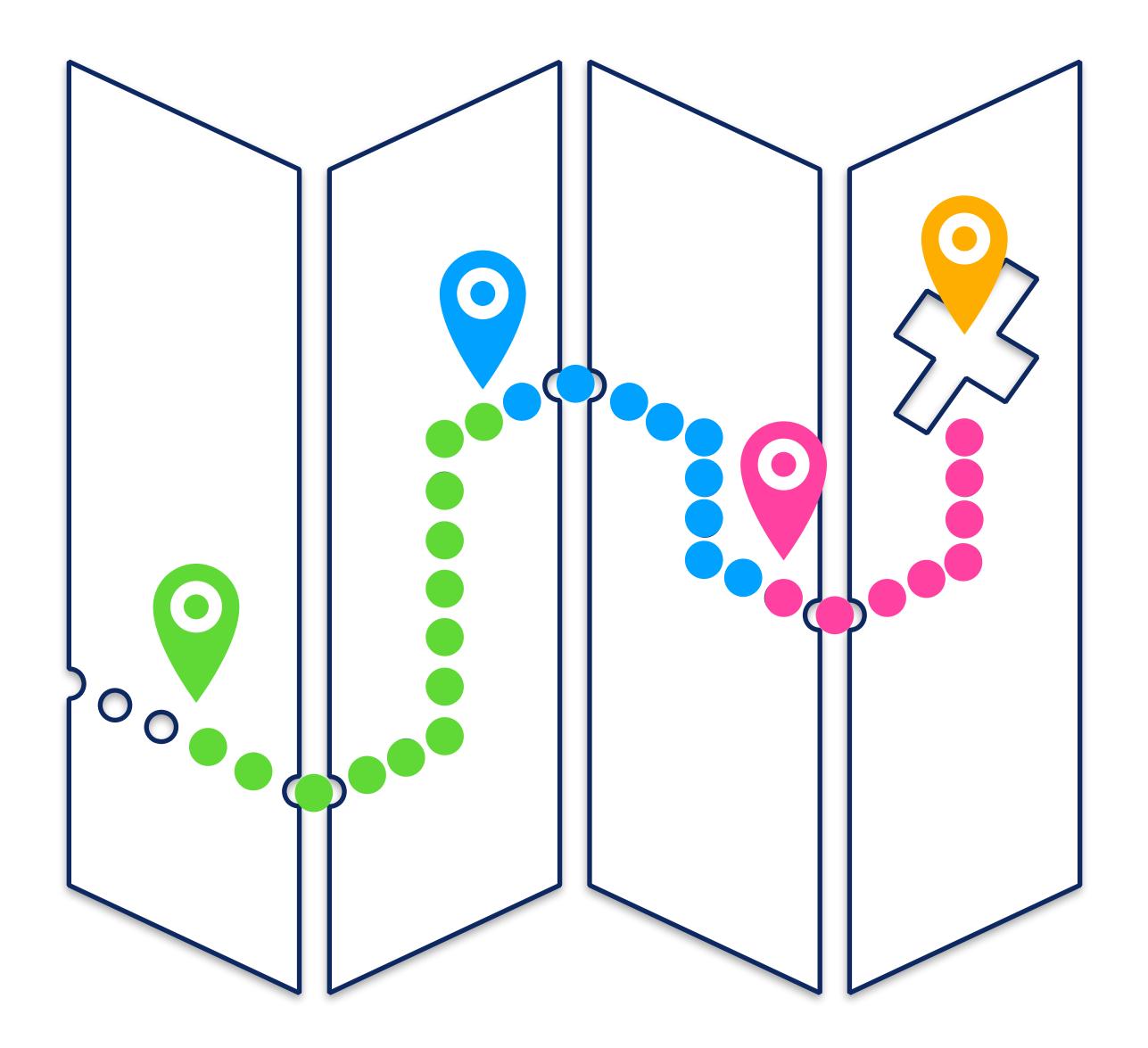


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## Where do we start?



## Structured Content







flexible

Carrie Hane, Sulu:Touch 2024



## nsformation

#### growth





## A New Vision

#### What are clients asking for?

#### easy to use

#### intuitive

#### user friendly

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## data-driven

## modern

flexible

clean



#### customer loyalty

## increase revenue

## product adoption

#### more sales

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### drive conversions

#### **Advocacy**

## build awareness



#### Give them what they want

#### color pallettes

fonts

#### Accessibility

/S

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#### agile **Styles** development

## design systems



## Humanities at Princeton: Taking a big swing at big questions

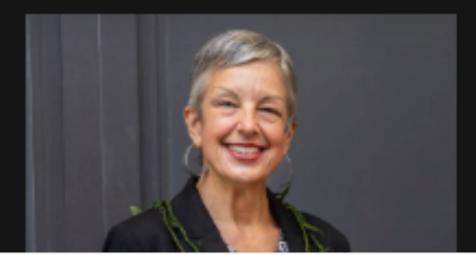
A new Humanities Initiative provides structure and support to supercharge scholarship, teaching and public collaborations for the 21st century and beyond.



#### Connecting artists and thinkers across continents

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

#### **PRINCETON** UNIVERSITY



#### Expanding Native American and Indigenous studies and initiatives

The arrival of professor | Kehaulani Kauanui

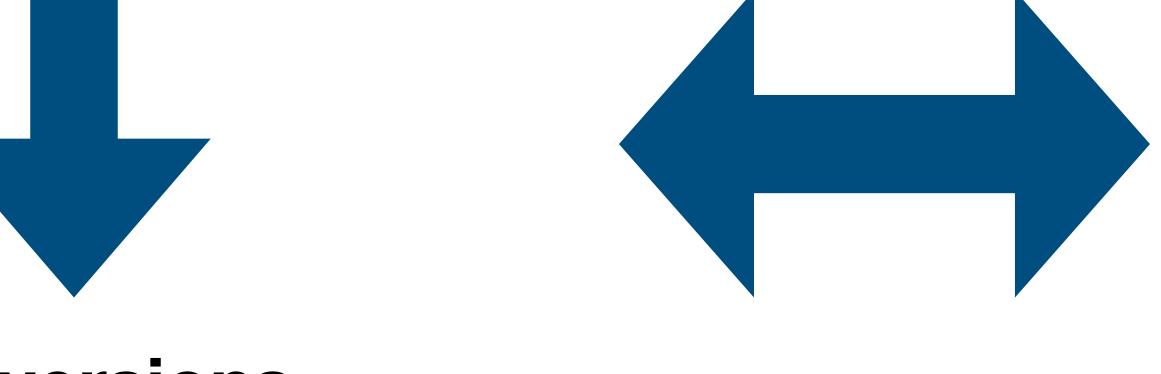


#### What went wrong?



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

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#### Conversions

#### Loyalty

## Wants vs Needs (Wollen vs Brauchen)

### Mapping wants and needs

#### Wants

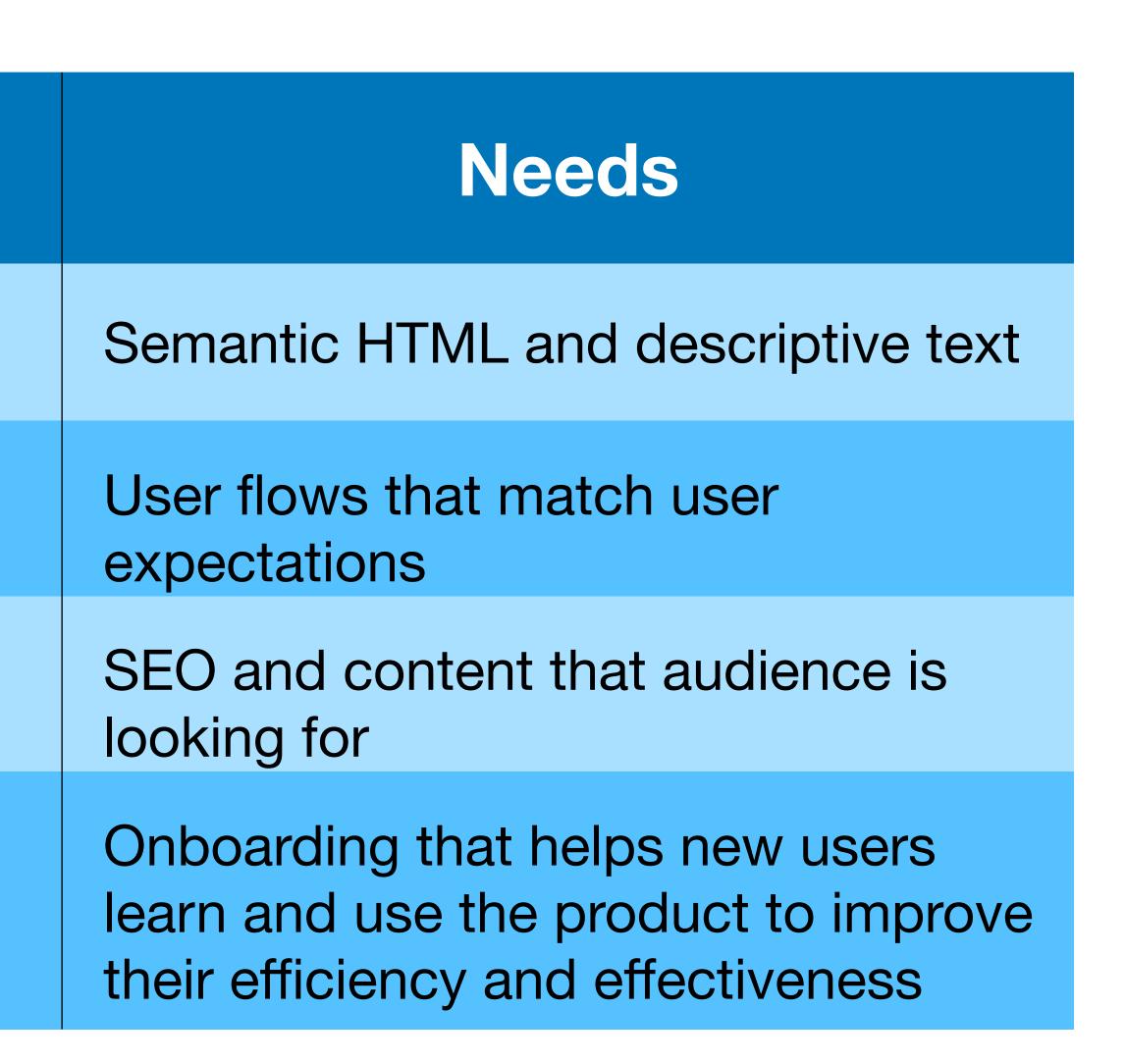
Meet accessibility requirements

**Increase converstions** 

Increase awareness of brand

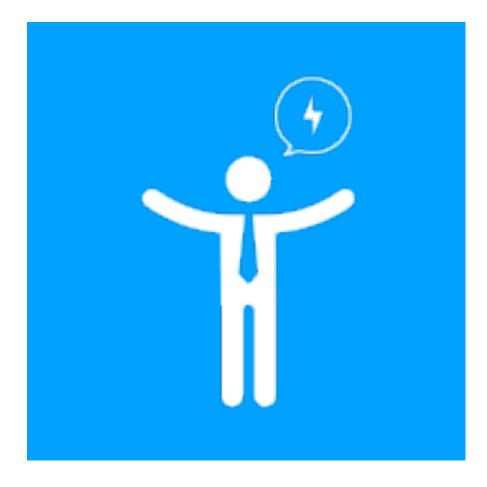
Improved product adoption





## Adopting a new mindset





#### Story you tell yourself

#### Embrace structured content

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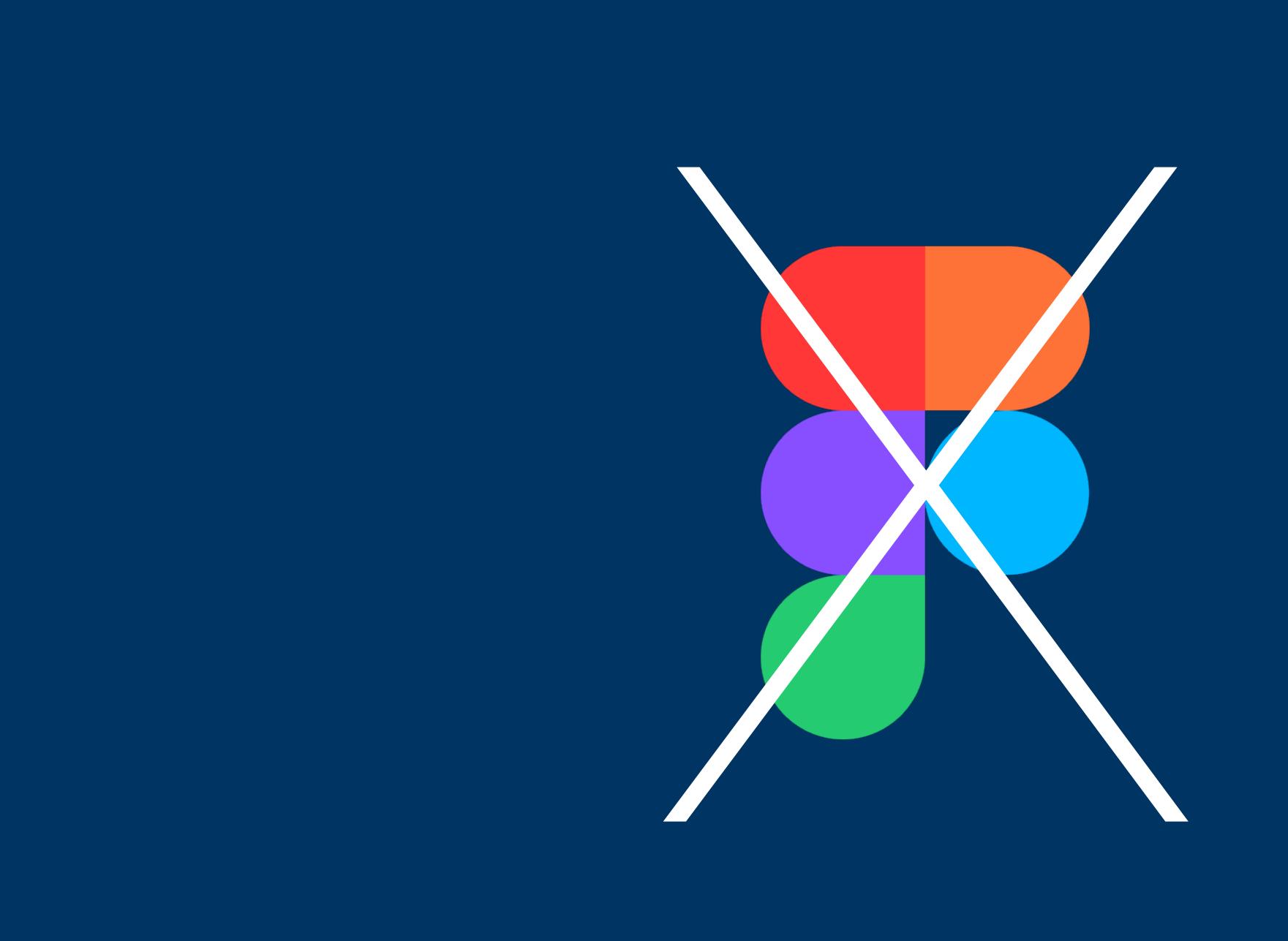
#### **Story you tell your clients** Build excitement

## **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;
 /**
```





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suble manage and the torm of schizo-beanhian there (ski zan thes), n any plant of a group of variously colored annual and biennial herbs, native to Chile, that are often cultivated, especially in greenhouses, for their showy and

abundaril flowers. I < Greek schizein to split + schiz e (skit\*sö, skiz\*ö), n., pl. -os. Informal. a schizophrenic: Treatment turns out to be only

pethative at best; the truth is they are schizos, whose psychic split is too wide ever to be healed

schizo, combining form. split; divided; a cleavage: Schizocarp = a fruit that divides when ripe.

Schizogenesis = reproduction by dividing. Also, schiz- before vowels. [< Greek schizein to dischiz o carp (skiz'e kärp), n. Botany. any dry fruit

that divides, when ripe, into two or more oneseeded seed vessels that do not split open, as in the carrot and celery. [< schizo-+ Greek karpós

schizioicaripous (skiz'e kär'pes), adj. Botany. of

schilzog a my (ski zog'e mē), n. Biology. reproa process duction in which a sexual form is produced by fisller, apsion or by budding from a sexless one, as in

some worms. schiz/o/gen/e/sis (skiz'e jen'e sis), n. Biology, reto give parti-

production by fission, such as in the schizophytes. [ < New Latin schizogenesis < Greek el coin schizein divide + génesis reproduction] schilzogielnous (ski zoj'e nas), adj. reproducing groen-

schizioigoinija (skiz'a gō'nē a). n. = schizogony. schizioigonilic (skiz's gon\*ik), adj having to do mall, ıgh, er-

schizogioinous (skizog\*a nas), aa) = schizowith or exhibiting schizogony.

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New Latin occurs for the former fo schizein split + pous, pouos loot schizein split + pous, pouos loot schiz o thy mi a (skit'se thī\*mē s schizothy mi a (skit'se thī s schizothy mi a (skit's)

condition bordening of schizophrenia Latin schizothymia < Greek schizein ( homós spirit) thýmós spirit j schiz o thy mic (skiť se thī mik, skiť solit so or having to do with schizothymia. skiť s.).

bion annual chle miel or schle mihl (shla māl) chle miel or schle mihl (shla māl) chle miel (American English < fool, h. Sland hlemiel. [American English < Yiddish Sland hlemiel (comh shlund) 

schlepp or schlep (shlep), v. schlepped Num schlepping, n. Slang. - v.t. schlepped, ers 7.5 chlepp or schlep (sniep), V. Schlepped schlep ping, n. Slang. – V.t. Schlepped schlepped through the slaves a dog, schlepped through slaves hlepp schlepiping. n. Slang. V.I., V.I. to med with difficulty, or unwillingly: drag: howed with difficulty, or unwillingly: drag: howed with difficulty. or unwillingly: drag: howed howed with difficulty. or unwillingly: drag: howed h chlep provident of unwiningly: drag: He we with difficulty, or unwiningly: drag: He we we with difficulty, or unwiningly: drag: He we we with difficulty, or unwiningly: drag: He we we we with difficulty, or unwiningly: drag: He we we we with difficulty, or unwiningly: drag: He we we we were a dog, schlepped through as a dog, schlepped through as a solution of the weather a dog, schlepped through as a dog of the solution of the solutio

now it. forker). - n. a stupid, awkward, or dull person. (New hep A stup p viddish shlepen to drag and shlep drag viddish shlepen (shirran). n. adi and shlep drag streaks occurring in koneous bore shiep [< Yiddish shiepen to drag and shiep drag schlie ren (shir\*an), n. add and shiep drag dark or light streaks occurring in knew drag because of watwing proportions of the drag because of watwing proportions of the module because of watwing a reason of the module because as a reason of the module because as a reason of the module because of a streak as a reason of the module because of watwing a reason of the module because of a streak as a reason of the module because of the streak as a reason of the module because of the streak as a reason of the module because of the streak as a reason of the module because of the streak as a reason of the streak as a streak as a reason of the streak as a streak as a reason of the streak as a streak as ark of because of values a second of the model present 2 Physics as a less if of a medium ock in the model. present 2 million as a result of a meduan water remaction varies as a result of allocation water a life shadows cast on a screen water contractions some case on a second with the straction of the straction of the second second with the second and a first theore are as a screen a

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(shman Schmerkäse (literally) smear (shimerkäse (literally)

(shmð), *n., pl.* schmoes. He's no schmo. He person: fool: He's no schmo. He inel needs editing (Newsweek). probably alteration of Yiddish

of schmoos (shmüz), n., v.,

**schmoose** (shmuz), *n., v.,* **schmoos ing**. *Slang*. – *n*. chatter; **schmugs talk**. **v.i**. to gossip; talk idly. Hebrew *shamuoth* 

(Sindish Shmok] [Sindish Shmok] [Shnä'bəl, n. a whitefish of Europe. [Shnä'bəl, beak] [Schnabe/ beak] [ German an ine (shna bei kan'e), n. a jug or German kan ong spout. [< German Schnabel-with ally) beak can] with ally) beak can] (literally) ap'er, snap'-), n. a reddish food (literally) ap'er, snap'-), n. a reddish food (literally) and New Zealand. [perhaps <

(inter (shnap'er, snap'-), *n*. a reddish fo ianap Australia and New Zealand. [perhaps < ianap Australia and kind of fish] ianap Australia per kind of fish] ianap of Schnapper aps (shnäps), *n*. 1 (the of Auschnapper kind of fish] (shnaps), n. 1 = Hol-(shnaps), any alcoholic independent of song and schnapps, of vendend opera and theater (News) nds and independent of song and schnapps, o nds splens and opera and theater (News-le garde German Schnapps (originally) a mouth-gard Germappen guip, gasp] () schnappen guip, gasp]

Conappen gulp. gaspl schnapper, n, any of three breeds (shnou'zer), n, any of three breeds (shnou'zer), any of three breeds beek). [ 2 schnou'zer). II, any of three breeds we gulp of (shnou'zer). II, any of three breeds we gulp of (shnou'zer). II, any of three breeds with gulp of (shnou'zer). II, any of three breeds with size of wire-haired German terriers, typi-the size of wire-haired German terriers, typi-the with a mustache, and beard. The three with mustache, and beard. The three with mustache, are the miniature, standard, in with mustache are the miniature, standard, Schwariebes long head, amail ears, and heavy of variebes along head, and beard. The three of whith mustache, and beard. The three cally ows variebes are the miniature, standard, cally ows variebes are (< German Schnauzer geods of schnauzers. [< German Schnauzer

call rows varieties are the miniature, standard, oreds of schnauzers. [< German Schnauzer, oreds at schnauzers), n.pt. snail-shaped rolls ored schrauze shoek and nute. [< German and not a second spices, and nute. (< German

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and wisely (Shakespeare).

schollar ship (skolfer ship), n. ta the possession of knowledge gained by study, quality of learning and knowledge: Good scholarship is more important than athletics. Scholarship, ... education, in a country like ours, is a branch of statesmanship (Newsweek). svn: erudition. b the collective attainments of scholars; sphere of learning: modern French scholarship. 2a money or other aid given to help a student continue his studies: He had such high marks that the college offered him a scholarship. b a fund to provide this money.

c the position or status of a student thus aided. schollasitic (skalas'tik), adj., n. - adj. 1 of schools, scholars, or education; academic: scholastic life, scholastic methods. 2 of or like scholasticism. 3 pedantic or formal. - n. 1 Also, Scholastic. a person who favors scholasticism. 2 a theologian and philosopher of the Middle Ages. 3 a man who is studying to

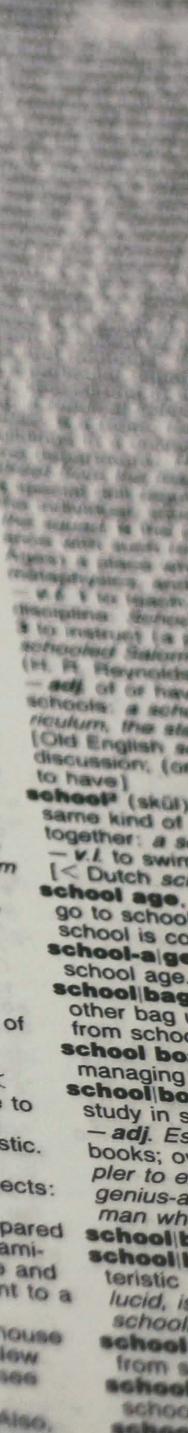
[< Latin scholasticus < Greek scholastikós <</pre>

schológein be a scholar, devote one's leisure to learning < schole; see etym. under school1] schollas tilcal (ske las'te kel), adj. = scholastic. scho las ti cally (ske las'te klē), adv. in a

scholastic way or manner; in scholastic respects: scholastically qualified. Scholastic Aptitude Test, U.S. a test prepared

and supervised by the College Entrance Examination Board to test the general intelligence and academic aptitude of a prospective applicant to a college, Abbr: SAT (no periods). sono las til cate (sko las'to kät, -kit), n. a house

of study for Jesuite before ordination. [< New atin scholasticatus < Latin scholasticus; see activities (all of the last to six orn), /l. 1 Also,



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

**Richard Saul Wurman** 



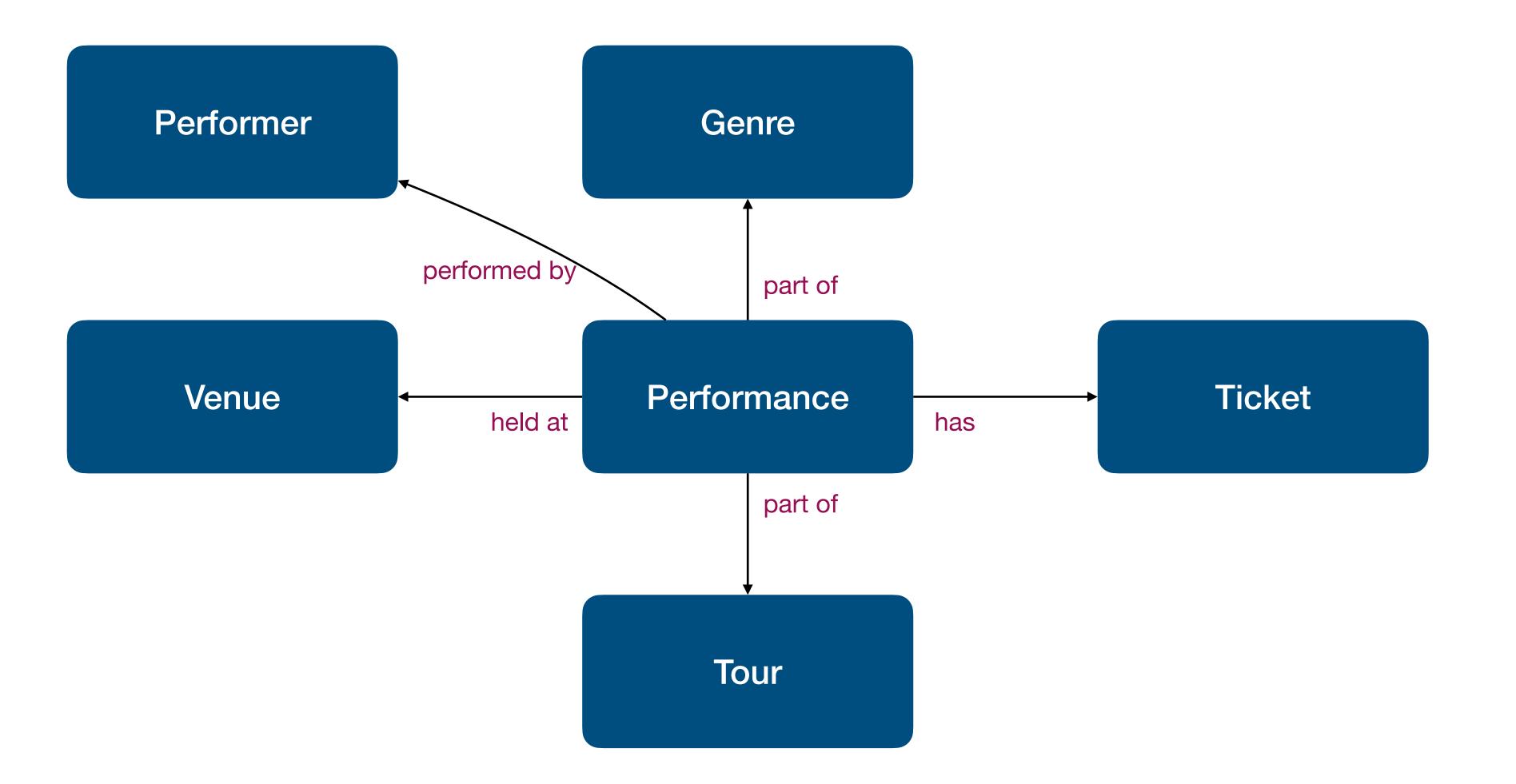
#### Story infused into every aspect of a company's content



#### Connected content based on meaning and intent



#### Strategic content model **Ticket Seller**







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



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

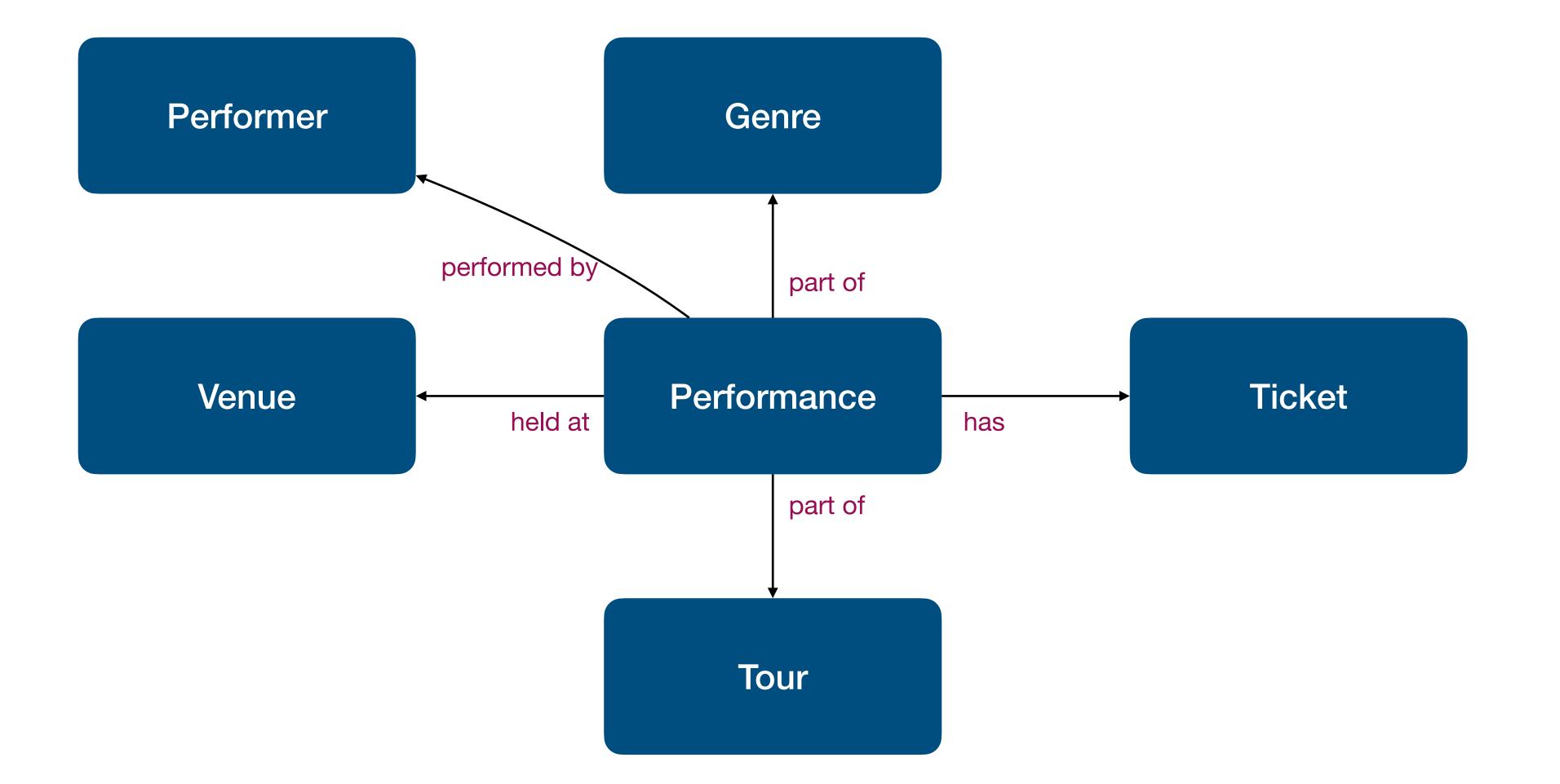


# Setting up a CMS

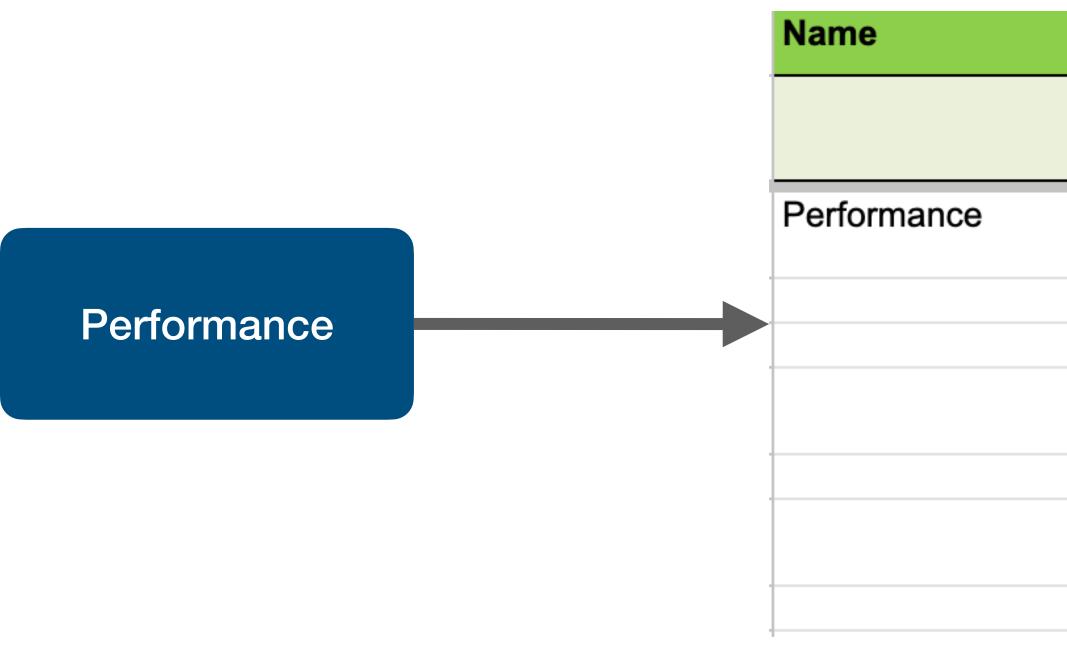
Carrie Hane, Sulu:Touch 2024

Building a CMS that powers a modern website

### **Content types**



### Properties



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



### Reusable content that can be published on any channel



#### Content structured to be usable for any channel



## Without structured content

• • •			
Page name         Short blurb         Call to action			
Section heading	Card title Card description Learn more →		View more →
		Sum	eading mary of information presented here ——
Section heading			
LABEL Title of content item	LABEL Title of content	item	LABEL Title of content item

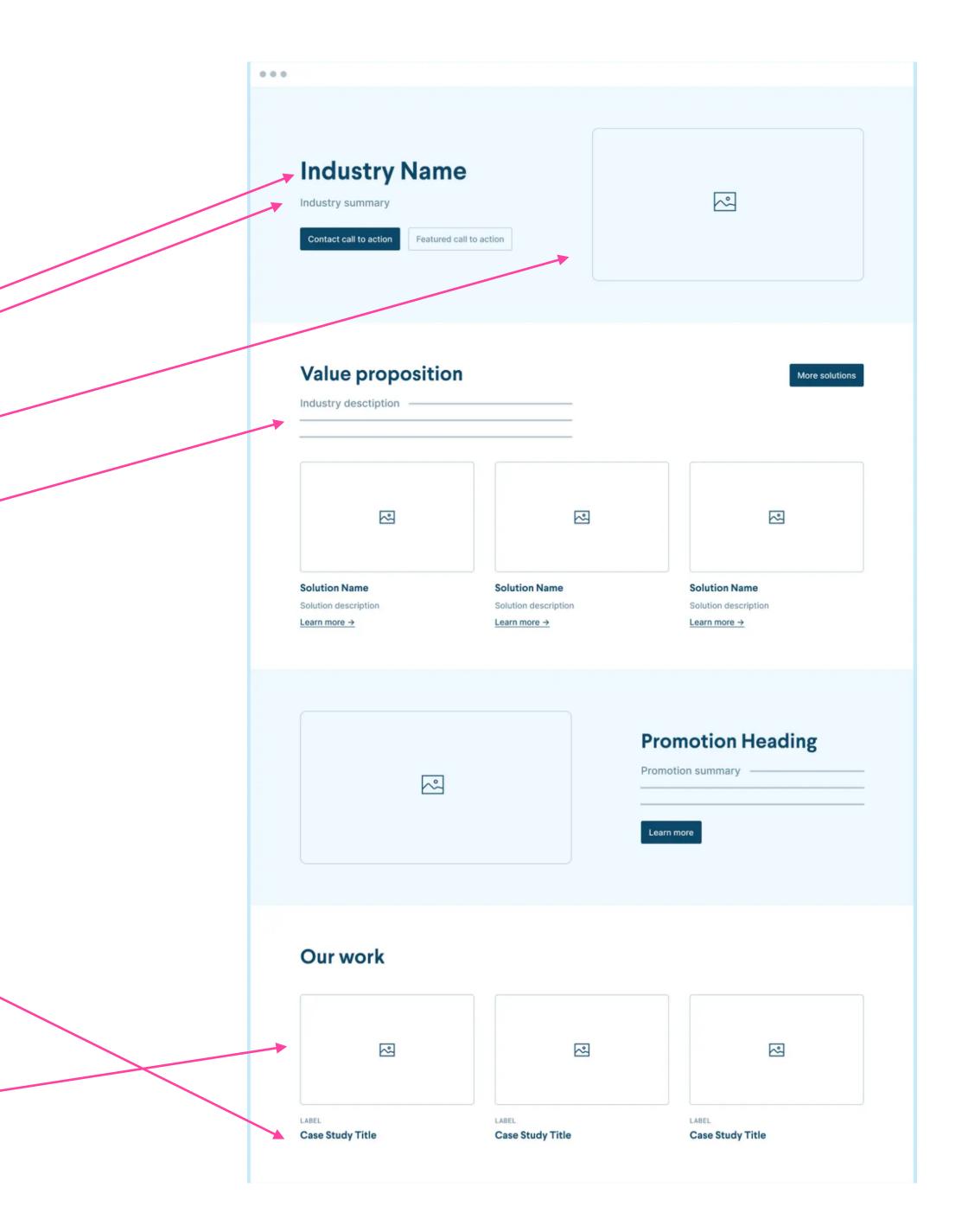
## With structured content

#### Industry

Industry Name Summary Image Value Proposition Practice Leader Contact Info Clients

#### **Case Study**

Case Study Name Summary Industry Service Images Full Description





#### To publish content quickly



### A pre-determined content structure



## Predictable content predictable UI templates

## Fast, easy publishing



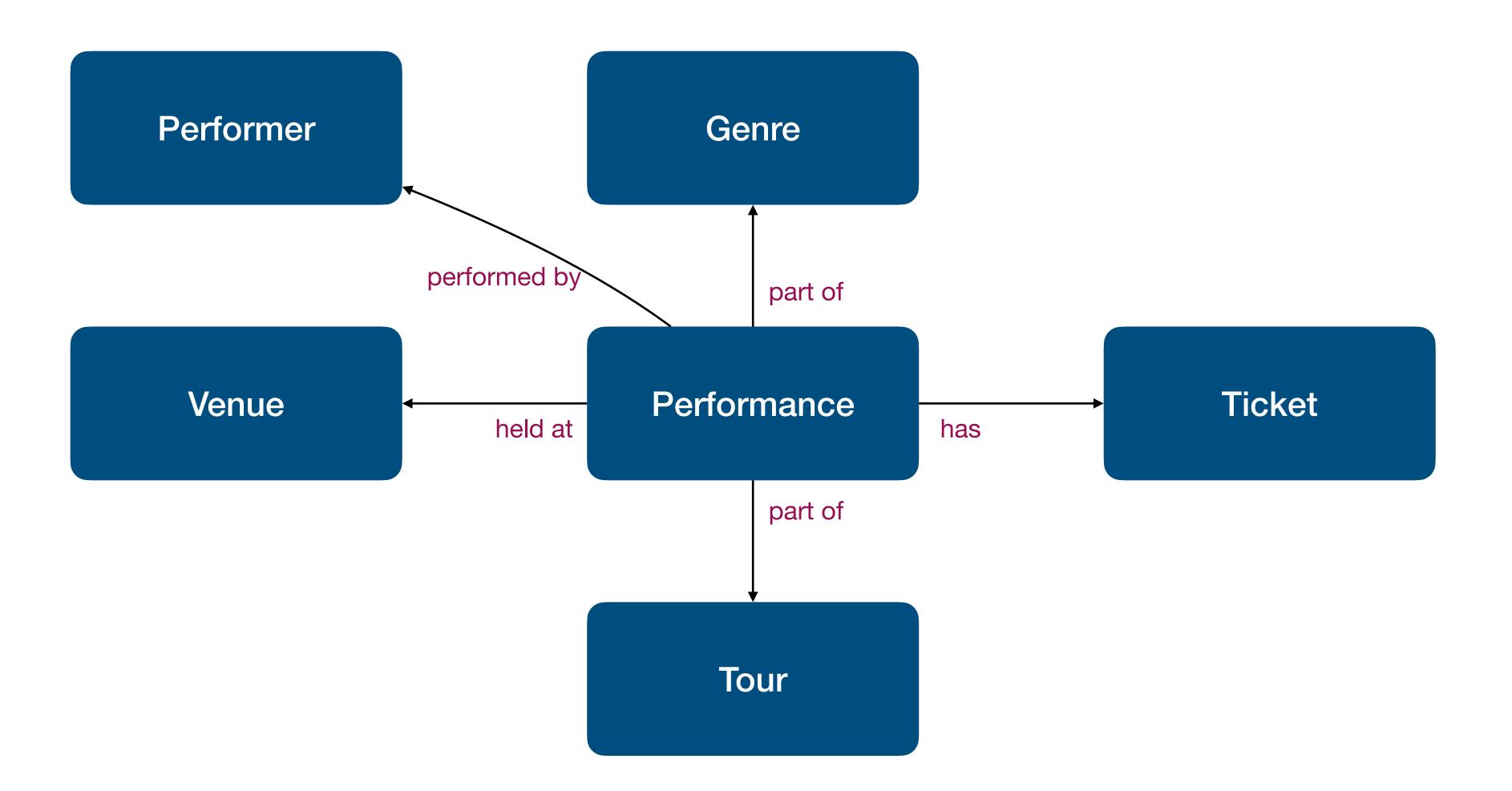
#### Flexible navigation system



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

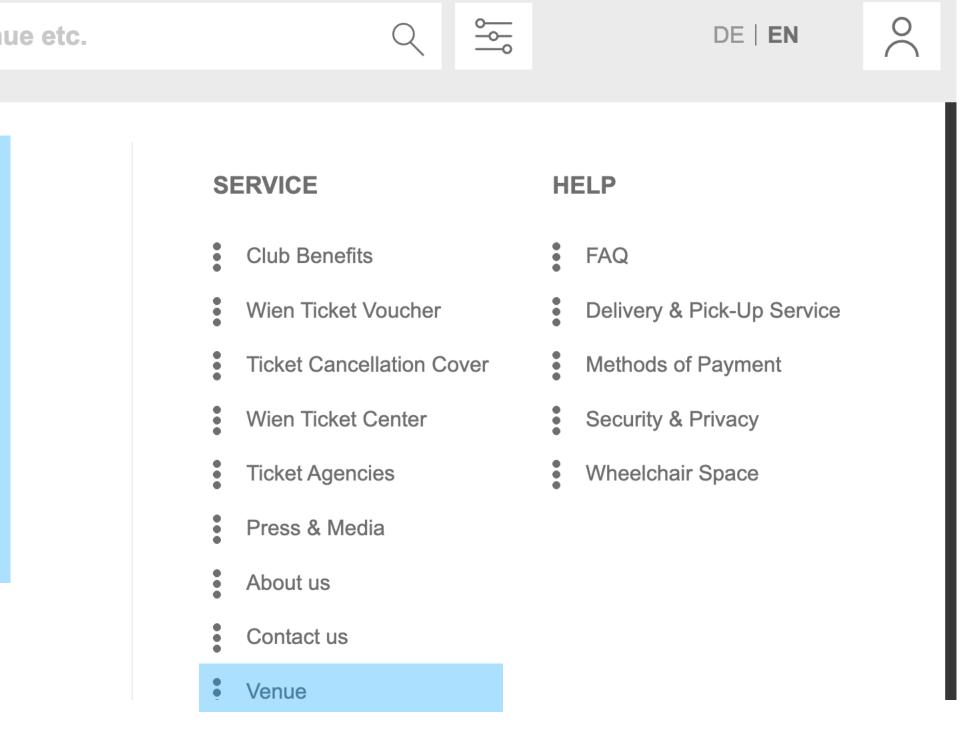


## 80% - 90% of the content on a website is in your strategic content model



#### Wien Ticket Used "genre" to organize performances & events

×		WienTicket	search	n for artist, event, venu
		CKET CATEGORIES		
	:	Current TOP-Seller	:	Pop & Rock
	•	Jazz/Blues	•	Cabaret
	•	Musical	:	Show
	•	Family Events	:	Classical/ Theatre
	•	Folk Music	:	Sport
	•	Museum & Exhibition	•	Other Sport

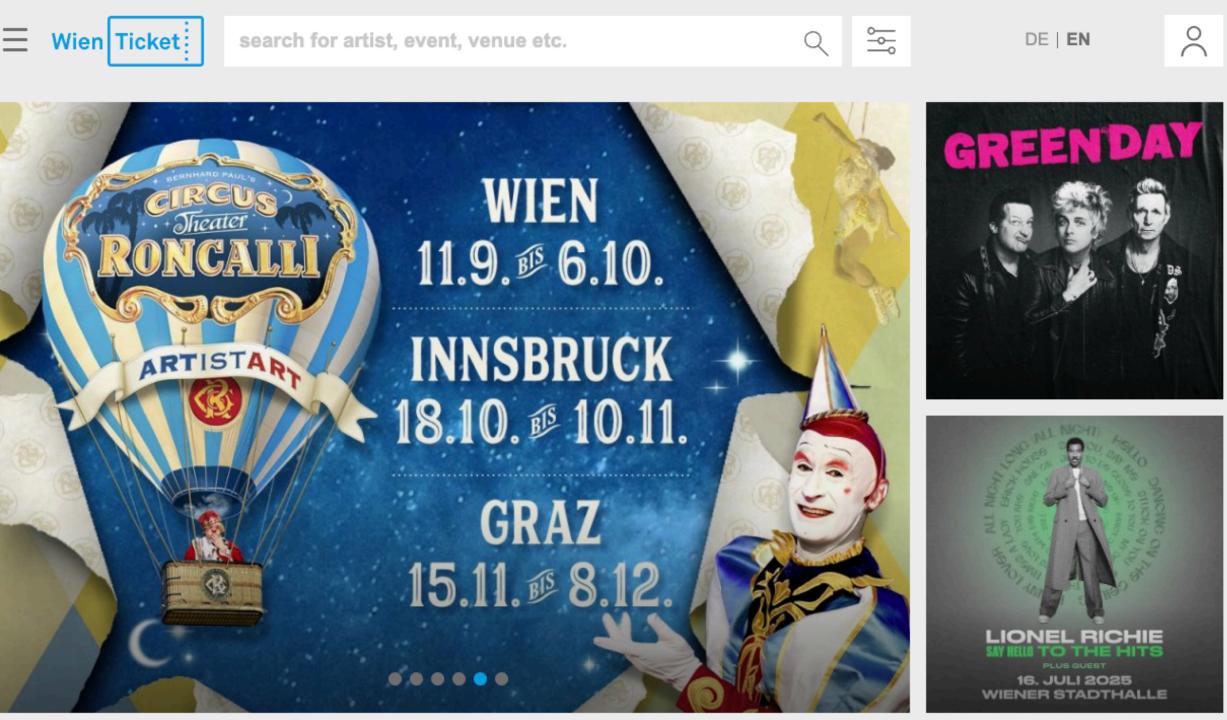


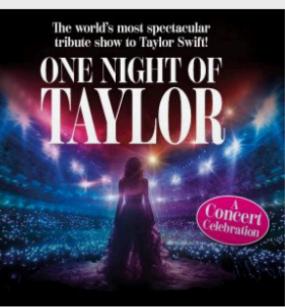
#### Wien Ticket Home page





















#### Profitable, high margin projects

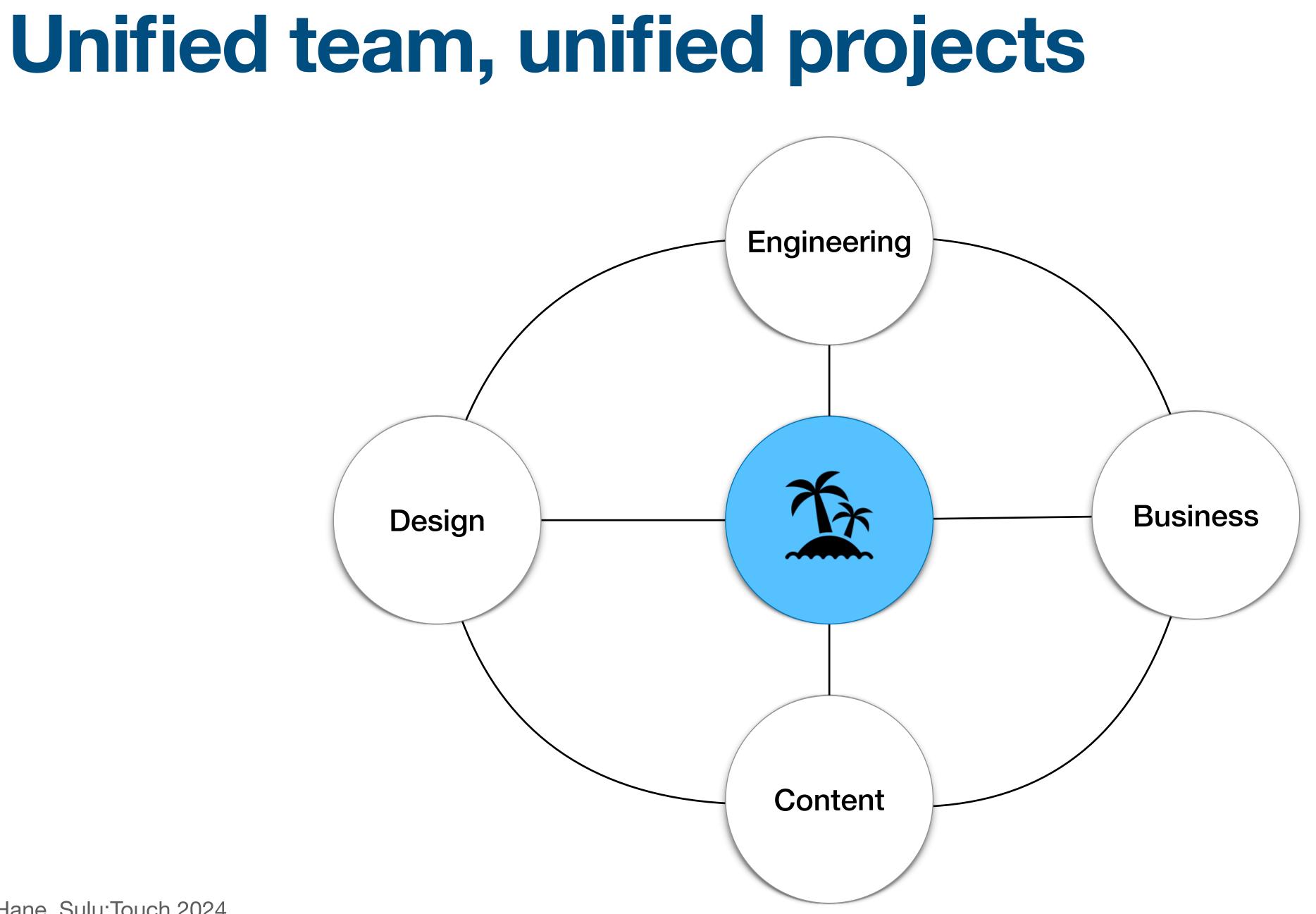


### Relationships with clients who come back for truly innovative projects









## Selling the dream







flexible

Carrie Hane, Sulu:Touch 2024



## nsformation

## growth







## Al to do all the things



# Semantic structured content

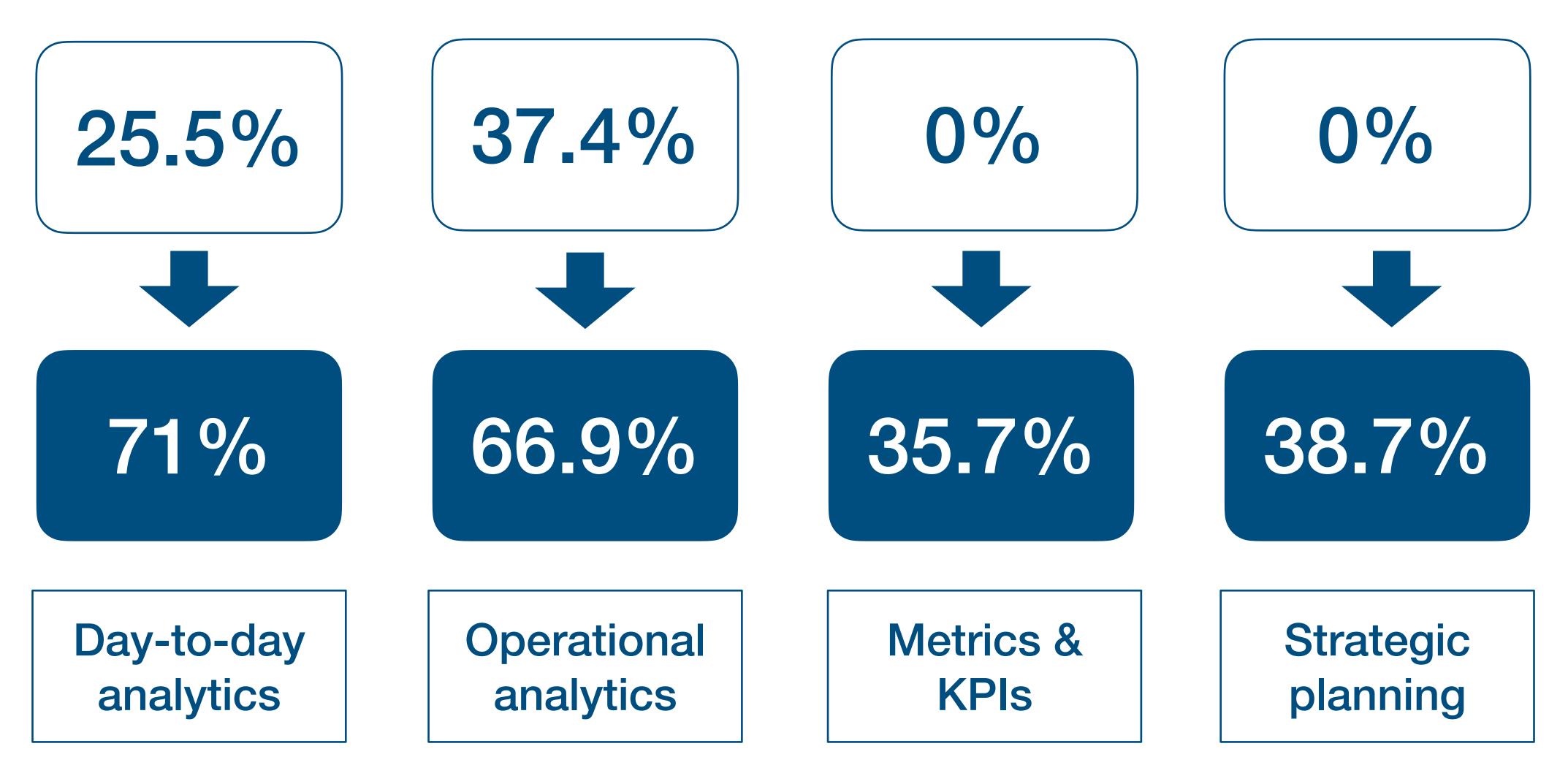
# same topic."

May Habib CEO, Writer.com

Carrie Hane, Sulu:Touch 2024

"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

## LLM + Knowledge Graph = 3x better



Carrie Hane, Sulu:Touch 2024



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





### Things clients wants

Carrie Hane, Sulu:Touch 2024

### Things agency wants

Things audience wants

# 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



### **Carrie Hane**

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

