Creating Content Engineering. 10 Processes Involved

Creating Content engineering is the process of structuring, organising, and optimising content so it can be created, managed, reused, and delivered efficiently across different platforms. It combines content strategy, information architecture, and technology to make content scalable, consistent, and intelligent.

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Here's how to do content engineering step by step:

#1  Define the Purpose & Audience

As part of your content engineering efforts, you will need to identify business goals and audience needs. Before you open your social media Page or start your blog, you have to understand the reasons why you are strting the blog. You must know what you plan to achieve with the blog as well. You should be able to provide answers to questions such as:

What problems does the content solve?

Who is the target audience?

What channels will deliver the content (web, mobile, social, email)?

#2 Audit Existing Content

If you have started already you have not performed content engineering for your social media Page or blog, you need to take time to audit your existing content. This is not even something that you will have to do once in a while. You must do it monthly or quarterly in order to be sure that you are still in line. You need to conduct a content inventory:

Gather all existing assets (articles, videos, PDFs, images).

You need to Evaluate the quality of the content as well as the structure of your content. You must be able to ascertain how the contents are performing generally as well.

**Access the Following:**

*Quality (relevant, up-to-date).*

*Structure (can it be reused?).*

***Performance (traffic, engagement, conversions).***

#3  Structure Content for Reuse

If you really want to be successful as a content creator, you need Break content into modular components. You have to have templates that you can resuse over and over again. It can be in form of:

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***Headline***

***Body text***

***Metadata (keywords, tags)***

***Images & captions***

***Use structured content models (e.g., for blogs: Title → Intro → Body → CTA → Tags).***

***Adopt content templates for consistency.***

This will make creating new contents based on existing template easy if you already have the template in place.

#4 Create a Content Model

A content model defines how content types relate. You need to have a format for your contents that you intent to follow. This has mostly to do with the Theme that you have adopted for your blog or website. Depending on [what you planned doing on your blog](#), you can follow the following formats:

Example:

Article → Title, Author, Date, Body, Tags.

Product Page → Product Name, Description, Features, Price, CTA.

Tools: Contentful, Sanity, WordPress with custom fields.

#5 Apply Metadata & Taxonomy

In order to leverage on content engineering, your onpage seo must be top notch. You have manage your blog in such a way that it easy for search engines to discover new content on your blog.

You need to make use of metadata such as  descriptions, keywords, categories among others for SEO and searchability. This will boost readability and allow search engines to discover more contents on your website.

**Build a taxonomy:**

**Categories (e.g., Tech, Lifestyle)**

**Tags (e.g., AI, YouTube Growth)**

This helps in personalisation and AI-driven recommendations.

#6  Optimise for Multichannel Delivery

In order to increase the visibility of your website and blog content , you will need to make use of headless CMS or APIs to deliver the same content across websites, mobile apps, social media and voice assistants among others.

You may also leverage on repurposing your contents to suit different platforms where you intent to [post your contents](#).

You also have to ensure that you have a responsive design and content adaptability so that your content can be viewed and adapted to different [platforms](#).

#7  Automate with Content Engineering Tools

There are.alot to do when it comes to blogging and content management generally There is

high tendency that one will get overwhelmed if your are not leveraging on AI and Plugins. you can use Content Management Systems such as WordPress, Drupal, Contentful among others to reduce your content creation burdens.

You can also make use of automation Tools such as  Zapier, Airtable, HubSpot among others to reduce and take off repetitive tasks from your desk.

You need to learn how to leverage on AI Tools such as ChatGPT  for content generation and ideas. You can also use SurferSEO (SEO optimization) among others.

#8 Implement Content Governance

In order to succeed in creating top notch contents, you need tobe guide by rules and standards that you have decided to follow. You have to set standards and guidelines and standards in order to succeed.

You also need to set tone, voice, formatting rules for your contents. This should be guided by your target audience as well as setting standards based on your top performing contents.

Approval workflows.

Define roles: Content creator, editor, publisher, approver.

#9 Use Analytics for Continuous Improvement

I have always said it that you cannot succeed as a content creator if you are not leverage on analytics and data. I failed as a blogger for close to a decade because I decided to write articles without keywords research.

Imagine if I have been writing based on long tail keywords and keyword research. It would have been so massive. Track:

Also, have a close eye on your engagement levels. Focus on the number of views, clicks and shares for maximum conversion.

You need to monitor your SEO performance. Focus on the keywords you are ranking for but do not forget to build another traffic source outside search engine traffic.

You will need to focus on your conversion metrics as well. You have to know where your traffics are coming from. You need to focus on what is working and try to identify ideas that are not just working for you.

Above all, you need to adjust based on data insights.Few weeks ago, I was thinking of taking down some articles or niches that I am finding it difficult to rank for. That's an example of taking actions based on what works and what is not working for you.

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#10 Prepare for Scalability & AI

Despite all your content engineering effort , you need to use structured data ([schema.org](schema.org)) for search engines. this will really help the Search engine to understand how to present your data in search results.

You also need to Implement semantic tagging for AI personalisation. This will really assist in Generative Engine Optimization. It will allow Ai search engines to use your articles in search results.

you also have to make content modular for future automation and personalisation as well

Conclusion

In conclusion, every Blogger and other content creators need content engineering in order to manage their contents and scale it. You may not really achieve much if you fail to leverage on data as a means of improving your content creation strategies.

Action Point

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PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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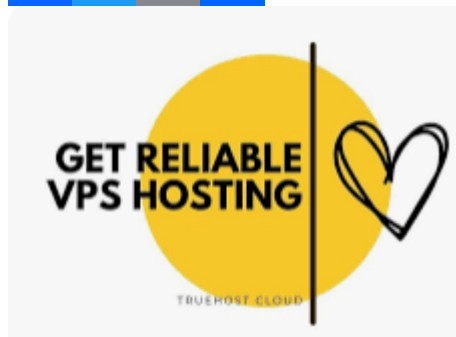
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