

acrolinx

# The 9 Ingredients You Need to Create Better Content



# Want to know the truth about creating great content?

It isn't easy. In fact, producing great content that stands out and helps meet your business objectives takes a lot of work. Fortunately, there are some best practices you can follow to make the process easier, while also dramatically increasing your chances of getting results.

Creating great content is a lot like cooking. Bring together the right combination of ingredients, and the result can be a triumph. Leave a few key ingredients out, and you might be left with a bad taste in your mouth. In this quick reference guide, we outline the nine main ingredients for creating better content. We also explain how Acrolinx can help you automatically incorporate each ingredient into your content creation efforts enterprise-wide.

If you use Acrolinx to ensure that your content contains each of the following ingredients, you'll save a lot of time and energy. Plus, you'll wind up creating content that your audience will love to gobble up.



# Consistency



When it comes to creating great content, consistency is key. In fact, it's a critical ingredient for building credibility and a strong reputation. That's because it's not just what you say that matters, but also how you say it. When your language, style, structure, presentation, and branding are consistent, it helps create a unified experience that your customers are more likely to trust.

Meanwhile, if your content is inconsistent, you run the risk of confusing your audience and potentially damaging your brand. Not only that, it makes translation and localization more difficult and expensive, while making it all the more challenging to scale your content operations.

Although creating consistent content may seem easy enough at first glance, it's actually quite difficult and often gets overlooked. That's particularly true if you're a big organization with hundreds – or even thousands – of writers spread all over the world.

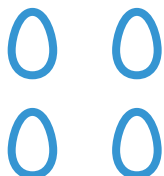


## How Acrolinx Helps

Acrolinx makes it easy to maintain a consistent brand, message, and style across all of your customer-facing content. Our AI-powered platform "reads" your content and provides real-time guidance to help your writers ensure that they're adhering to your company's specific guidelines and preferences. That means that no matter who's writing your content, they'll always do so consistently. And, they'll be using your company's preferred style, tone of voice, terminology, and more.

# Clarity

4 Eggs



1 Cup sugar



1/2 Pound butter



If your content isn't clear, it can confuse your audience. That's a big problem, especially if it's designed to educate or help your prospects and customers. Not only that, content that lacks clarity can also increase your expenses. For example, when customer-facing content is unclear, it results in more calls to customer service, ratcheting up costs and potentially lowering customer satisfaction. By contrast, having clear and concise content goes a long way toward helping your audience understand and recall the information that you're sharing.

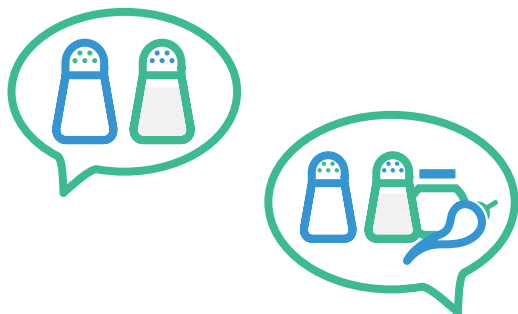
Translation is another area that can suffer as a result of having unclear content. Content that's weighed down with extra, unnecessary words will quickly inflate your per-word translation costs. If, however, your writing is clear and concise, not only will the quality of your content be better, your translation costs will be lower too.



## How Acrolinx Helps

Clarity is one of the key dimensions that Acrolinx uses to evaluate and score your content. A low clarity score might alert you to issues around word choice, overly complex sentence structures, or problems with punctuation. The platform is designed to notify your writers of anything that makes your content less clear, and therefore harder to read and understand. With Acrolinx, writers are able to address issues with clarity as they write, significantly increasing the quality of their content before they publish it.

# Voice



In business, the words we use are powerful and important. That's because they establish your tone of voice — a critical ingredient for building a connection to your target audience. Your tone of voice gives your customers a clear impression of who you are as a company, and what it's like to do business with you. It can also help differentiate your brand by giving it a distinct and recognizable voice.

When your tone is consistent, your audience hears the same person speaking, whenever and however they deal with you. That's a subtle but important way of showing them that you're a consistent, reliable company. It also makes it clear that every part of their experience with you will be of the same high quality. A strong, consistent tone of voice provides other benefits, too.

For example, it can:

- › Make your more brand more personal and approachable
- › Help your messages stand out from your competitors'
- › Build your credibility and authority



## How Acrolinx Helps

Acrolinx helps you ensure that your writing strikes the right tone for the specific audiences you're targeting. Maybe you want to strike a casual tone in most of your company's communications, but need a more formal tone for a particular persona. Whatever the case, you can customize Acrolinx to ensure that you're using the right tone in every piece of content you create. Our platform will give you specific guidance on how to change your content so that it's written in the best tone to engage your unique audience(s).

# Style Guidelines



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If you've ever created a corporate style guide, then you know it isn't easy. Documenting an organization's individual preferences — about everything from spelling and punctuation to its unique terminology and tone of voice — is no small feat. And, even once you've created a style guide, enforcing it is another challenge altogether.

Yet despite these hurdles, having style guidelines is incredibly important. At large organizations, it's one of the only ways to reliably ensure your ability to create consistent, high-quality content that accurately reflects your brand.



## How Acrolinx Helps

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If you've gone to the trouble of creating a comprehensive style guide, there's nothing worse than watching it go unused. With Acrolinx, you can load your unique style guidelines directly into our platform and configure how they work. That way, your guidelines are automatically enforced no matter what content authoring tool your writers happen to be using. That means that everyone's using the same agreed-upon standards, which leads to better, more consistent content.

# Terminology Management



Bowl



Rolling pin



Whisk



Sauce pan



Cutlery



Pitcher



## How Acrolinx Helps

Acrolinx helps you ensure that your organization's preferred terminology is reflected in the content you create. Like style guidelines, our platform captures your company's preferred terminology, serving this information up to writers as they build content. Over time, as you identify new terms that should be part of your organization's terminology set, you can easily add them to become part of the guidance that Acrolinx provides.

Large organizations often have hundreds, if not thousands, of unique words and phrases that they use to describe themselves and the way they do business. Ensuring that those words and phrases are used correctly is critical to maintaining your company's tone of voice. It also ensures that your content is credible and authoritative, and it avoids the kind of confusion that can erode brands over time.

Product names are a good example. They're an important part of your brand language, and making sure that they're used consistently is key. For example, if your product is called "SmartTech," would you want someone referring to it as "Smarttech" or "Smart-tech"? Unfortunately, errors like these can easily creep into your content.

Being able to capture, manage, and enforce the usage of the right words and phrases is an important part of developing a mature content strategy. All the more so if your company translates its content into other languages, which can quickly make terminology management exponentially more difficult.

# Analytics



In today's digital world, content is a critical tool for communicating with existing customers and attracting new ones. It's also an important expression of your brand and a way to demonstrate your knowledge and expertise.

But if your content is just average, it's going to be overlooked. For example, if your content is old and stale, it may no longer be accurate and will therefore be less effective. If lots of different people are creating it, your content might be inconsistent or off-brand, which can undermine the experiences you create for your customers. Or, if it's unnecessarily complex, people might not understand your content and either give up or call your customer service center for help.

Fortunately, with the right analytics, you can avoid these and many other problems. Plus, they help make your content creation a smarter and more strategic process.



## How Acrolinx Helps

Acrolinx Analytics is a reporting tool within the Acrolinx platform that provides active governance throughout the content creation lifecycle. Using a powerful set of dashboards, you can filter views by key attributes such as content group, language, and audience to see a comprehensive, real-time report on your content's quality.

Acrolinx Analytics also helps you understand how your content groups — support content, blog posts, or product documentation, for example — are performing against your targets. You're also able to see how your Acrolinx Score develops for those content groups over time. All of this helps you to understand the quality of your content before you publish it. By measuring your content upfront, you can better predict how it will perform.



# Findability



You spend a lot of time and money producing content and putting it out into the public domain. But if no one can find it, you've missed a critical opportunity to connect with your audience. For people to be able to discover your content, it needs to contain the right keywords. Not only that, you need to use them at the right frequency and ensure that they're in all of the right places. In other words, you need to ensure that your content is optimized for search.

Although optimizing a piece of content for search doesn't have to be difficult, when you're creating content at scale, it's just another task that can slow writers down. That's particularly true if they have to come up with new keywords themselves or keep track of which ones have already been used.



## How Acrolinx Helps

Acrolinx can help you optimize your content so that it's easier for people to find when they enter your targeted keywords in a search engine. Our platform supports findability by guiding writers on where to use targeted keywords in their content. It also uncovers new keywords you might be missing and should consider targeting with your content.

# Content Governance



Content governance refers to the systems and processes you use to determine how content gets created and published within your organization. It's a framework that everyone can lean on for support, guidance, and efficiency. A good governance framework can be additive and assistive to content creators, can create alignment and clarity, and can increase the overall velocity of content creation.

Content governance provides transparency into the process of content creation. It also adds visibility across the whole content machine. That makes it possible to identify issues, gaps, and challenges, and then eliminate them, resulting in a smooth, streamlined process.

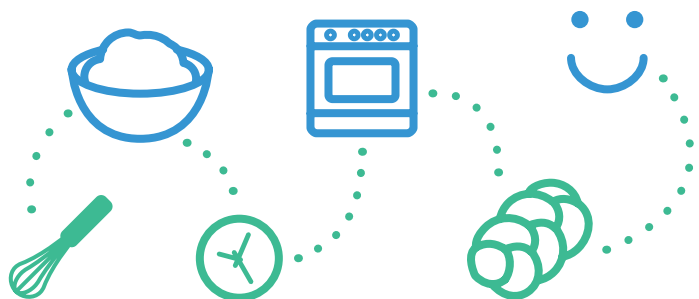


## How Acrolinx Helps

The Acrolinx platform helps your organization actively manage its content as a strategic asset. It enables Active Content Governance through the delivery of machine-assisted authoring guidance, customizable tone, style, and terminology rule sets, and predictive content analytics. By providing a means to govern your content programs with rigor and predictability, Acrolinx delivers high return on investment through:

- › Better content quality
- › On-brand, in-voice content that's easier to translate and repurpose
- › Faster content creation and time to market

# Content Strategy



The first step to building a successful content program is developing a strategy to guide you. Unfortunately, many companies never do and, as such, they lack the organization and focus it takes to get real results. A sound content strategy includes some key components, such as:

- › Knowledge of your target audience
- › The actions you want your audience to take as a result of consuming your content
- › The actual content you plan on creating
- › The ways you intend to deliver that content
- › How you'll measure your content's performance

Developing and executing a content strategy that works and delivers everything your company needs isn't easy. All kinds of companies struggle with this. Fortunately, agile content development practices and technology can be very useful here.



## How Acrolinx Helps

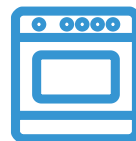
Once your content strategy is built, Acrolinx helps you execute it well. While it's critical to create useful messaging that's customized for your specific target audience, you also need to think about the quality of that information. Acrolinx can help you make sure your content is easy to read, engaging, and consistent. That, in turn, will go a long way to helping your content strategy get the kind of results you want.

# A Recipe for Content Success

In cooking, every ingredient matters. Each one brings a unique element to a dish that helps makes it complete. Leave any of them out, and at best, the food you're making might taste a little off. At worst, it could be completely inedible. The same is true for content. While there's no single right way to create it, there are clear ingredients that every content program should contain to be successful:

- 1 Consistency
- 2 Clarity
- 3 Voice
- 4 Style Guidelines
- 5 Terminology Management
- 6 Analytics
- 7 Findability
- 8 Content Governance
- 9 Content Strategy

Although you can add in each of these ingredients by hand, smart content creators are increasingly relying on expert tools for help. Acrolinx's linguistic analytics engine is a perfect example. As we've seen, it can help you automatically incorporate all of the ingredients you need to create great content. That takes a lot of the burden off your content professionals, freeing them up to focus on the higher-level work they need to do.





To learn more about how Acrolinx can help you create delicious content, contact us today.

[acrolinx.com/talk-to-an-expert](https://acrolinx.com/talk-to-an-expert)

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Acrolinx makes the world's only AI-driven Active Content Governance platform. The world's most recognizable brands use it to increase content clarity, consistency, and performance – in one department or across the entire enterprise – while accelerating and driving down the cost of content production. Learn more at [acrolinx.com](https://acrolinx.com)