

Welcome to

msqD

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

NTA
WINNER

T Global
Business
Tech
Awards

B BIMA
Awards

The Drum
Awards

G-Cloud 15

Service Document

Overview

Best-in-class
tech. **Enterprise
partners**



We build and
translate digital
experiences into
**commercial
impact**



ISO 27001 certified for information
security management

**Sector led
expertise**



Blood and Transplant

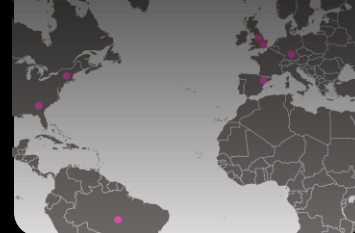


Canal &
River Trust

600+

digital experts globally

Part of the MSQ group,
reaching 1,850 people
across branding, media
& marketing.



msqdx

AI Enabled

MSQ DX Proprietary
AI tools to deliver
more for less



150+

complex integrations
across public & private
sectors

Our experience



CORINTHIA[®]
HOTELS

B/S/H/



CIPD



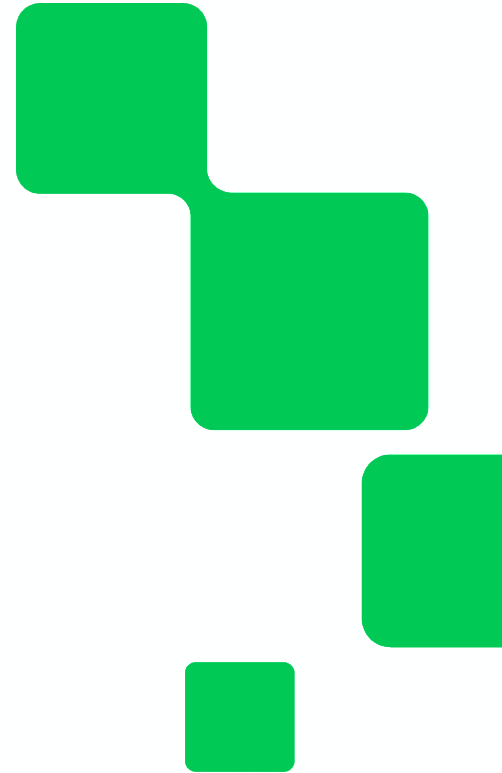
Content strategy and information architecture

MSQ DX provides content strategy and information architecture services that help organisations define, structure, and govern their digital content. The service covers audience research, content auditing, content goal definition, information architecture design, content governance frameworks, and implementation planning.

This service is designed for organisations preparing for CMS or DXP implementations, website redesigns, or content migration projects where structured content planning is required before technical delivery begins.

Deliverables include:

- Content strategy documentation
- Information architecture and site structure design
- Content models and taxonomy definitions
- Governance frameworks and editorial guidelines
- Content migration planning and content briefs



Content and audience discovery

MSQ DX begins content strategy engagements by establishing stakeholder alignment and conducting audience research. This discovery phase ensures content strategy recommendations are grounded in user needs and organisational objectives.

Discovery activities include:

- Stakeholder interviews to align on website purpose and business objectives across the organisation
- Audience research to understand target segments, their needs, behaviours, and content expectations
- Content audit of existing digital estate to assess volume, quality, and performance
- Competitor and sector benchmarking to identify content gaps and opportunities

Discovery outputs:

- Audience personas and content needs mapping
- Content audit report with performance analysis
- Stakeholder alignment summary and agreed content objectives
- Discovery findings presentation



Content strategy and information architecture design

Following discovery, MSQ DX develops content strategy and information architecture recommendations tailored to client requirements and technical constraints.

Strategy development activities include:

- Content goal definition aligned to business objectives, whether increasing awareness, generating leads, enabling transactions, or establishing thought leadership
- Information architecture design including site structure, navigation, and content hierarchy
- Content model development defining content types, attributes, and relationships
- Taxonomy and metadata schema design to support findability and personalisation
- Channel and format recommendations to determine optimal content types for target audiences

Strategy outputs:

- Content strategy document with recommendations and rationale
- Information architecture diagrams and navigation design
- Content model specifications
- Taxonomy and metadata framework



Content operations and governance design

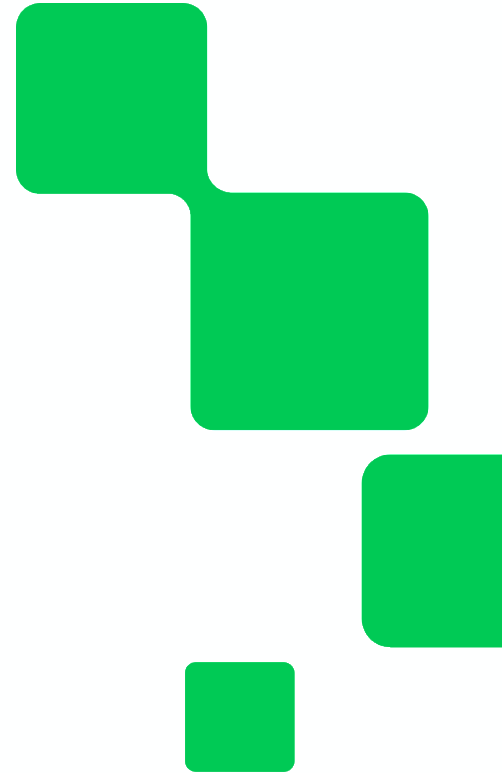
MSQ DX defines the people, processes, and technology required to execute and maintain content strategy on an ongoing basis. This operational planning ensures content strategy is sustainable beyond initial implementation.

Governance activities include:

- Editorial workflow design defining roles, responsibilities, and approval processes
- Content governance framework establishing quality standards, review cycles, and ownership
- Technology requirements definition to inform CMS selection or configuration
- KPI framework development to measure content performance against business objectives
- Implementation roadmap creation with prioritised content development phases

Governance outputs:

- Editorial workflow documentation
- Content governance framework and guidelines
- Measurement framework with defined KPIs
- Implementation roadmap and content brief templates



Working with MSQ DX

MSQ DX works collaboratively with client teams, embedding within existing structures and adapting to organisational ways of working. Content strategy engagements typically involve close partnership with marketing, communications, digital, and subject matter expert teams.

1.

Dedicated strategist and information architect assigned to each engagement

2.

Regular working sessions and progress reviews with client stakeholders

3.

Flexible engagement structures from fixed-scope projects to ongoing advisory relationships

Contact

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