



**PRECISION
CONTENT.com**

OUR SERVICES



CONTENT STRATEGY

We help you define goals for your content by analyzing your information, business drivers, and user needs. We produce a roadmap that takes you step by step towards meeting those goals.



INFORMATION ARCHITECTURE

We design solutions to help organize and present large collections of complex information. We build out the infrastructure to support your content development lifecycle.



CONTENT TRANSFORMATION

We apply your strategy to restructuring and rewriting your content to meet your goals. We develop new innovative information products from a defined single-source of truth.



TRAINING

We train and prepare your writers and architects for on-the-job certification. We deliver workshops, in-class training, and remote learning to suit your needs and your budget.

ABOUT PRECISION CONTENT™

WHAT IS PRECISION CONTENT™?

Precision Content™ is a robust, scalable, and sustainable authoring solution synthesized from

- Topic-based structured authoring best-practices, and
- A widely-adopted standard XML framework.

THE AUTHORING METHODOLOGY

Our topic-based structured authoring methods are adapted from decades of technical communication practice and academic research into how the brain works with information. We train teams of authors to produce clear, concise, and consistent content using Precision Content™ methods. Through adoption of these standards, organizations can begin to develop effective, scalable, and sustainable content.

THE AUTHORING ENVIRONMENT

Our authoring environment fully leverages the advantages of working with an open-standard XML framework. This allows authors to deliver content in virtually any target format while taking advantage of efficient content reuse and translation capabilities.

Our specialized **Precision Content™** technology is portable across off-the-shelf products and platforms. Through our technology partners we can provide an intuitive authoring environment fully tailored to your needs.

THE BENEFITS

Start managing your content like an asset using **Precision Content™** and start realizing benefits such as

- Improved quality and accountability
- Improved readability and ease of use
- Efficiencies for creating, sharing, and maintaining content
- Better consistency, compliance, and accuracy, and
- Extensive multi-channel publishing capabilities from a single-source to
 - HTML5
 - Print-ready PDF
 - eBooks
 - Microsoft SharePoint
 - Adobe InDesign, and
 - Many other output formats.

THE PRECISION CONTENT TEAM

Our team of technical communication experts and information architects are highly-skilled with extensive experience in

- Information governance
- Content strategy
- Topic-based structured authoring
- Taxonomy and metadata design
- Content audits and inventory
- Training development
- New media publishing, and
- Content lifecycle management.



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