as you can clearly see, this is not me

COACH, BODYBUILDER, THE NUTRITIONIST

THE OTHER SCOTT ABEL

WWW.SCOTTABEL.COM
This is Scott Abel.

World renowned Coach Scott Abel has coached thousands and thousands of people to transform both their physiques and their lives. And Scott can help you transform yourself as well. Get the professional help that goes along with 4 decades of experience – So when you want more than a fitness coach and when you are ready – Scott is Abel!
One-on-One Online Coaching and Health & Fitness Products...the Abel Way

workout & diet videos

Unlike any other fitness or diet videos, Scott Abel’s videos allow you to really see the big picture in terms of what matters in training & dietary practices, while debunking myths so that you can achieve real results in real time.

learn more
The Content Wrangler can help you deliver the right information, to the right people, at the right time, on the right device, in the right format and language. Your content is your most valuable business asset. Let us show you how to manage it efficiently and effectively.
The Fifth Annual Intelligent Content Conference takes place in San Francisco on February 7-8, 2013 at the Mission Bay Conference Center at UCSF.

This year’s event focuses on helping organizations better understand the emerging discipline of corporate publishing with an emphasis on teaching you what you need to know about the standards, methods, and tools needed to deliver the right information, to the right people, at the right time, in the right format and language, on the device of the customer’s choosing.

The conference features 70 amazing, knowledgeable and engaging speakers who will deliver two full days of presentations, case studies, panel discussions, and networking opportunities.

Event Details
02/07/2013 - 02/08/2013
8:00 am - 5:00 pm
San Francisco
USA
It’s all about structure!
why structured content is increasingly becoming a necessity, not an option
google gravity
structure...
Why are so many younger people driving Imperials lately? Could it be they know something you ought to?
structure...
structure...
structure...
structure...
why do we need structured content?

here are nine reasons...
Structure

formalizes a content model; provides authoring guidance that can help us produce consistently-structured, human- and machine-readable content
structure can enhance the **usability** of content, providing **visual cues** to the user that can lead to increased **confidence**

**predictibility accessibility scanability**
structure
is the foundation for automatic delivery of content through syndication; provides the predictability required to plan for and repurpose content.

RSS feeds, APIs, content as a service, mobile device apps, apps
I don't like it. Many consumers don't like it. And, chances are, you don't like it either. Yet, it continues. It's enough to drive perfectly sane people crazy. Typical website registration, login, and data collection processes suck. The problem is caused by business professionals who hire web developers and put them in charge of things [...]
structure

makes it possible for us to efficiently publish to multiple channels, output formats, and devices from a single source or repository of content

single-sourcing

time-to-market eliminates waste
structure is a critical component of transactional content; semantically-enriched structured content makes possible the automation of business processes.
structure
makes it possible for us to automatically adapt content and leverage responsive design techniques

location-aware
purpose-specific
device-aware
structure

allows us to leverage the power of content management systems to deliver content dynamically, increasingly, in real-time

stock trading
emergency info
customer service
Structure makes it possible for us to move past ‘persona-ized content’; semantically-enriched structured content is required to provide personalized content.

The right information to the right people at the right time in the right format and in the right language.
structure facilitates innovative reuse of content in known sets of related information and in sets of information that will meet unknown future needs.

recombining content in new ways that aren't obvious when the content is created.
I recently interviewed...

Guy Kawasaki

evangelist
angel investor
author

guykawasaki.com
we talked about...

innovators must allow time for the majority to catch up...new ideas take time to filter through
how much time, exactly?

it could take years... in the case of the Macintosh we know if took Apple a couple of decades to reach the adoption rate they have achieved today.

good ideas that are ahead of their time can take 15-20 years to reach majority adoption.
technologic innovation is moving faster than ever

the time spent deciding whether or not to innovate is getting shorter each year
this is me 30 years ago

1982

look, a full head of hair!
which might seem irrelevant

because structured content is a relatively new idea, isn’t it?
it’s not a new idea

long before DocBook and DITA and XML
the PC and the 8-track player
Sequential Thematic Organization of Publications (STOP); How to Achieve Coherence in Proposals and Reports

HUGHES - FULLERTON
HUGHES AIRCRAFT COMPANY
GROUND SYSTEMS GROUP
Fullerton, Calif.
January 1965

J. R. TRACEY
D. E. RUGH
W. S. STARKEY

Information Media Department
ID 65-10-10
53082

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scottabel@mac.com --> I’ll send you a copy!
DEFINITE TOPIC BOUNDARIES STRENGTHENS COHERENCE

350 WORDS*  500 WORDS  1,000 WORDS  500 WORDS WITH FOLDCUT

COPYFITTING FLEXIBILITY

Figure 2. The modular organization with printed thesis promotes stronger coherence and continuity within the topic simply because the point is more clearly defined and the space restriction prevents the author from over-reaching it unnecessarily.
let’s take a look at the results of The Content Wrangler Technical Communication Industry Benchmarking Survey
major challenges...

old ideas getting in the way of change

our documentation process and tools were designed around the book paradigm; as we move to XML and modular content we are changing both processes and tools
major challenges...

lack of governance

we are so busy with minutiae that what we say we do -- and what we actually do -- are two different things
We have been trying to make improvements, but frankly, we lack experience, so all we end up doing is encoding old ideas in new tools and processes.
of the companies reusing content, there is a lot of reuse going on...

188 companies report between 25-50% reuse

120 companies reported 60-100% reuse
why should we want to create structured content?

- increases our value
- makes us more marketable
- prepares us for other jobs
- supports growth of profession
- provides interesting work
our profession must change whether we want to or not

professions tend to be autonomous they have a high degree of control over their own affairs this is no longer the case in the world of technical writing
recommended reading

Robert Glushko and Tim McGrath

DOCUMENT ENGINEERING
MODELING FOR BUSINESS INFORMATICS AND WEB SERVICES
ROBERT J. GLUSHKO AND TIM MCGRATH
It’s all about structure!
why structured content is increasingly becoming a necessity, not an option

BY SCOTTABEL           THE CONTENT WRANGLER