

	Nascent	Emerging	Connected	Strategic
Team roles & responsibilities	Few, if any, defined roles and responsibilities	Team roles identified, but juggling multiple responsibilities	Specific roles with specific tasks, but working in silos	Specific roles with specific tasks, working collaboratively across teams
Research & planning	No research or planning	Light keyword research when writing, but no audience analysis	Documented target audience and identified industry keywords lead content creation	Ongoing market and audience research and keyword analysis, with cyclical improvements
CMS understanding & confidence	No confidence, fluency, or understanding of CMS	Ability to update and publish content	Basic understanding of dynamic content connections and capabilities	Full understanding of CMS capabilities and use all features/functionality for user experience
Website structure	Not much thought or clarity around web structure or organization	Basic understanding; publishes new content in sensible places	Publishes new content in relevant location and crosslinks where necessary	Publishes content using the tools and features in the CMS to publish content and maintain useful, navigable site structure
Development & creation	Content is written or dictated by stakeholders	Content written by writers, but based on input from Subject Matter Experts (SMEs)	Content is written and prioritized by team, with approval from SMEs or stakeholders	Content is identified, written, researched, and governed by a core team with SME help, as needed
Content quality	No consistent style guide is published or used	Style guide exists and is referenced, but not adhered to across brand	Style guide exists, is referenced, and applied across brand properties by core team	Style guide exists, is referenced, and applied across marketing, C-suite, and companywide to support brand identity
Governance	No model for maintaining or governing content	Content is managed or “fixed” when necessary, but not sought out	Content reviews exist to find and fix identified problems in content	Content is reviewed in an ongoing, cyclical process focused on writing, editing, and archiving
Analytics & measurement	No documented goals, measurement approach or success metrics	High-level goals with some analytical tracking but not regularly	Goals are documented and tools applied to measure success	Clearly documented goals, monitored analytics and tools, ongoing governance and cyclical user feedback / testing