THE MARTECH SUMMIT | LONDON

B2C MARKETING

Content Strategy

Your Content Is Your Brand's Biggest Asset - Is It Healthy?



ANYA SLOWENKO

Senior Team Manager,
Field & Partner Marketing
Storyblok

storyblok

MarTech Summit London

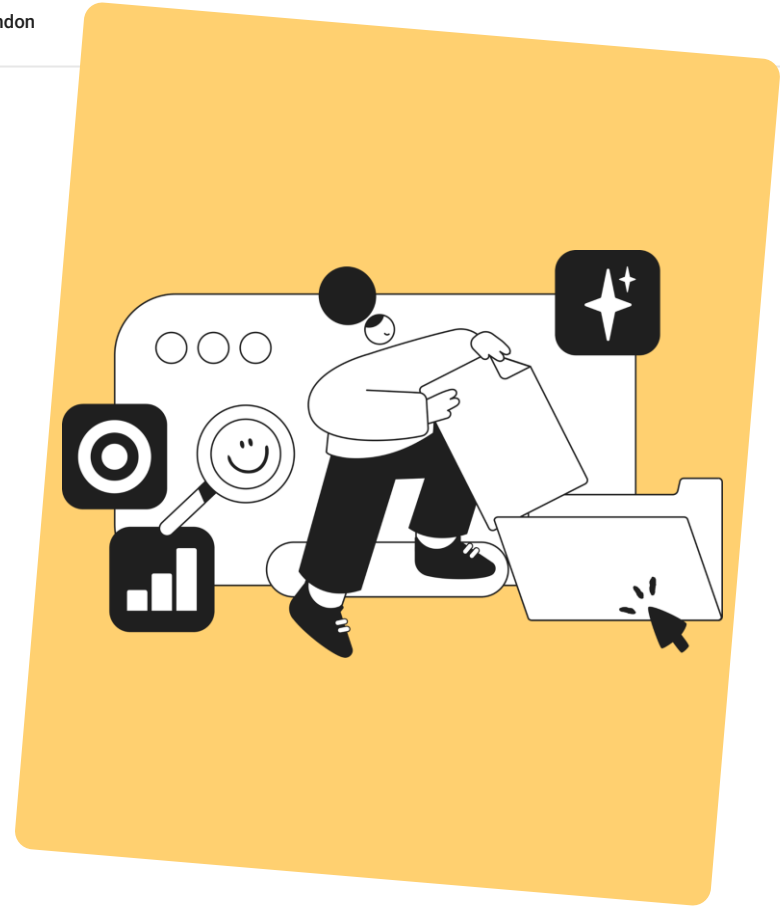
Your content is your brand's biggest asset

Is it healthy?



Anya Slowenko

Sr. Team Manager, Field & Partner Marketing at Storyblok



Your content is the DNA of your brand



Be honest...

The real cost

$4.63T

estimated global cost of content debt

5.9%

of annual revenue affected by inaccurate or hard-to-find content

69%

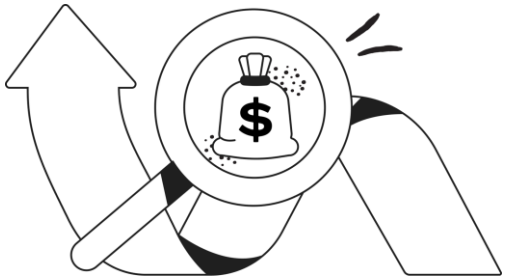
say improving content is a technical challenge, not a creative one

38%

have full visibility of all their published content

46%

say content demand has outgrown their ability to manage it



Source: Storyblok survey of 550 senior leaders across Australia, Germany, the Netherlands, the UK and the US, at organisations with $1B+ annual revenue and 1,000+ employees.

We’re guilty, too

How it got so bad



- Volume-first strategy
- CMS sprawl
- AI-generated content
- Poor governance
- Channel proliferation
- Tech stack limits
- Regulation
- Leadership pressure


1234 5678 9012 3456
VALID THRU 06/28
CARDHOLDER

The Content Debt Recovery Plan



Phase 1
(Months 1–4)

Gather & Audit

Phase 2
(Months 5–10)

Manage & Maintain

Phase 3
(Months 11–12)

Evaluate & Evolve

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PHASE 1:

Gather & Audit

Phase 1 (Months 1–4)
Objective: Know what you have, cut what you don't need, and plan to optimise the rest.

1. Set Foundations:

- **Clear objectives and ownership**: not "improve content health" but "every page has an assigned action by end of Q2"
- **Search and content analysis:** gaps, topics and the questions your buyers actually ask.
- **Set audit criteria:** performance, relevance, brand alignment → **content health score**

2. Establish visibility:

- **"You can't govern what you can't see"**
- Master inventory = site crawl + CMS export + analytics
- Capture: URL, title, type, dates, owner, sessions, traffic tier
- Pre-filtered list per team, not a 600-row spreadsheet

3. Clear the backlog:

- **Retire:** wrong, outdated, off-brand, no value. Delete with confidence
- **Consolidate:** merge duplicates and redirect. Often the biggest win, since merging can increase traffic
- **Refresh & Retain:** targeted update, not a rewrite
- Order: compliance/risk → confirmed removals → SEO consolidation → high-traffic refreshes → batches

PHASE 2:

Manage & Maintain

Phase 2 (Months 5–10)

Objective: Build & fine-tune governance & measurement systems that keep the estate healthy.

1. Embed content operations

- **Lifecycle policy:** nothing goes live without an owner and review date
- **Quarterly reviews** on the calendar
- **Extra checkpoints** for pricing, legal, regulatory content
- **Retirement rule**, e.g., 24 months without update goes to the queue.

2. Automate health checks

- **“Let the system do the remembering”**
- Traffic down >20% MoM - Flag for review
- No update in 12 months - Notify owner
- Missed review date - Escalate
- Broken links/404s - automatically flag

3. Scale standards

- Structure & metadata standards, so content can be reused across every channel
- Brand, style, and content guidelines
- Briefing gate: does it exist already? Can we refresh it? Can we consolidate?
- Same rules for AI content. Otherwise AI just builds debt faster

PHASE 3:

Evaluate & Evolve

Phase 3 (Months 11–12)

Objective: Measure, present to leadership, make it permanent

1. Prove value: where you started vs. where you are now

- **SEO and organic traffic** for merged and refreshed pages. Compare impressions, clicks and rankings.
- **Team efficiency**: time to publish, update or retire content vs. your baseline.
- **Website and CMS performance:** A leaner estate means faster deployments, fewer components to maintain and a CMS your editors can easily navigate.

2. Shift mindset: project → permanent process

- Move from a debt recovery project to a content health process
- Content health on the regular agenda next to traffic and pipeline
- Keep sharing wins

3. Future-proof

- Expect new pressures: AI, channels, regulation, growth
- Start the next cycle proactively

Does it actually work?

759
pages removed

15%
faster indexing

17%
reduction in total content volume

5%
faster deployments

3.5%
fewer block library components



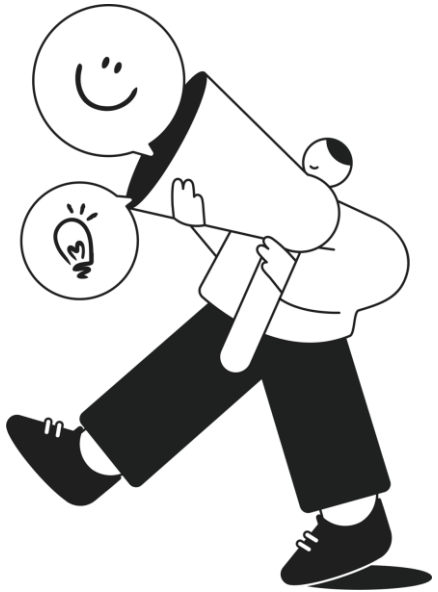
Key Takeaways

Content health is a business risk

Ownership is critical

Ground decisions in data

Automate what you can



Resources

Content Debt Calculator

Content Debt Recovery Plan

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Thank You!
Questions?



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Content you can trust. Confidence you can scale. | storyblok.com

