

## SmartContent.



### Expert content management for expert results.

SmartContent is about after-sales service. Once you have purchased a website or software package, you may wish to continue working with Creatop to maintain content, or eventually expand the scope of what your software / intranet / website delivers.

creatop®  
**SmartContent**®

SmartContent offers a range of content management and content production services:

- Copywriting;
- Content Management;
- Content Production;
- Graphic Design;
- Persona Content Development.

**Copywriting:** This includes press releases, web content, sales information, help content, user acceptance or usability studies, statistics reporting, etc.

**Content Management:** Maintenance and management of content on a content management system. This includes information architecture design and improvements, content maintenance strategies, and folder / file organisation.

**Content Production:** Content updates to a content management system.

**Graphic Design:** After-sales Graphic Design services, for example: new logos, changes to the CSS or 'skin' of a site, creation of original illustrations, authoring new icons etc.

**Persona Content Development:** Persona content is content specific to a person or a job description within an organisation. 'Persona Content Development' consists of identifying the job types within an organisation, and tailoring content to their business requirements. The content may be links for frequently used services, information specific to a job task, or content that is of interest or use to small or specific groups.

### Proven Results:

Organisations such as Mack Trucks, Royal Flying Doctors, Downer EDI and Brisbane Broncos have contracted Creatop to provide support on an ongoing basis. Much of the work we perform for these clients consist of managing their content and improving delivery to maintain a high-level of quality and consistency across their sites.

**A Content Management process that delivers: it's SmartContent.**