

Content Development Opportunities For SAE Edge Reports



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At Your Service!



- SAE Consultant - UX Design, Content Strategist, Content Writer
- Former SAE Knowledge Hubs Manager!
- President - Scratch Writing, Inc.
(ScratchWriting.com)

(An Approved MBO Partners business services provider)



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Content Opportunities

- Current State
 - Evaluation - Let's discuss
 - Identify important issues, opportunities
- SAE Knowledge Hubs - *Lessons Learned*
 - What worked extremely well
 - What didn't work
 - SEO Enhancements
- Content Partnership
 - Mobility Engineering Directory?
 - Talking about topics that matter to introduce *our* topics that matter
- Next Steps
 - Proposal
 - Content Plan

***“Put That Coffee Down...
Coffee Is For #1 SERPs!”***



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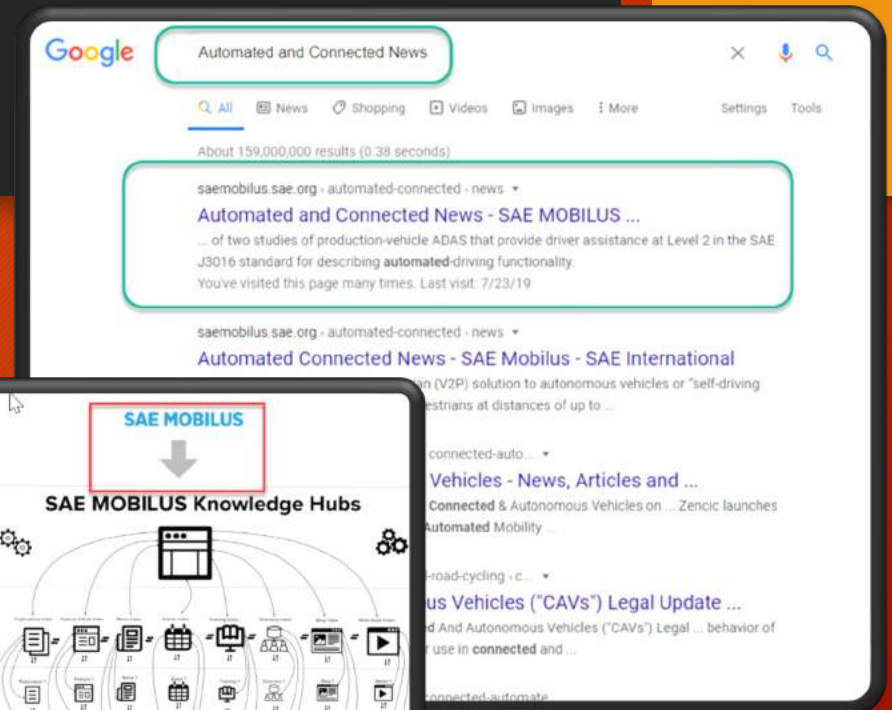
Opportunities



- **Curate News** - Pump more crawlable content out there!
- **Blog**
 - Potential to collaborate/partner with “SAE Blog”
 - Enhancements to the SAE Blog”- CTAs, Graphics
 - Create articles about the experts/reports
- **SEO/UX Improvements** - Make More Like SAE Podcast Page
 - Index subpage - functionality already evident on SAE.org
 - URL pages - drive deeper dive, functionality already evident on SAE.org
- **Pillar Pages**
 - Info Graphics - Unique conceptual infographic that might provide a high-level view of where SAE Edge Reports fit into an engineering framework.
- **Content Enhancements**
 - More People - Less “PDF Icons” experience - Unlock the experts behind the reports.

Why Blog / Curate?

- *Enhance* Thought Leadership
- *Increase* customer relationships
- *Engage* in the cutting-edge conversations
 - Promote Reports
 - Lead the conversation
- *Generate* Many URLs - The more consistently we publish, the more opportunities we create to be discovered by potential customers.



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Recommendations



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- **Option A - *Leverage* the SAE Blog**
 - Pros - It's there already, partnership opp.
 - Cons - Mixed with other content
- **Option B - *Enhance* the current page**
 - Pros - Total control of content strategy!
 - Cons - Requires design resources, but functionality already evident on site in other sections.

Next Steps



- **Recommendation #1:** Collaborate with John McBride and UX team
- **Recommendation #2:** Leverage SAE Blog; add content about SAE Edge Papers
- **Recommendation #3:** Enhance SAE Edge Reports page
- **Recommendation #4:** Engage Scratch Writing, Inc.
 - Lead the redevelopment/enhancement of current Reports page.
 - Create/outline content resourcing strategy to maintain page/update blog
 - Develop and produce curated/blog content
 - Propose editorial roles, writing roles, content calendar, and content lifecycle management workflows
 - Work with SAE Edge Reports team to implement enhanced content and UX page experience.

Discussion

Q & A



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