The Publishing Efficiency Checklist

This list was created from talking with hundreds of publishers who identified inefficient issues they wanted to overcome. We used the most efficient publishing platform we know – the ePublishing EPS (enterprise publishing system) – as the benchmark. We hope this list can spark some ideas for your organization.

Big Picture Technology

☐ Has your tech stack grown into siloed 1:1 relationships with multiple vendors?
  ☐ Are there better ways to leverage the value of vendors and internal systems with each other?
☐ What is your core system that integrates with most or all others? Should there be one?
☐ Do you have a GraphQL API that provides virtually limitless integrations with your internal and third-party systems?
  ☐ Can it pull and share reader activity, media assets, subscription information & order history, demographic elements, taxonomies, keywords, comments and more?

Editorial & Multimedia Operations

Does your current CMS allow you to publish content to any channel at any time? (If you are copying articles from publication PDFs into your CMS for web, you know that can’t be efficient.)

☐ Are your editors and freelancers working together in one system, giving management control from one dashboard?
  ☐ Do you rely on emails and desktop folders, shared or not, for organization?
☐ Can you enter an article once, and send to web, newsletters and syndication buyers?
  ☐ Can you flow that same article copy directly into InDesign templates for print editions?
☐ Can editors manage workflow and editing in the same CMS they use to post articles online? Or are you relying on Word or Google docs?
☐ Can editors easily search previous years’ editorial to enrich new stories with facts and quotes, to save time on reporting and produce better results?
☐ Does it take less than 15 minutes to create a newsletter? (1-2 hours? More?)
  ☐ Is your newsletter tool part of your CMS? Or must you use separate software and copy content and links into your newsletter?
☐ Is video management built into your CMS?
  ☐ Can you manage YouTube, Vimeo or other 3rd-party videos for your website along with the videos on your servers?
☐ Can you manage delivery of podcasts from your CMS?
☐ Can you manage site placement, navigation, hard-coded site copy and taxonomy without having to involve developers?
**Audience Data**

How many of these are in separate databases? (Without one central system that can leverage the data of each together, this may be the biggest inefficiency of all.)

- Publication subscriptions
- Newsletter subscriptions
- Product sales
- Event registration
- Whitepaper downloads
- Webinar registration
- Website registration
- Podcast subscribers

- Do you have one database for your readers, customers and prospects which works seamlessly with content and product delivery on your website?
- Are you collecting audience data on all user activities online, downloads, product and directory views and articles read from your web platform?
  - Can you capture buying indicators to use for lead generation?
  - Is your online publication providing a personalized experience based on reader demographics and activities?

**Sales & Marketing**

- Can you manage metering, gating and paywalls from your CMS?
- Is ecommerce tied seamlessly to your products, subscriptions, events and audience data?
- Does your web platform robustly build marketing lists or must you use additional software or plug-ins?
- Can your online system track subscription expires, integrated with your circulation software?
- Can readers and customers manage their subscriptions and purchases on your website, or must they contact customer service and/or your fulfillment vendor?
- Can sponsors buy directory listings directly online without talking to your sales department?
  - Can sponsors (and others) manage their directory listings without requiring staff time?
- Can you use your online platform to manage product sales?
  - For physical products, must you use separate system to manage shipping rates & taxes?
- Can you manage event sales in same system as subscriptions and other product sales?
- Can you create marketing offers from your web platform, tied into your ecommerce and product management system?
  - Can you offer member or subscriber discounts with no hassle?
- Can you create landing pages, with forms, right from your CMS?
- Is your SEO as automated as you would like it to be? Or must your editors take additional SEO steps after posting articles?
- Does it take time or effort to prepare new sitemaps daily for Google, Bing and other search engines? (Or worse yet, do you not do so?)
- Can you sell archives or other site license products without additional software?

If you are finding chinks in your organization’s publishing efficiency, we are glad to help you figure out better alternatives. Please let us know if we can share more information on ePublishing’s EPS and the efficiency it provides publishers, associations, business information and media companies.

*Contact us for a review of where your media organization can become more efficient.*