

The Omnichannel Content Structuring Worksheet

Break one content type into clean, typed, presentation-free pieces with clear relationships. Do it once and the pattern becomes obvious for the rest.

Step 1. Pick one content type that has to travel

Do not do this for everything. Pick the one type you most often need in more than one place: a product, an article, an event, a person.

The content type we will structure

The one currently maintained in more than one place, or soon needing to be.

Step 2. Break it into its natural pieces

Not one lump, not a thousand fragments. The pieces that genuinely get used on their own. For a product: name, description, price, images, specs, reviews.

Piece	Type	Used alone by which channel?

Break-down test: if a channel would ever want this piece without the others, it deserves to be its own piece. If no channel ever uses it alone, it is probably too fine, fold it back in.

Step 3. Strip out anything that is really presentation

A price is the number and currency, not 'bold red, top right'. Store the meaning; let each channel apply its own styling.

Meaning kept

The actual words, facts, numbers, images, the thing you are saying.

1	2	3	4	5
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Presentation removed

Fonts, colours, layout, position, spacing, anything about how it looks.

1	2	3	4	5
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Type assigned

Each piece knows what it is, so any channel knows how to treat it.

1	2	3	4	5
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Metadata added

Updated date, language, owner, so it can be managed and used correctly at scale.

1	2	3	4	5
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Step 4. Map how the pieces relate

Capture relationships as real connections, not by two things sharing a page. This description belongs to this product; these reviews are about this item.

The relationships between the pieces above

So channels can assemble them correctly without relying on page layout to imply what goes with what.

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The payoff to keep in mind: update a shared piece once and every channel using it stays current, because they point at the same piece rather than holding copies that drift. One update versus four-and-praying is the whole return.