



content rules™
the global content experts™

Turn-key Services

Your Project Just Got Easy

An impossible deadline and a tight budget. A long-term project that seems overwhelming. Ongoing needs that tax department resources. Sound familiar? Relax. Content Rules exists for one reason—to take your unruly project and tame it, making it fit within the constraints of the time, budget, and people you have available.

Your Success is Our Specialty

Content Rules helps you reduce costs and speed production of branded content intended for the global marketplace. We focus on the content that other firms seem to have forgotten: tech docs, training development, marketing collateral. You can rely on us to quickly assemble a team of senior-level, technically astute writers, editors, artists, designers, and production specialists to deliver the support you need—strategic input, concept and content development, design and production, project management—ensuring your project is on time, on budget, and on target.

Formerly Oak Hill Corporation, Content Rules is woman-owned and has been providing clients like EMC, Cisco, Google, PayPal, and Whirlpool with a competitive advantage through content since 1994.

Turn-key services we provide:

- ContentRules™ Technical Documentation
- ContentRules™ Training Development
- ContentRules™ Marketing Collateral
- ContentRules™ Global Readiness

content rules reduces the cost of globalizing your content, so you can expand your brands' footprint into more markets.

Implemented in the cloud, ContentRules™ IQ targets companies with an in-house team, reducing the cost of localizing content by up to 40% while providing strict control over content quality and brand standards.

Products:

Global readiness in the cloud

- *Cut cost of localization by up to 40%*
- *Improve quality*
- *Enforce brand compliance*
- *Reduce time to market*

Turn-key Services:

For those customers who don't have an in-house team, Content Rules provides the people and expertise needed in four areas:

- *technical documentation*
- *training development*
- *marketing collateral*
- *global readiness*



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www.contentrules.com
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Technical Writing

We'll assign industry experts for high-quality, accurate documentation and a fast learning curve.

- Installation and Administration guides
- User guides
- Command line reference guides
- API/developer guides
- Online help systems
- Release notes

Marketing Writing and Design

Our marketing writers and talented designers can create materials from scratch or polish up your existing efforts.

- Data sheets/white papers/brochures
- Newsletters/E-newsletters
- Branding and logo design
- Templates (InDesign, Quark, MS Word, PowerPoint)
- PowerPoint presentations

Courseware Development/ Instructional Design

We'll deliver sales, product, and technical training materials that suit your audience.

- Curriculum design
- Instructor-led/eLearning/Webinars
- Job aids
- Certification (including testing)
- Delivery

Editing

Detailed, high-quality editing polishes your content, setting it apart from the rest.

- Copy/Mechanical edit
- Developmental edit
- Proofreading

Website Design and Development

We can create or optimize your website to support branding, improve search results, or finesse what's already there.

- Graphic design and production
- Web copywriting/script writing
- User interface/experience design
- HTML 5 and AJAX/JavaScript effects
- Back-end database integration
- Programming (PHP, ASP.net, Ruby, Python, JavaScript, XML, Java, SQL, and more)
- Adobe Flash motion graphics
- Streaming media architecture
- Blog development and writing
- Search engine optimization

Technical Illustration

Our technical artists have decades of experience illustrating complex technologies.

- Detailed line art for hardware installation and description purposes
- Conceptual art/icon development
- 3-D animation

Desktop Publishing

Our desktop publishers can convert your files from one format to another, create a customized look and feel for your content, and provide the finishing touches.

- FrameMaker templates and layout
- Word templates and layout
- InDesign templates and layout

Project Management

Your first line of contact, our project managers have decades of experience handling all types of content development and delivery. They eliminate costly surprises so you can stay on budget.

