

Introducing content items

August 5, 2022 • Martina Farkasova • 19 min read

To start creating content in your project, you will need what we call a content item. Content items represent individual pieces of content such as a blog post, product update, or case study.

Depending on what you're trying to achieve with the content, you would choose an appropriate template to give your content item the right structure. For example, a blog post can have an introduction, main body with some images, related posts, and an author, while the author will have a name, their bio, and a photo. In Kontent.ai, these templates are called content types and they specify how a content item is built and formed in its very essence.

Now, let's see how to create a content item and how you can achieve the most common tasks when writing content.


Not sure yet how to work with content items?

That's quite all right, we have e-learning for that. Take our [Kontent.ai authoring course](#) and find out how to tackle composition in the rich text editor, add structure to your content, and discover collaboration options you have in Kontent.ai.

Create content



Before you start creating new content, ask yourself if you need a completely new item, or if you'd rather copy something you already have in your project.

Create content items

1. In  **Content & assets**, click **Create new** in the upper right corner.
2. If collections are available to you, select one for the new content item.
3. Select a content type.
4. If [multiple workflows](#) are available, select one for the new item.
5. Click **Create**.
6. Type a name for the new content item.

And that's it! Your new content item is now created. Each change you make is saved automatically.

The name you've given to your item serves as the item's identifier in the Kontent.ai platform. And because the content item name is shared across all your item's variants, you can find your item in any language.

To find the created content items, navigate to the content item list under  **Content & assets**. To find a specific item, click  **Content & assets** and search for the item by its name or content. You can also use the [filters available](#) to speed up the navigation.

Simultaneous editing

When you and a colleague of yours open the same content item at the same time, both of you get notified by a banner on top of the screen. When your colleague starts editing some element in the item, Kontent.ai locks the element for you and you'll see a notification with a refresh button in the element. Kontent.ai will unlock the element for you after your colleague leaves the element.




When your colleague makes an item-wide change, such as setting a due date, you'll get notified by a banner on top of the screen, nothing gets locked for you.

Create localized content

If you're part of an international team and you're creating content in different languages, you might want to look into [language variants](#). Language variants represent different versions of your content for different languages and regions. For example, you might have a single blog post translated to English, Spanish, and French.

Duplicate content items

Sometimes, you might find yourself in a situation when you need a slightly different version of the same content item. Maybe you're A/B testing your landing page and want to change a thing or two to see which version is more appealing to your visitors. Or, you're putting together a new job advertisement for the same job position but in a different local branch.

1. In  **Content & assets**, open the item you want to duplicate.
2. Click **More actions** in the upper-right corner.
3. Choose  **Duplicate**.
4. Choose  **Including content**.



A duplicate of your content item named “Item_name (copy)” is automatically created in the project. Your new duplicate contains elements, components, and linked content of the original content item. The version history, contributors, comments, and due date don't get copied.

If you have several [language variants](#) of the content item, all of them get duplicated as well.

Reusing content without duplication


Duplicating your content is not always the best option as your list of the content items might get easily cluttered by different copies of the same content. Sometimes, all you need to do is to [create a linked item](#) that will contain the information you need to share across multiple content items.

Duplicate empty content items

If instead of  **Including content** you choose  **Empty**, you create a blank copy. This is the same as creating a new content item of the same type. Make sure to name your new item so you can easily find it in your project.

Create content for your website

When using Web Spotlight, your website's content is organized in the page tree for easy navigation.

1. In  **Web Spotlight**, select a page for which you want to create content.
2. Switch to the **Editor** tab.
3. In **Content**, specify a content item that should be displayed on this page.
 - If there's no **Content**, you might need to look for a different name, depending on how your project admins set it up.

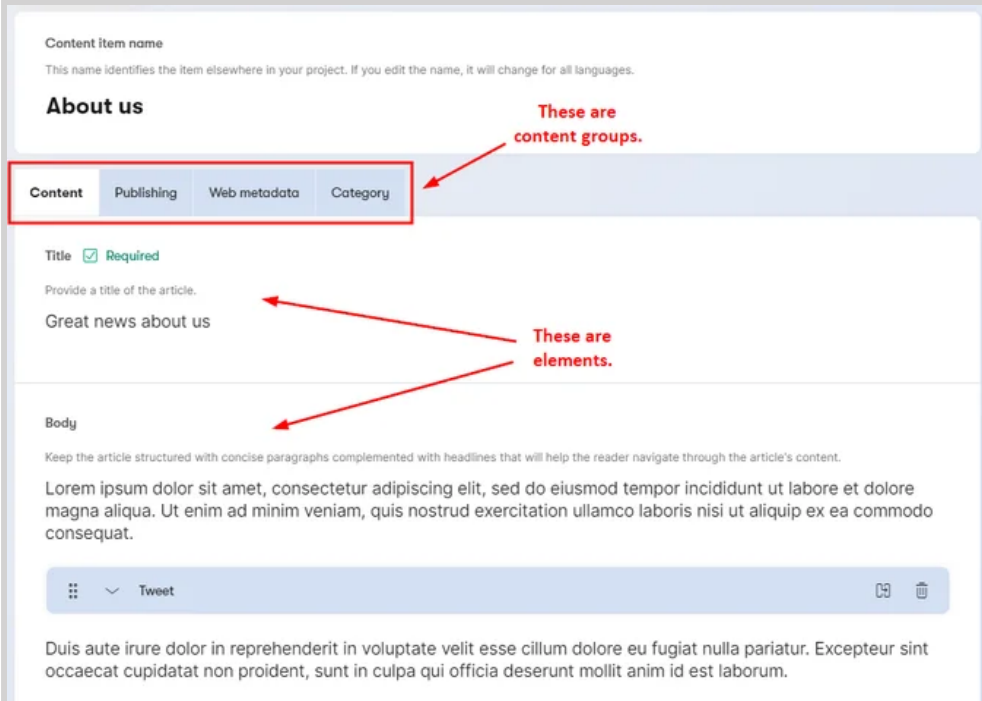
In the following sections, you'll get more familiar with what content items have to offer and how to use them to your benefit.

To manage your website using Web Spotlight, learn how to [add, edit, and preview web pages](#).

Get the most out of your content items

Every content item consists of different types of elements, depending on the item's purpose. For example, you might have a rich text element for the content itself, an asset element for the images, or a linked items element for the related blog posts. This also means that you will work a bit differently with each of these elements.

On top of that, elements in content items can be divided into [content groups](#). These groups are shown as separate tabs in your content items enabling you to focus specifically on the elements you need at the moment.



The screenshot displays the 'About us' content item editor. At the top, the 'Content item name' is 'About us'. Below this is a tabbed interface with four tabs: 'Content', 'Publishing', 'Web metadata', and 'Category'. The 'Content' tab is selected and highlighted. Below the tabs, the 'Title' field is visible with a 'Required' checkbox and the text 'Provide a title of the article.' followed by the input 'Great news about us'. Below the title is the 'Body' text area containing placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.' At the bottom of the editor, there is a toolbar with a 'Tweet' button and other icons. Red arrows point to the tabs and the text area, with labels 'These are content groups.' and 'These are elements.' respectively.

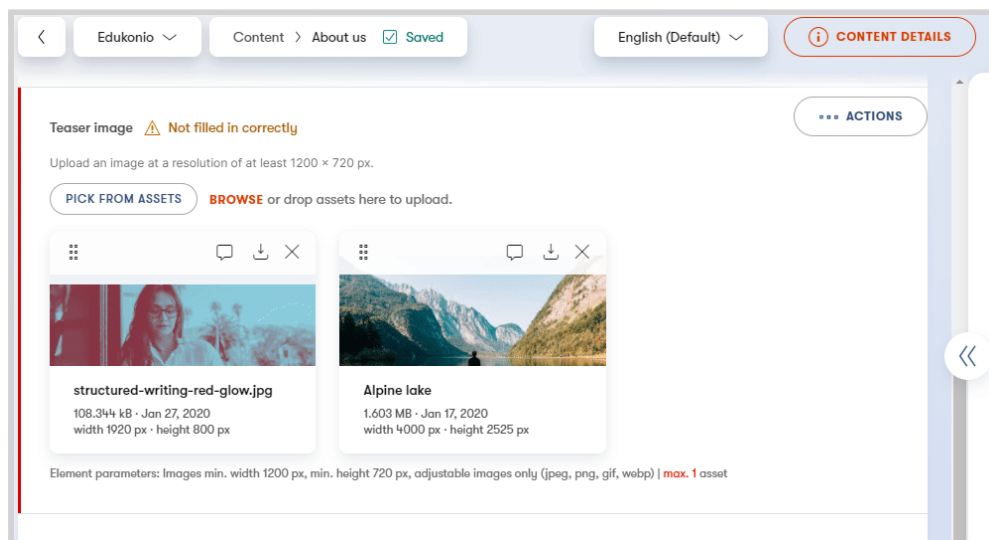
Now let's look a bit closer at how you can leverage some of the most frequently used elements in content items.

Receive guidance while writing content

While you're in the process of creating new content, you might notice that some of your elements have guidelines written at the top. This might come in handy especially in case you get stuck with something.

And if you're unsure about whether you're meeting the limitations, check the element's lower right corner. For example, you might see the maximum number of characters or the number of images you can upload within the element.

If you think the limitations should be set differently, reach out to the administrators of your project and arrange the changes with them. You can see if you meet the limitations by checking the "left to complete" indicator shown on the Details sidebar located on the right.



Add format and structure to your content

So, you've just created a new content item and want to get started right away. The element you're probably looking for in this case is the rich text element. This element offers you a variety of formatting options by simply selecting a piece of text and choosing one of the options from the toolbar. But the rich text element isn't only about the text itself, as its name might suggest. You can also enrich your content even more by adding links, images, or tables. Place your cursor in the text and click \oplus .

Uncover the full potential of the rich text editor in our [Composing content in the rich text editor](#) tutorial.

Embedding tweets, videos, or testimonials

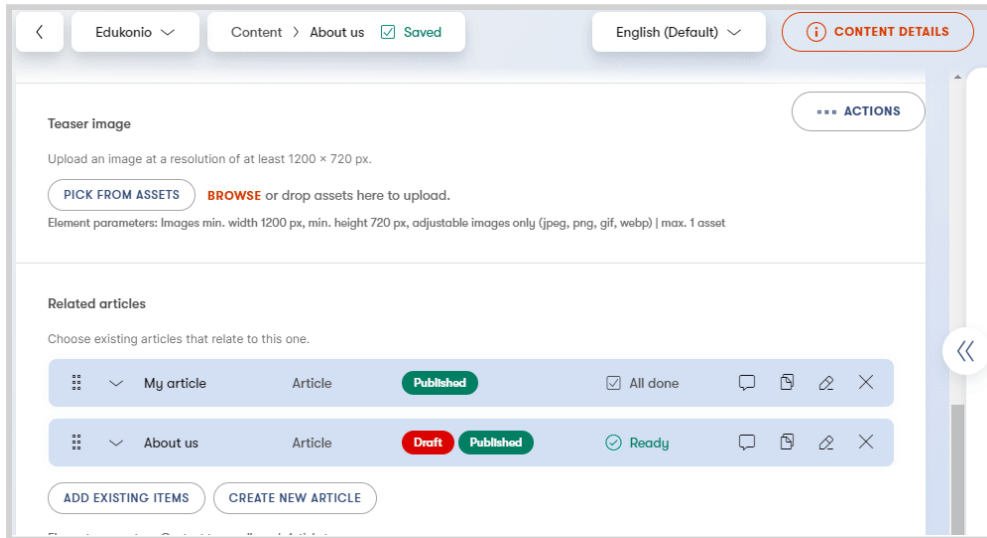
At times, you might want to add something so specific that it only makes sense in the context of a blog post or product description you're currently writing. It could be a tweet, a video, or maybe a testimonial showcasing your brand's value.

This might be a perfect time to use a [component](#) in your rich text to avoid cluttering your content items list.

Work with media

To add a new asset to a content item, drag your file onto an asset element. Or click browse to select a file from your hard drive. You can upload anything from pictures to videos, or even documents, such as PDFs.

Find more about how to [replace, reuse, and tag your assets](#).

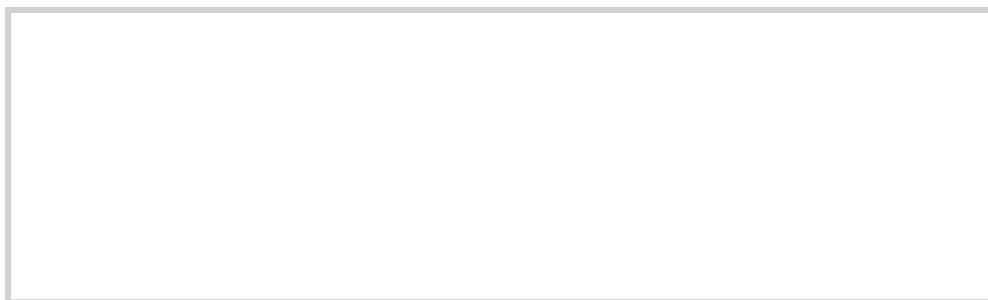



Kontent.ai automatically puts the new asset in your project's [asset library](#) as well.

Create relationships in your content

Let's say you want to link blog posts to their respective authors or link products that fall under the same category as your new product. To link existing related content to a new content item in your project, open the item for editing and look for the option to **Add existing items**. It can look similar to what you see in the image below.

Adding an existing item creates a relationship between these two items, meaning you can expand the related item for view right from the parent item, or even publish the items together.



After adding linked items to the element, you can reorder, remove, or expand the items to open them for the view. To edit the related item, click  to open the content item for editing. Read more about [linking related content together](#).

Accessing and editing related content

The linked content items are independent and can be accessed outside the content items they are used in. This means you only need to edit a specific linked item once and the changes will be automatically reflected everywhere. You can also [publish all linked items along with your original article](#).

You can also [embed related content items](#) directly into your text. The linked items will behave in the exact same way as when added via the **Add existing items** button.

Relationships in Web Spotlight

When using Web Spotlight for creating your website's content, there is also another type of relationship, linking pages with subpages to create a [page tree hierarchy](#).

Quick actions to get you up to speed

Now we're off to a good start! You've created a valuable piece of content, enriched it with images, and even created relationships between your items. But why stop there?

When you open your content items for editing, you will see a set of quick actions right at the top. All of these actions, plus the ones that you can access via **More actions**, are there to help you get your job done as quickly as possible.

Send your content to review



Once you're done with writing a new piece of content, it's time to get it reviewed. You can do so by changing the workflow step of the item and assigning a contributor, in this case, the reviewer who will take a look at it.

To change the workflow step of an item, click  **Change workflow step**. You'll see a popup in which you can change the workflow step to Review or any other step you need. You can also use it to assign a contributor, set a due date, and add a note.

Learn about [workflows](#) and [assigning contributors](#) in more depth.


Collaborate with your team members

While creating new content is one thing, you also need to make sure that what's written in your content items is actually correct. Maybe you need to ask your teammate a question or suggest to one of your collaborators an idea for the text you're writing together. And this is where [comments and suggestions](#) come into play. Kontent.ai makes it easy to comment on any part of the text or assets in your items.

To add a comment to the text, select the portion of the text you want to comment on and click . To make sure it reaches your colleague, mention them by typing "@". If you want to suggest something specific or point out a typo directly in the text, select a portion of the text similarly to when adding a comment and click .

When you've done your part and are about to send the piece of content to a teammate of yours, maybe you want to tell them there's something they should do. That's what tasks are for. [Add a task](#) and assign it to your teammate so they know what you need them to do.


Compare the changes and restore older content

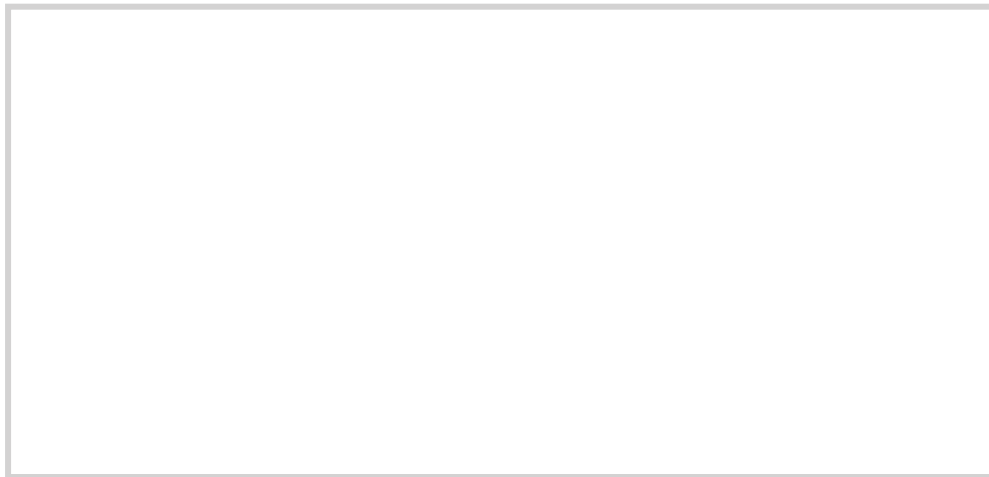
Sometimes you might need to check the changes you made or restore accidentally updated content to its original state. To do that, click **More actions** in the upper right corner of your item and choose  **Compare versions**. You can now [compare the differences between versions](#) in the highlighted sections.

Note that you can also use the Ctrl + Z shortcut (or ⌘ + Z on Mac) to undo the latest changes made to your content. See other [helpful shortcuts](#) you can use in Kontent.ai.

Preview your content before publishing


To see your content before it gets published, open the content you want to preview.

- When using Web Spotlight to create content for your website, you can [preview your changes](#) directly in Kontent.ai by switching to the **Preview** tab.
- Otherwise, click the  **Preview** button in the upper left of the item. If you don't see the button, contact your developers to [set up a preview environment](#).



Make your content go live

Now that you're finished with your content and the reviews are all done too, the only thing left is publishing it while also making sure you're meeting the set limitations.


[Publishing content](#) is similar to sending your content item to review as you're also changing the item's workflow step. To publish an item, open the item for editing and click  **Publish...** in the upper right of the item. If this option isn't available to you, you might not have the permission to publish content or the current workflow step cannot transition to the Publish step based on your project's [workflow setup](#).

If you later need to make changes to your published content, you can [create a new version](#) of it. This way, the published content remains visible to the public while you update the item.

The content item name can be changed even when the item's published. If unsure, contact your project admin if it's safe to change it.

Delete content and set content expiration



You can delete content items individually while you are in the process of editing a content item, or you can delete content items in bulk from the content list. If a content item has variants created for multiple languages, you can only delete the variant for one given language at a time and the item will return to a *Not translated* status.

To delete a specific content item from your project, open the item for editing and click **More actions** >  **Delete**.

Deleted content items can be immediately restored by clicking the *Undo* button. Content items that have been deleted for a longer period of time cannot be restored.



To delete more content items from your project:

1. In  **Content & assets**, select content items using the checkboxes next to their names.
2. Click .
3. Choose **Delete**.

The selected content items are now deleted.

Content expiration

There might be times when you only want to have your content published for a limited time only. You might be running a campaign or launching a time-limited offer on some of your products. In such cases, setting an expiry date would be the right choice. To do that, [schedule the content items](#) to get automatically unpublished and archived at the right time.

What's next?

Now that you have the basics of content creation down, you can move onto the next topics that go deeper into the things mentioned in this tutorial.

- [Find your content](#) in the content list and save your search preferences for later use.
- [Enrich your text](#) with links, images, or tables and learn about the formatting options.
- Create relationships between content by [linking your related content together](#).
- [Add components](#) to your editorial articles to include tweets, videos, or testimonials.
- Send your content to review or get your legal approval by [moving content through its workflow](#).
- [Tailor your content creation experience](#) to your needs – check out the micro-course!