

Set up your project

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Every organization is different and we at Kontent.ai know that. That's why projects in Kontent.ai can be whatever you need them to be.

For one organization, a project represents the whole organizational structure and its content. For another, it would be one website or campaign. You can imagine a project as **a pool of all content or content with a common purpose**.

It all begins with a project

This section helps you with the decisions regarding your subscription, projects, and environments. Decisions on these topics set the path for many decisions later, which are described in other articles.

Technically speaking, a **project is an organizational unit**. The content inside a project shares its configuration. All content in one project uses the same available [workflows](#), the project has a group of users and roles. Similarly, a project has its content types and content can be easily interlinked and divided into collections.

However, each [subscription plan](#) comes with a different level of functionality, so we recommend you get familiar with your current subscription so that you can [switch your plan](#) when desired.

When deciding how to approach the setup of projects in your organization, think in terms of **content reuse, organizational boundaries, and access rights**. Moreover, break your organizational silos and remove content friction like copying and pasting.

1. Create more projects if needed

Kontent.ai allows you to create any number of projects in your subscription. Depending on your project needs, decide whether you are going to set up one or multiple projects.

In most cases, a single project is sufficient to cover typical content needs. You can [use collections](#) to divide content in the project to mimic your business structure. But there can be exceptions when you'll benefit from using more projects. Ask yourself if your content can share most of the settings, or you need completely separate partitions of your content that don't share almost anything.

[Decide for one or more projects](#)

2. Provide a channel-specific context with spaces

When making the decision about using one or more projects, it's important to also think about the content editor's experience.

The most significant benefit spaces bring you is the ability to **set up multiple previews within one project**. This is especially useful if you use the same project for different brands or channels. Each of such divisions can be represented by one space. Additionally, you can use spaces with Web Spotlight.

[Learn more about spaces](#)

3. Choose how you organize content

Your project in Kontent.ai is a single collaborative space. Whether you're going to work on content with multiple teams or on your own, think ahead and set up boundaries for your content with collections.

Collections help you manage content for initiatives large and small. For instance, you can set up collections for marketing campaigns, company departments, regional teams, and more.

Collections empower enterprises to manage all their content in one place by eliminating silos and maximizing content reuse.

[Learn more about collections](#)

4. Apply Web Spotlight to website projects

Content within a company can serve different purposes and can be looked at from different points of view. One of the most common ones is content for a website. This content is specific in its navigation hierarchy. Websites have menus, page trees, and pages with subpages.

For this use case, there's Web Spotlight, which looks at content from the website's point of view. It enables content creators to manage your website content from a page tree, preview updates directly from Kontent.ai, and much more.

[Learn more about Web Spotlight](#)

5. Choose your approach for assets

Assets might seem less important than projects, yet it's the opposite. The way of storing your assets is a part of the decisions that determine how your project will work and affect how your content creators will work later.

The default approach is to use our out-of-the-box asset library, which you can use for the content in your project. However, larger companies may already have implemented a [digital asset management \(DAM\)](#) system. Using a third-party DAM is also an option for Kontent.ai.

Looking into how assets work will help you when modeling content, which is the next step after you set your project up.

Decide about your asset storage

What's next?

Setting up your subscription and project will set the boundaries that you'll follow when configuring Kontent.ai further. It's the first step not only on the path of migrating to Kontent.ai, but also on the path of having your whole content process improved.

When you're finished with the decisions about your projects and assets, continue by [setting up your content model](#).