

Structure your content

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When drafting an editorial article or composing a landing page, you'll want to enrich your content with something more than just a piece of text. You might want to include calls to action, testimonials, or other predefined structures to make your content more appealing. Let's look at structured content, ways to use it once or multiple times, and understand its benefits in Kontent.ai.

Structured content 101

You've probably heard about structured content. And you might have seen examples of content modeling in Kontent.ai. But what is structured content and how can structuring your content benefit you? Find out in this short video.


Play video on <https://www.youtube.com/watch?v=MIMkAqxoPZM>



Find out more about structured content

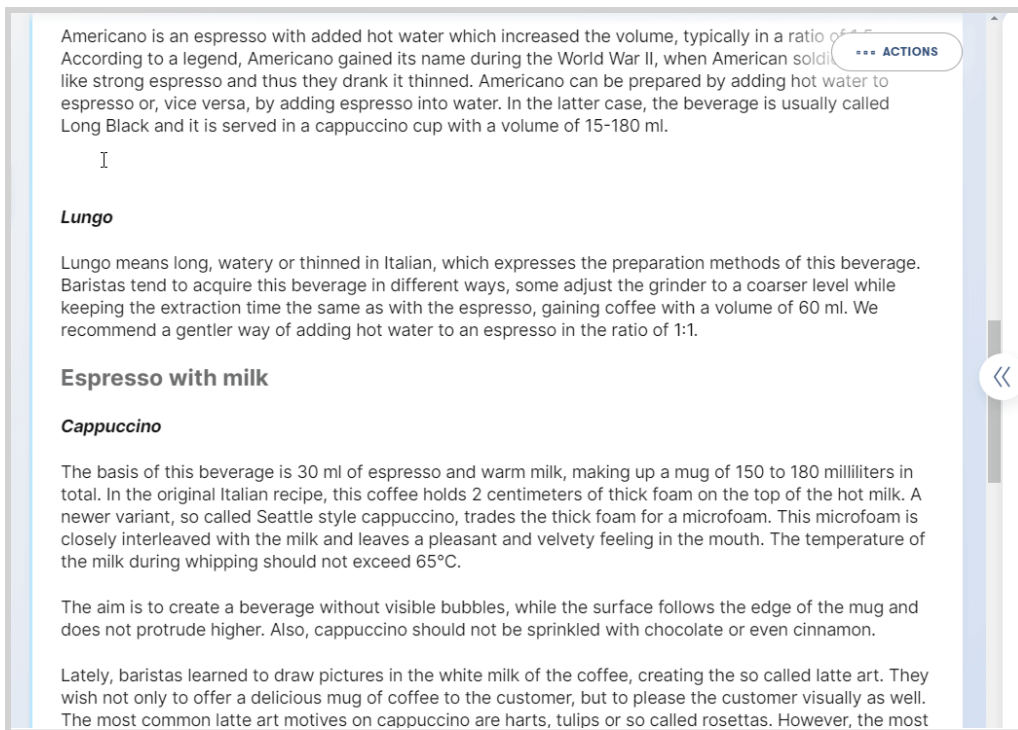
Learn more about structured content in our [Focused on content micro-course](#). It only takes 15 minutes to finish!

Create single-use content

For content that doesn't need to be reused in multiple places, we recommend you use content components. This type of content is also sometimes referred to as one-off, channel-specific, or non-reusable. You'll find single-use content useful for things like images, tweets, videos, quotes, code samples, and more.

Content components exist only within a specific rich text element in your content items and become their integral part. They share the content item's workflow and behave as one. This means you won't find components in your list of items in  **Content & assets**.

You can insert content components in rich text elements by clicking  and then . You can even insert components in other components and go up to 6 levels deep.



Americano is an espresso with added hot water which increased the volume, typically in a ratio of 1:1. According to a legend, Americano gained its name during the World War II, when American soldiers, who like strong espresso and thus they drank it thinned. Americano can be prepared by adding hot water to espresso or, vice versa, by adding espresso into water. In the latter case, the beverage is usually called Long Black and it is served in a cappuccino cup with a volume of 15-180 ml.

I

Lungo

Lungo means long, watery or thinned in Italian, which expresses the preparation methods of this beverage. Baristas tend to acquire this beverage in different ways, some adjust the grinder to a coarser level while keeping the extraction time the same as with the espresso, gaining coffee with a volume of 60 ml. We recommend a gentler way of adding hot water to an espresso in the ratio of 1:1.

Espresso with milk

Cappuccino


The basis of this beverage is 30 ml of espresso and warm milk, making up a mug of 150 to 180 milliliters in total. In the original Italian recipe, this coffee holds 2 centimeters of thick foam on the top of the hot milk. A newer variant, so called Seattle style cappuccino, trades the thick foam for a microfoam. This microfoam is closely interleaved with the milk and leaves a pleasant and velvety feeling in the mouth. The temperature of the milk during whipping should not exceed 65°C.

The aim is to create a beverage without visible bubbles, while the surface follows the edge of the mug and does not protrude higher. Also, cappuccino should not be sprinkled with chocolate or even cinnamon.

Lately, baristas learned to draw pictures in the white milk of the coffee, creating the so called latte art. They wish not only to offer a delicious mug of coffee to the customer, but to please the customer visually as well. The most common latte art motives on cappuccino are harts, tulips or so called rosettas. However, the most

Whenever you need to use your content in only one place, pick components as your tool of choice.

From single-use to re-use

If you later find another use for the content in your component, you can always convert it to a content item by clicking .

This conversion cannot be undone. If done by accident, [archive](#) the new item and create your component again.

Examples

Here are a few worked examples of how you can model and structure your content with components.




- Insert [images with metadata](#) to specify what they should look like.
- Add [tweets](#) to your blog posts.
- Add [code samples](#) to your technical-oriented articles.
- Model your [tabular data using components](#) and rethink your use of tables.

You can also use this approach to create other types of content such as carousels, call to action buttons, callouts, or embedded content.

For any of these scenarios, both single-use content (that is components) and reusable content (that is content items) work just fine. The decision to use either one depends on whether you need your content in more than one place at a time.

Create reusable content

For content that you want to reuse or use on its own, we recommend you use content items. For example, you may find reusable content useful for a customer testimonial you want to put in different parts of your website. Or whenever any of your existing single-use content needs to be reused.

Unlike content components, content items have their own [workflow](#) and you can [find the items](#) in  **Content & assets**. You can insert content items in rich text elements by clicking  and then . You can also insert them in linked items elements. You'll find which element you might want to use in Examples.

You can use content items inserted in rich text elements in the same scenarios as components, such as when creating blog posts or landing pages. The difference is that content items are independent of the rest of the content. The inserted items have their own workflow and you can [publish](#) them separately from the item they're used in.

Examples #2

Content items can work on their own but you can also insert them in rich text elements and linked items elements.

When used in rich text elements, the use cases and scenarios are often [the same as with components](#). You're structuring your content with components and reusing some of them as content items. Some may call this component-based structured content.

When used in linked items elements, the inserted content items usually represent a link between the items. A relationship whose meaning depends on your content model.

Here are just a few worked examples of how content items can be reused through linked items elements.

- Link [authors to the articles](#) they've written.
- Add information about [related content](#) to the article you're writing.
- Create [landing pages](#) from existing content.
- Build a [hierarchy of existing content for navigation](#) or breadcrumbs.

Reuse unstructured content

If you need to reuse just a sentence or a paragraph with no metadata attached, create an item with just a single rich text element and reuse that item wherever you need. It's simple yet effective.

What's next?

You've seen how structured content can help you add information-rich pieces of content to whatever you're creating. Use components often to keep your work within one place and save your list of items from clutter. Use content items to reuse content and to [create new content by linking it together](#).

- [Compose rich content](#) and find what you can do in the rich text editor.
- Take [our course on modular content](#) to get a deeper insight into the possibilities of structured content.
- Collaborate with others on your content by [adding comments and suggestions](#).