

Web writer's planning notes

Content sources

| Sources checked | Points noted |
|-----------------|--------------|
| | |

Reason for publishing the content

Why are we publishing this? Do we have a good reason, or should we reconsider? What happens if we don't publish it?

Purpose and focus of the content

What is the main purpose or key message? What does the content need to achieve? What do we want the audience to know or do after they've read this?

Target audience analysis

Who is this content for? What information are they looking for? What do they know already? What situation are they in when they read this?

Terminology, keywords

What terms will our audience be familiar with? What terms should we avoid? What keywords (topic terms) will our audience use when searching for this content?

Information architecture and related content

Where on the site should we publish this? Do we have similar content online already?

Content management

Who needs to review or approve this? Are legal checks required? Who is going to maintain this? How often will it need to be checked or updated? When should it be removed and archived?

Updating existing content?

Is this content still relevant/needed? What do the usage statistics tell us? What audience feedback have we had? What keyword searches led people to this content?