# Page table

Page tables are instructions to guide writers on the content they need to produce. Content managers usually produce a series of page tables at the start of a content project (for a new site or redevelopment). Writers should still do detailed planning as content managers usually only consider the content at a high level.

Here’s an example.

|  |  |
| --- | --- |
| *Page topic*  *[What is the page about?* | *Parking fines – payment methods and appeals* |
| *Business objective*  [What do we want users to know or be able to do after reading this?] | Provide clear advice on the   * Different ways people can pay a parking fine * Way to appeal or contest the fine |
| *Target audience*  [Who are we writing this for?] | Residents or visitors who have been issued with a parking fine by Council officers |
| *Main content/message*  [What’s the focus? What should come first?] | Methods of paying the fine – online (first), by phone, by mail or in person |
| *Secondary content*  [What else must be included?] | How to contest a fine |
| *Related content*  [Instructions on linking, avoiding repetition/overlap] | Link to online payment form at [www.oursite.gov.au/forms/payments.html](http://www.oursite.gov.au/forms/payments.html) |
| *Sources* | Existing content at [www.oursite.gov.au/parking.fines.html](http://www.oursite.gov.au/parking.fines.html) - needs to be completely rewritten in more concise, readable form |
| *Writer* | Staff in Parking, Transport and Roads |
| *Reviewer* | Online editorial team, Marketing and Communications |
| *Content owner* | Manager of Parking, Transport and Roads |
| *Template to use* | Template C1 |
| *Assets/rights* | Use stock image JXY1234. We own rights to use |
| *Maintenance* | 12 monthly review |
| *Other notes/comments* | None |