



Content Strategy and Content Quality Documentation

Content Strategy Overview

Web Mission Statement

Insert your web mission statement here. This should be the goal of your website and what it does. Need help figuring that out? [Get in touch and let's chat.](#)

Content Strategy Statement

Insert your Content Strategy Statement here. This should define the role of your content and how it helps your users. Need help figuring that out? [Get in touch and let's chat.](#)

Key Content Considerations:

Is the Content?	Does it include?
Findable Can users find the content?	<ul style="list-style-type: none">• An h1 tag ? At least two h2 tags• Metadata, including title, descriptors & keywords• Links to other related content• Alt Tags for images
Readable Can the user read the content?	<ul style="list-style-type: none">• An inverted pyramid writing style• Chunking• Bullets• Numbered lists• Following the style guide
Understandable Can the user understand the content?	<ul style="list-style-type: none">• An appropriate content type (Text, Video, etc.)• Reflection that you considered the user personas• Context• Respect for the audience's reading level• Articulate an old idea in a new way
Actionable Will the user want to take action?	<ul style="list-style-type: none">• A call to action• An invitation to share• Links to related content• A summary of what to do
Shareable Will the user share the content?	<ul style="list-style-type: none">• Something to provide an emotional response• A reason to share• An ask to share• An easy way to share• Personalization (if appropriate)

Digital Content Marketing Checklist Source: <http://contentmarketinginstitute.com/2011/04/valuable-content-checklist/>