

“Decide what you’re going to leave out.”

Planning Useful, Usable Content

What’s site content and why does content matter?

- It tells your story.
- It answers people's questions.
- It motivates and entertains.
- It drives decision-making.
- It manages expectations.
- It builds-or breaks-trust.

IMPROVE SITE RESULTS WITH GOOD CONTENT PLANNING

- **Not just WHAT you're going to publish and WHERE, but WHY.**
- **Acts as a benchmark for all content-related decisions.**
- **Engages content providers and reviewers early in the web project process.**
- **Identifies key themes and messages for web designer and writers to use.**
- **Determines site navigation.**
- **Don't commit to content you can't create or maintain.**

Excuses for not managing content:

- No one has time or wants to deal with the complexities.
- The writer is overwhelmed by requirements, scope, gaps and so on.
- The people who didn't care too much about the project at first come out of the woodwork with new demands.
- The people in charge of creating the website don't have the ability to organize the content.
- No one has time to think about what happens to the content after it launches.

