Use the content production template to give authors and reviewers context, and to guide those not experienced in web writing.

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| --- | --- |
| Page details | |
| Content page title | To complete |
| Location in the IA | To complete |
| Content type | To complete |
| Page status (draft/revise/final) | To complete |
| Go-live date | To complete |

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| Content planning | |
| Audience need or user story | To complete |
| Call-to-action / key message | To complete |
| Meta description / abstract | To complete |

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| --- | --- |
| Quality content checks | |
| **Factual accuracy and relevance** | Subject matter expert to complete |
| **Product objectives** | Content owner to complete |
| **Legislative requirement** | Legal to complete |
| **SEO and metadata**  - meta description is engaging  - URL is SEO-friendly | Web usability expert to complete |
| **Accessibility**   * images: alt text * PDFs with HTML extract and contact details * videos closed captions and transcripts * tables are accessible | Web usability expert to complete |
| **User-centred language and quality**  Written in plain English  Readability score Structured and chunked using a heading hierarchy, lists and bullet points  Call-to-action is clear Links are meaningful and working  Complies with the [Content Guide](https://guides.service.gov.au/content-guide/) | Web usability expert to complete |
| **Multimedia** Images and videos: clearance | Publishers to complete |

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| Main content – content creator to complete |
| The first sentence sets an expectation for what’s on the page  Your main content contains your key message  Use a heading hierarchy to signpost the user’s journey through the page  Use descriptive text for links including the URL in brackets  Add a call-to-action so there is no dead end for the user  Use steps or bullet points for instructions  Use table header rows |

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| Priority 2 content – content creator to complete |
| Callout content |

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| Priority 3 content – content creator to complete |
| Relevant related links  Contact details |