

# Consument Centraal

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## 1) Identity & Mission

- **Name:** Consument Centraal
- **Type:** Dutch-language consumer platform (information + practical tips) that funnels to comparison tools/partners.
- **Goal:** help consumers make **smarter choices** at home across energy, insurance and personal finance through clear articles, guides and calls to action.
- **Core promise:** practical, immediately usable information that leads to a concrete next step (read, compare, apply).

## 2) Audience

- **Primary:** Dutch consumers (18+) searching online for ways to save money, manage home/energy, choose insurance and solve everyday practical questions.
- **Traits:** price-conscious, wants quick clarity and concrete next steps; ranges from early exploration to purchase/application intent.

## 3) Value Proposition

- **Education:** publishes explainers, tips and how-tos on energy, home, household, health and finance.
- **Choice support:** routes readers to comparison tools and partners (e.g., health insurance/energy), with clear CTAs.
- **Evergreen + seasonal:** mix of seasonal topics (health insurance window, energy prices, winter/summer) and always-relevant guides.

## 4) Domains & Topical Focus

1. **Energy & Home:** heat pumps, solar panels, home batteries, grid issues/outages, saving tips, insulation.
2. **Insurance & Money:** health insurance (seasonal), policy choices, lowering fixed costs.
3. **Household & Health:** cleaning, laundry, duvets, food storage/kitchen basics, simple health know-how.
4. **Quick tips & seasonal:** snackable, click-friendly tips and myth-busters.

## 5) Content Strategy & Formats

- **Formats:** how-to guides, lists, Q&As, short tips, overview pages, seasonal dossiers, “featured” hero articles.
- **SEO-driven:** intent-focused titles, scannable structure (subheads, bullets, frequent CTAs).
- **Conversion path:** information → comparison/tool/partner → optionally contact/application.
- **Cadence:** continuous publishing, both new topics and updates to evergreen pages.

## 6) Monetization & Partners

- **Lead-gen/affiliate model:** clicks through to comparison tools/partners via CTAs (e.g., “Compare now,” “Apply”).
- **Partner landings:** thematic funnels and subdomains around specific products or seasonal topics.

## 7) Brand Voice & Editorial Guidelines (Inferred)

- **Tone:** approachable, practical, solution-oriented; addresses the reader directly.
- **Style:** short paragraphs, clear headings, concrete steps, minimal jargon.
- **Claims:** references to external sources occur, formal citation style may vary; messaging stays pragmatic.

## 8) Data, Forms & Privacy Context

- **Data needed:** minimal inputs for comparisons/applications (depends on partner flow).
- **Use:** inform consumers; forward leads to partners where applicable.

## 9) Quality Signals (Inferred)

- **Strengths:** broad practical coverage, easy to scan, clear next steps, themes with high consumer demand.
- **Watch-outs:** source citation consistency varies; depth ranges from thorough guides to lighter “tips/know-how.”

## 10) KPIs (Inferred)

- **Topline:** organic traffic, CTR to partners/comparison tools, conversion rate per funnel, dwell time on guides, returning visitors.
- **Content:** rankings for seasonal keywords (health insurance/energy), engagement on tips, scroll depth, CTA clicks.

## 11) Edge Cases & Constraints

- Avoid specialist medical/legal advice; position as practical consumer information, not formal advice.
- Be transparent about commercial relationships/comparisons; make selection criteria clear.
- Account for seasonality (health insurance Q4/Q1; energy/home topics summer/winter).

## 12) Article Archetypes (Templates)

- **How-to guide:** problem context → step-by-step plan → decision points → CTA to comparison/tool.
- **Comparison landing:** short intro → criteria/what to look for → call to action → FAQ.
- **Tips/know-how:** 5–10 directly actionable bullets → mini-FAQ → internal links.
- **Seasonal dossier:** hub page with sub-articles and a prominent CTA.

## 13) Controlled Vocabulary (Suggestion)

**Primary labels:** Energy, Home, Insurance, Money, Household, Health, Tips, Seasonal. **Actions:** Compare, Apply, Check, Calculate, Download, Subscribe. **User intent:** Explore, Inform, Compare, Decide, Aftercare.

## 14) Example Content Skeleton

**Title:** How to choose a health insurance plan for 202X **Intro:** 2-3 sentences with problem/benefit.  
**Sections:**

1. What determines premium and coverage
2. Step-by-step choice process (3-5 steps)
3. What to check (deductible, supplemental cover)
4. Common mistakes
5. Next step: [Compare now] CTA

**FAQ:** 3-5 short, concrete Q&As.

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## 15) TL;DR

Consument Centraal is a Dutch consumer platform that publishes practical guides and tips on energy, home, insurance and household topics, with clear CTAs leading to comparisons and partners. The content is approachable, SEO-friendly and designed to move visitors quickly from question to action (read, compare, apply).