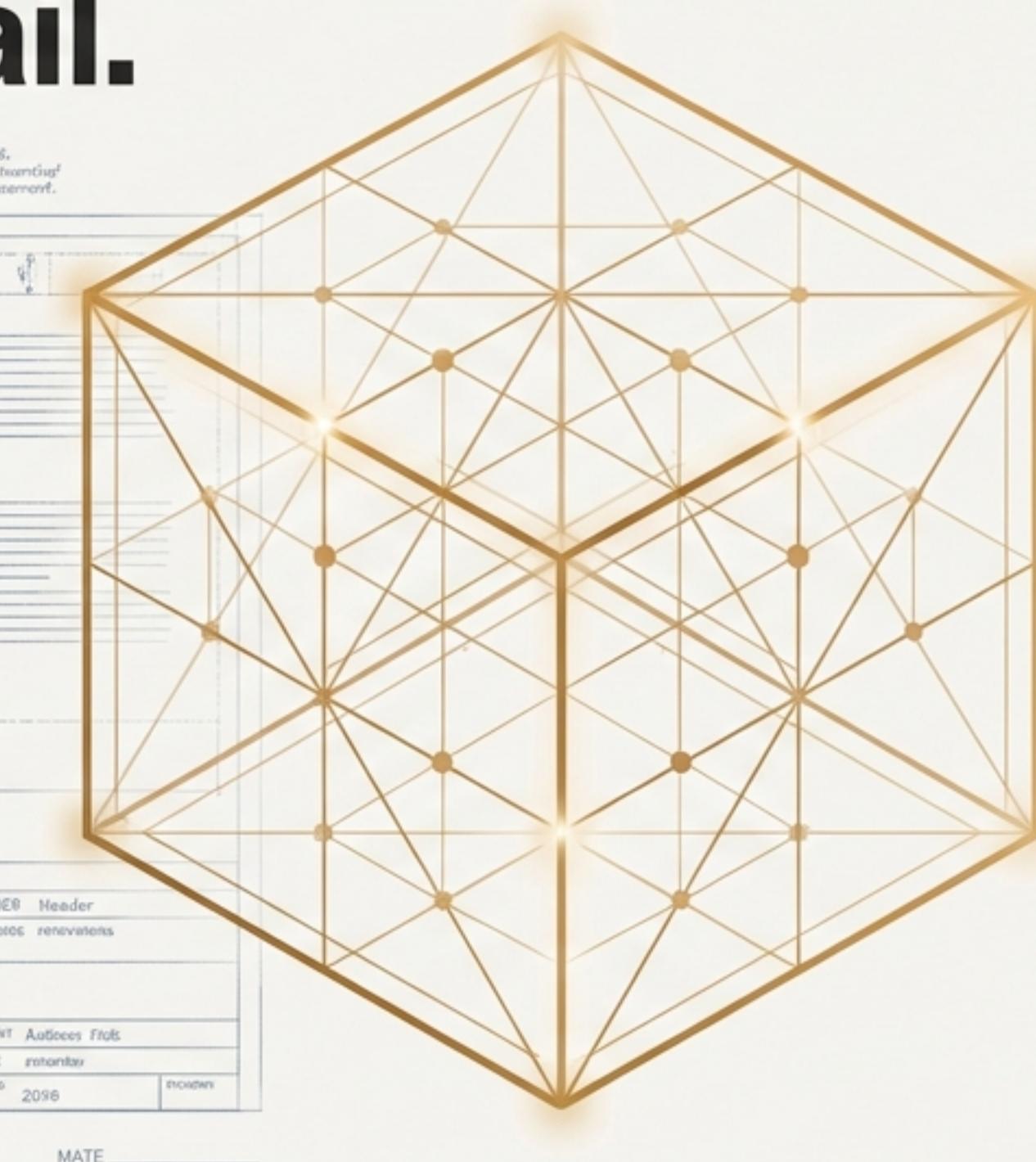
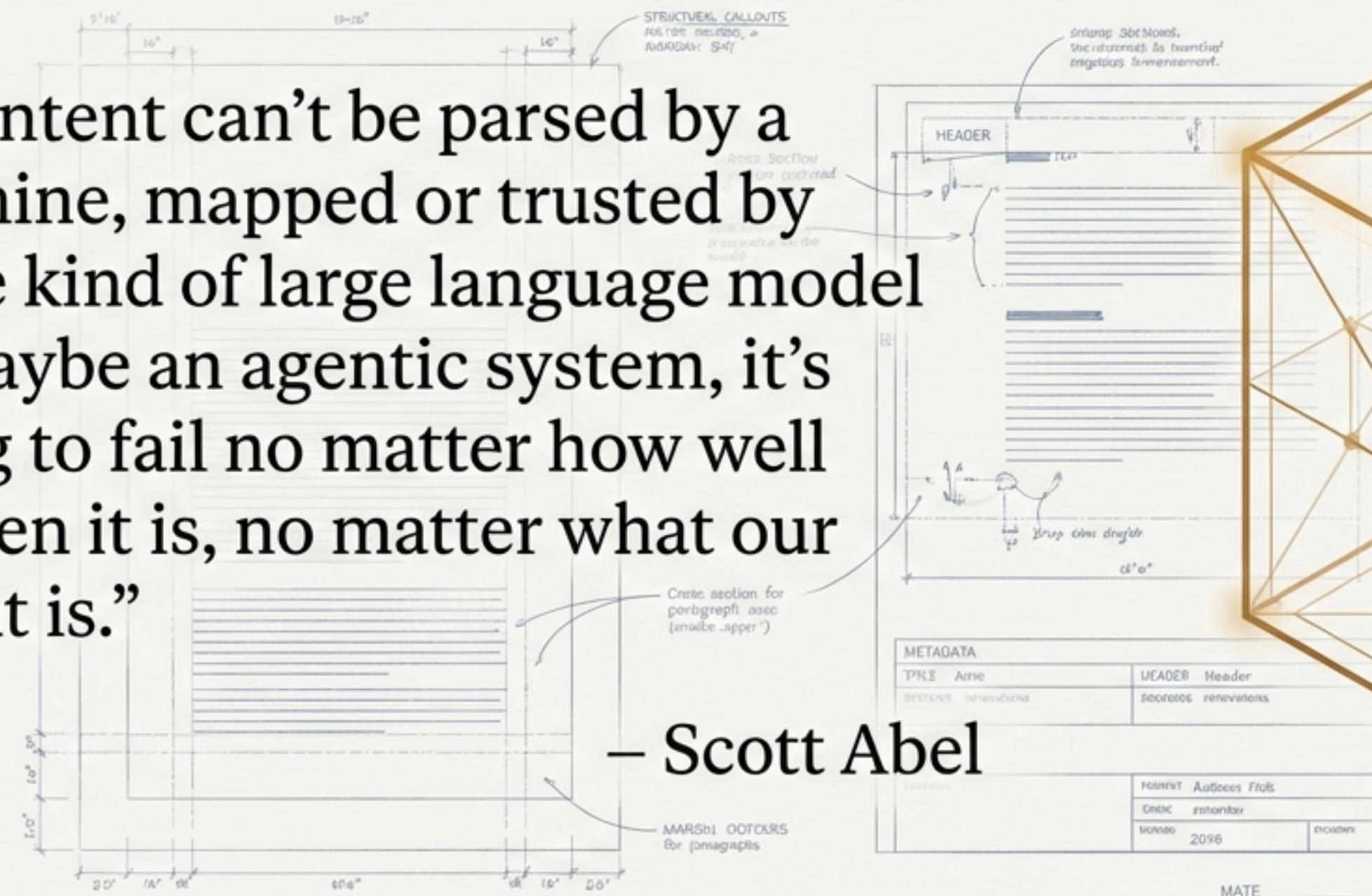


If your content isn't built for machines, it's built to fail.

“If content can’t be parsed by a machine, mapped or trusted by some kind of large language model or maybe an agentic system, it’s going to fail no matter how well written it is, no matter what our intent is.”

— Scott Abel

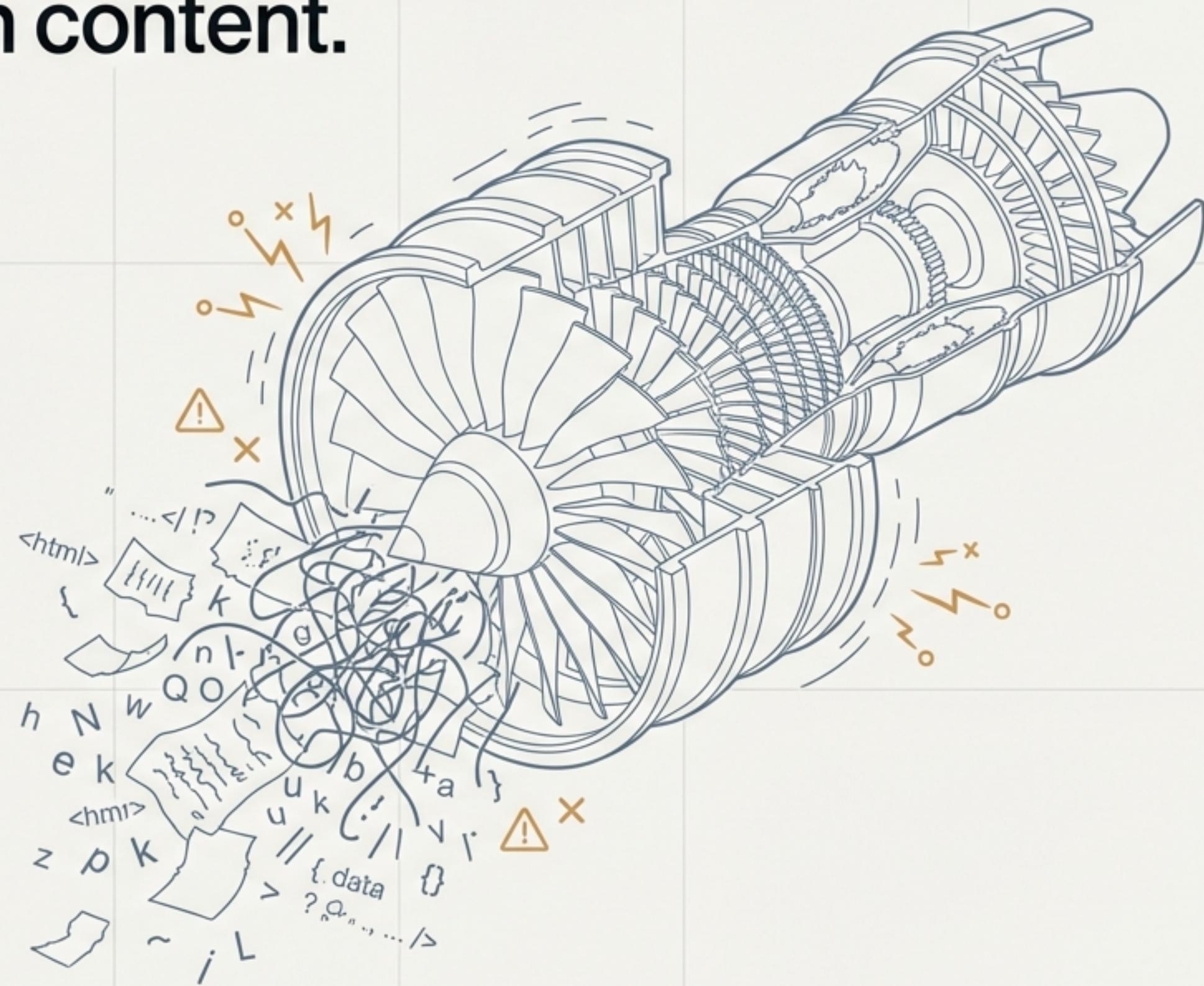


The AI revolution runs on content. Most of it isn't ready.

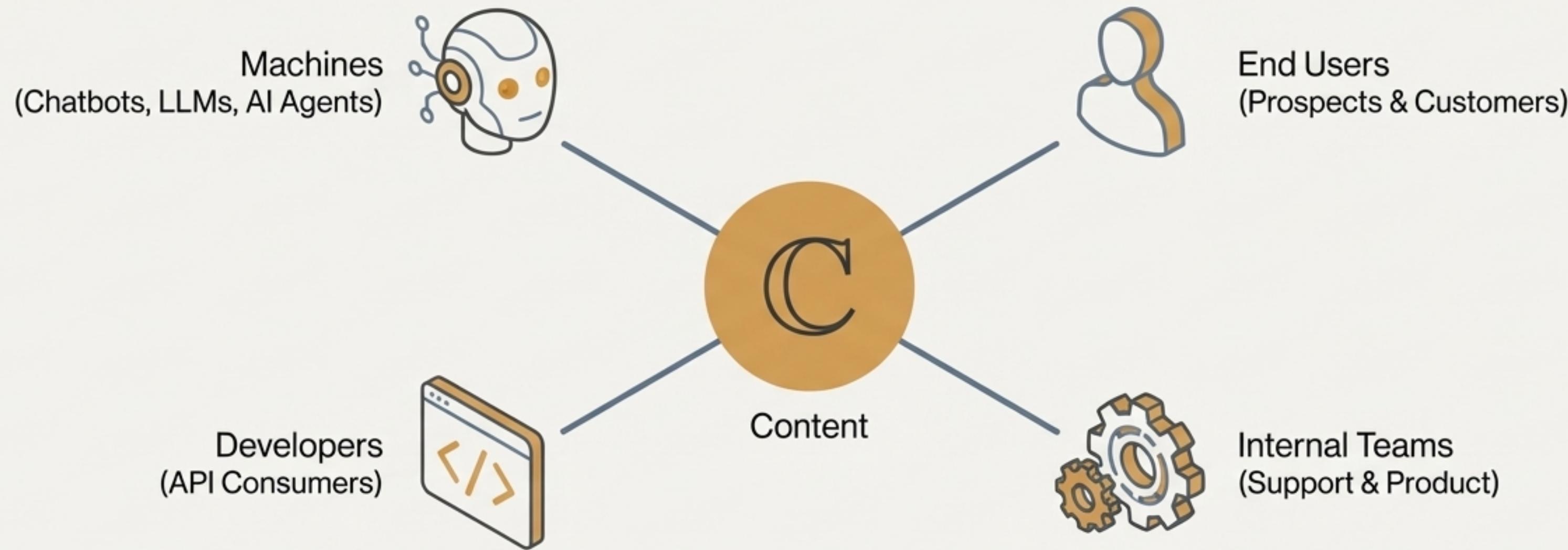
An MIT study found that most enterprise AI pilots fail due to poor underlying data and content, not the AI technology itself.

Currently, 90% of agentic AI projects are considered failures for this exact reason.

The bottleneck to AI success isn't the algorithm; it's the lack of structured, governed, and metadata-enriched content that machines can trust and reason over.



Your audience is no longer just human.



Core Mandate:

The same source of content must perform flawlessly across the web, embedded UI, developer portals, and AI-driven assistants—without fragmentation or reauthoring.

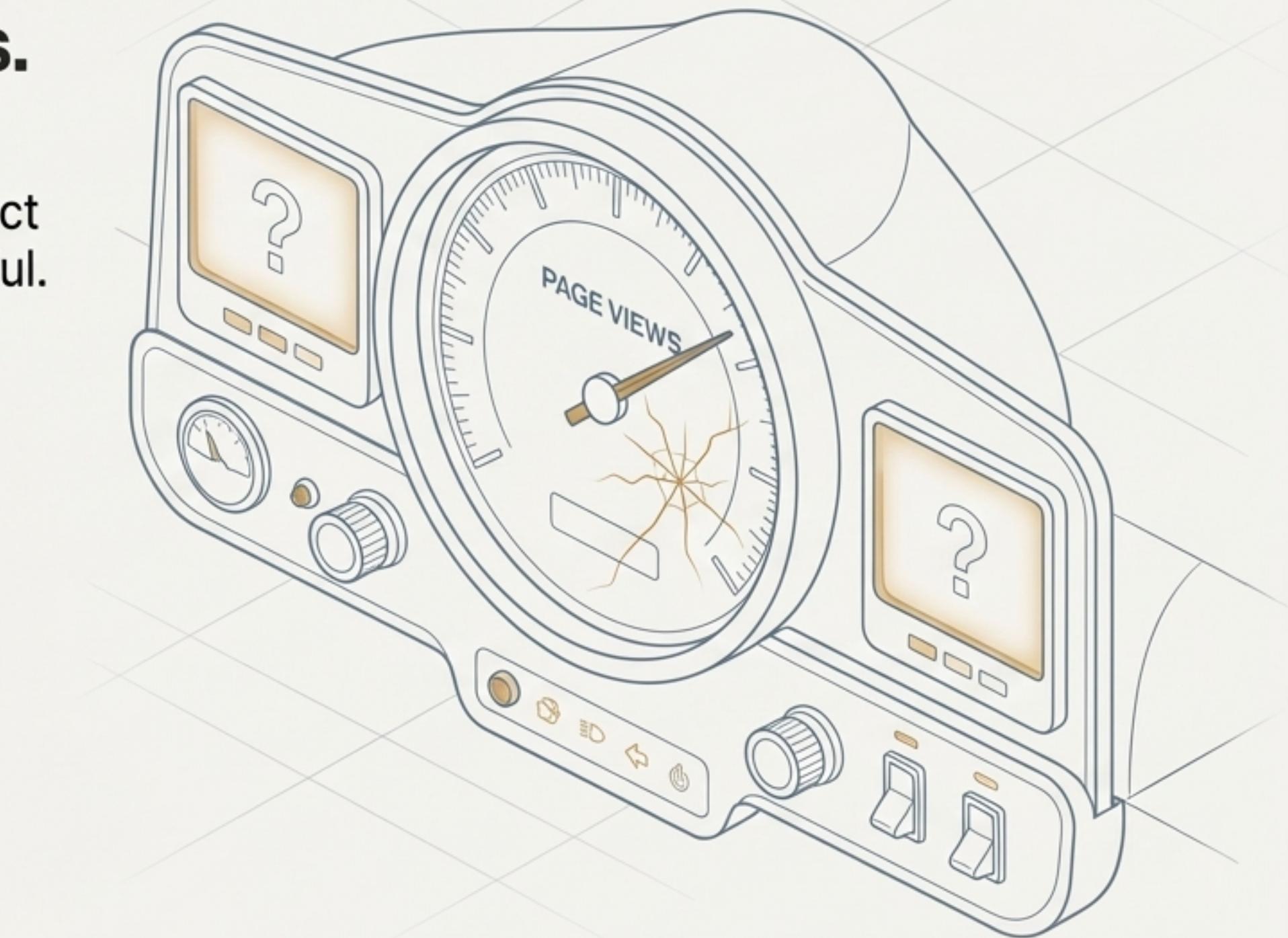
The metrics we used to trust are now just secondary signals.

Page Views measure traffic, not effectiveness.
A high-traffic page could simply mean the product
is confusing, not that the documentation is helpful.

Page-level ranking is less meaningful when
answers are delivered by in-product bots or
assistants that never “view a page.”

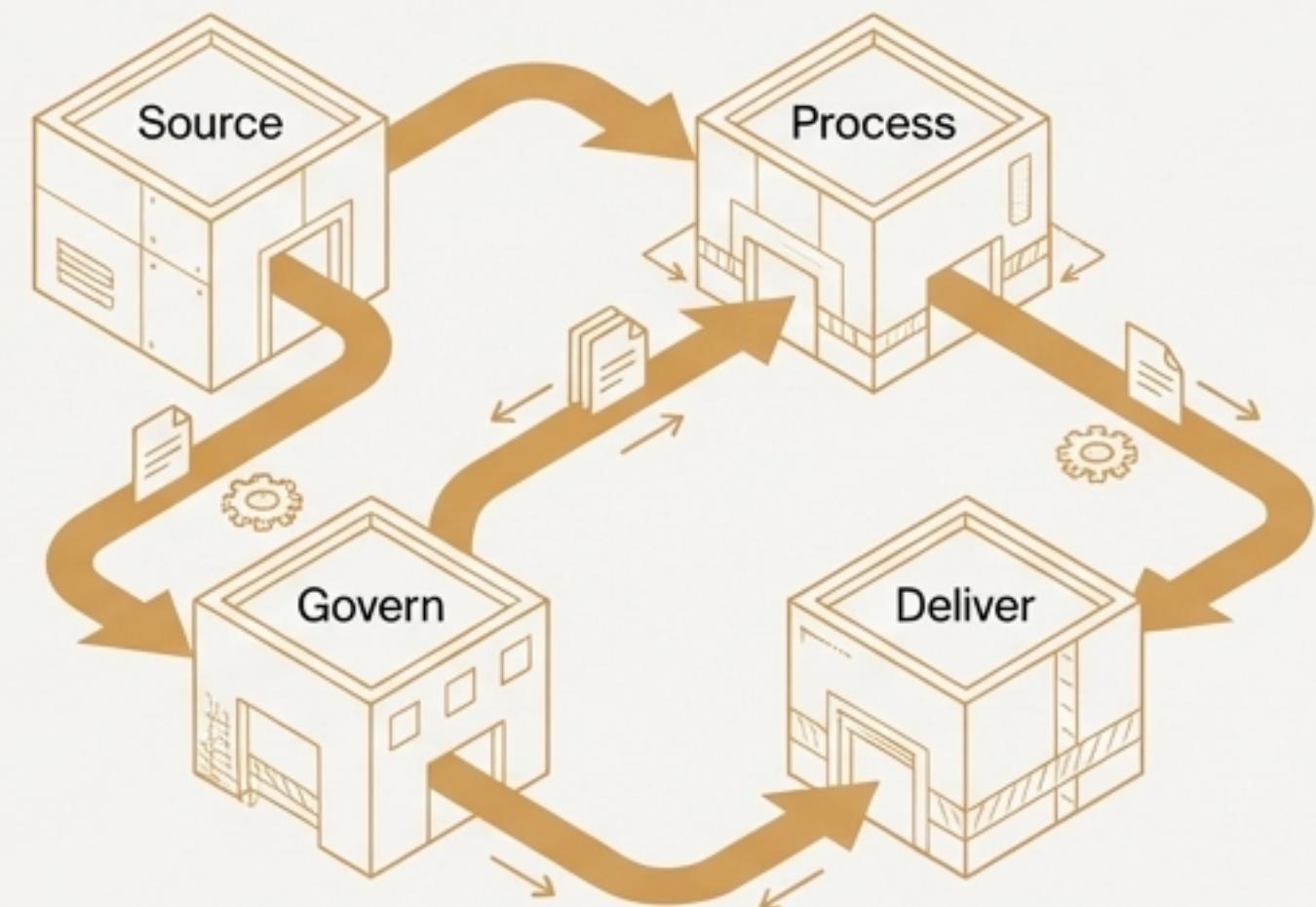
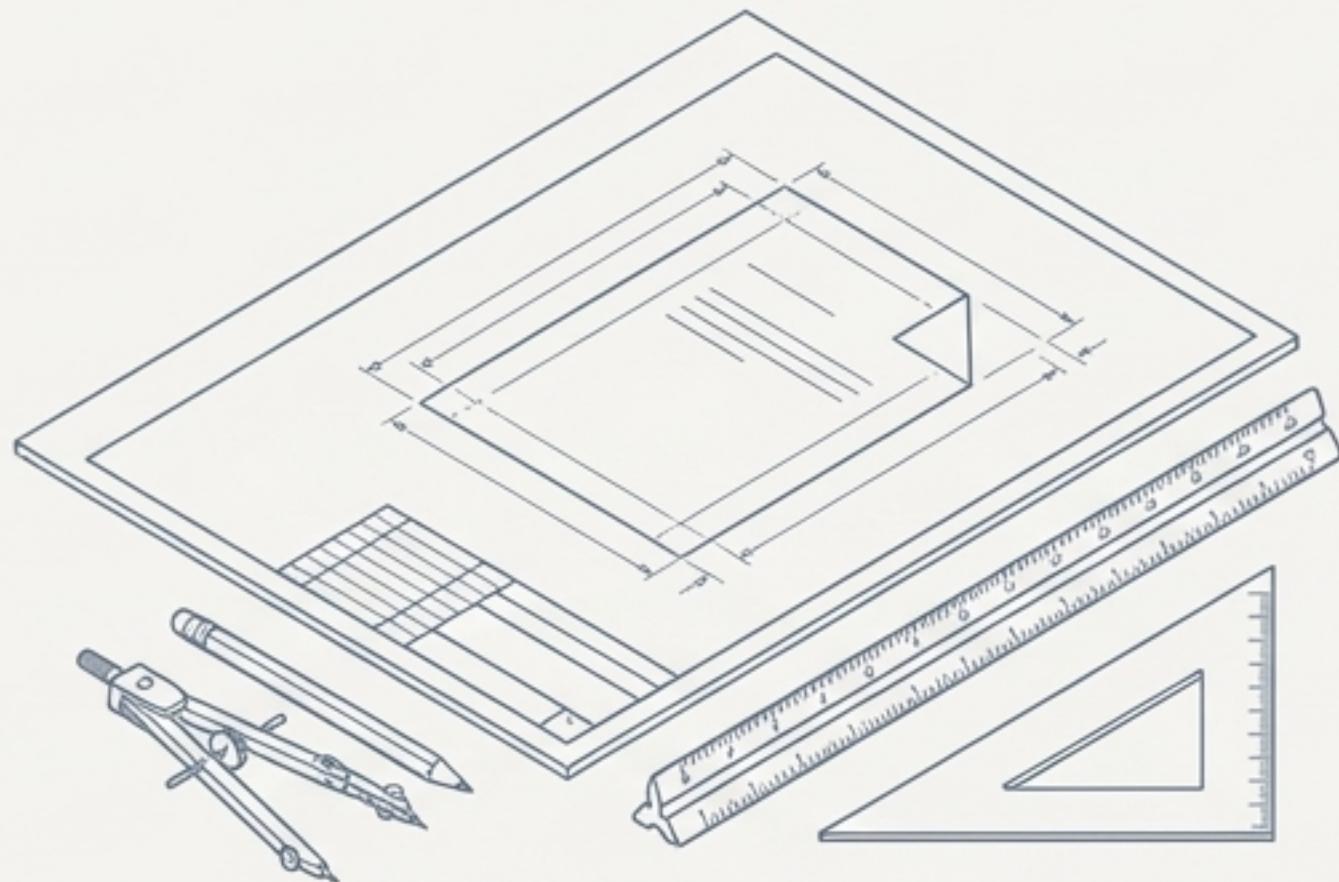
What they don’t tell you:

- Did the content solve the user’s problem?
- Was the information correct?
- Did the structure support AI reuse?
- Did it reduce business costs?



The New Role for Old Metrics: They are useful as *signal indicators* (e.g., a spike in views might signal user confusion), but they are not primary measures of success.

The new definition of success is a shift in focus.



FROM

Is the documentation clear?
(An aesthetic, subjective measure)

TO

Does the documentation reduce friction?
(A functional, measurable outcome)

We are no longer just delivering the experience.
We are engineering the content that helps the **machine** deliver the experience.

The New Playbook: Measuring Machine-Readiness and Efficiency

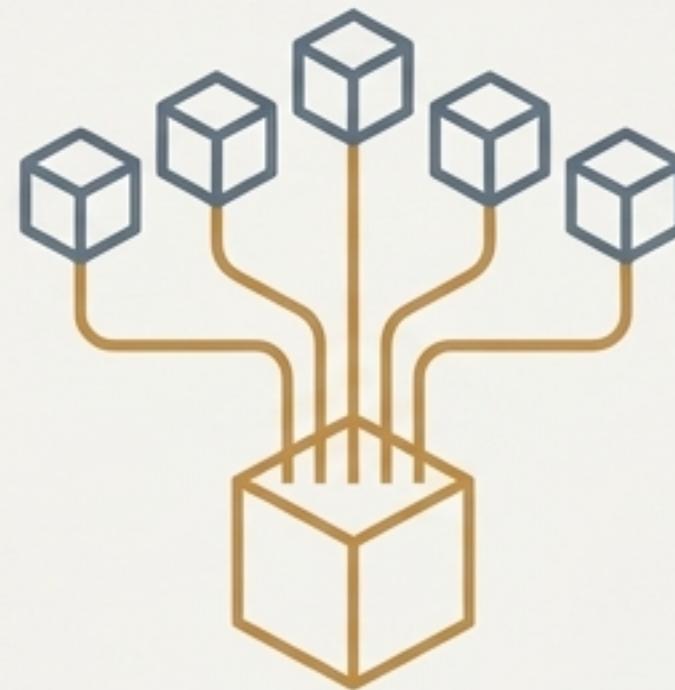


Parsibility

How often does an LLM misinterpret or misuse your content? This measures the content's structural integrity and clarity for non-human readers.

Reuse Ratios

How many times is a single piece of content repurposed? This measures the ROI on content creation in a structured authoring environment.



Terminology Accuracy

Is terminology consistent across all systems and channels (help portal, support scripts, UI text)? This measures the coherence of the knowledge base.

The New Playbook: Measuring User and Business Effectiveness



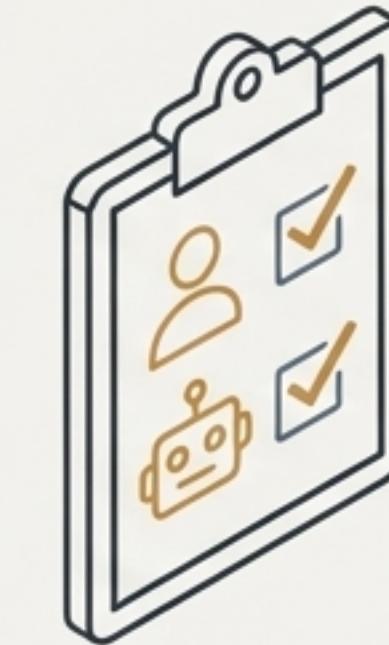
First Contact Resolution Accuracy

How accurate is the answer provided by an AI system on the first try? This directly measures the quality and trustworthiness of the underlying content.



Support Ticket Deflection

Can you attribute a reduction in support tickets to a specific piece of content that provided a resolution?



Task Completion Rates (Human & AI)

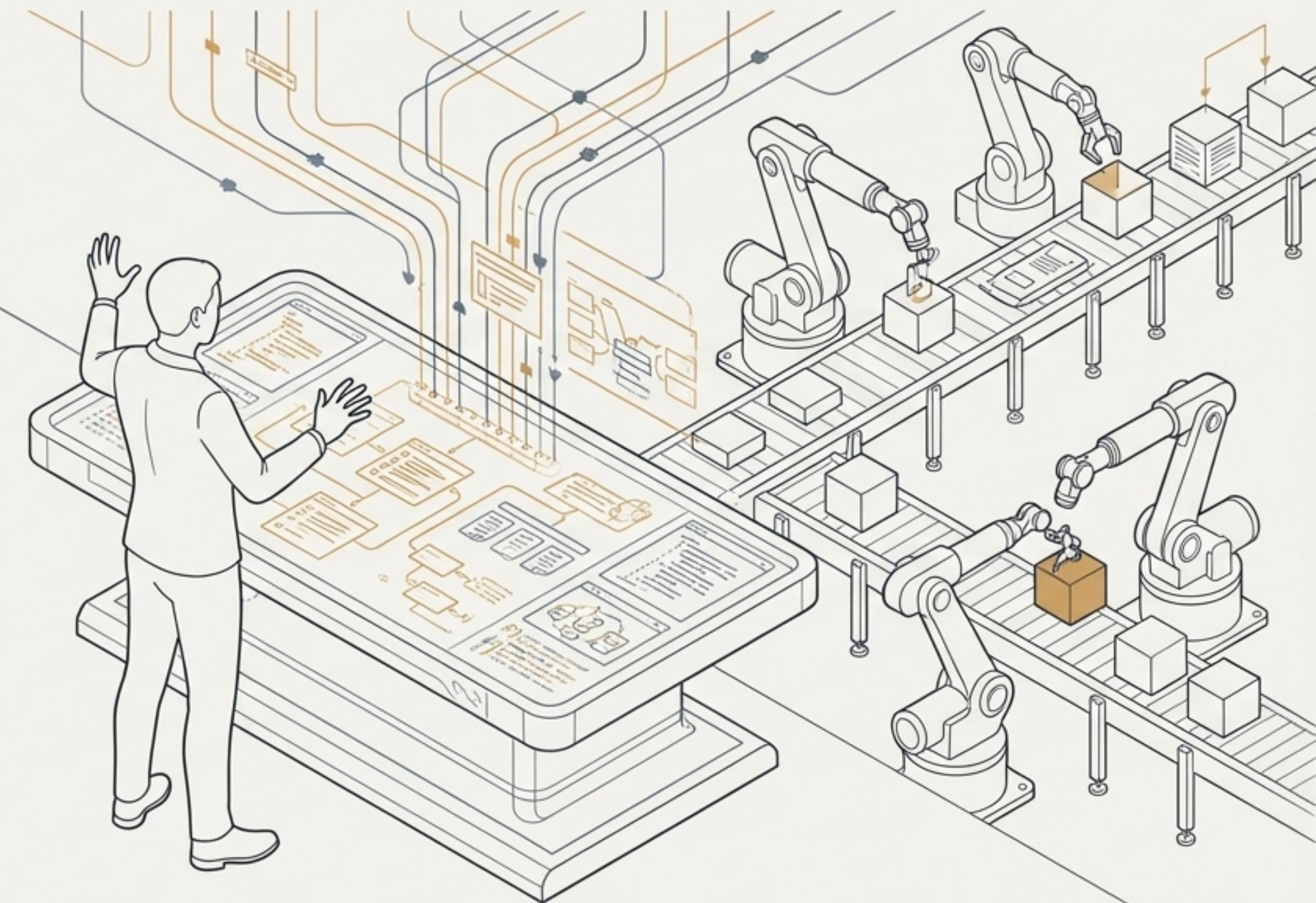
Were users (both human and bot) able to successfully complete the task they set out to do using the content?

Your role is evolving from Content Creator to Content Orchestrator.

Writers are no longer judged just on writing. The new discipline requires a different set of skills and responsibilities:

- **Knowledge Modeler:** Structuring information so machines can reason over it.
- **Systems Thinker:** Establishing workflows for continuous, automated delivery.
- **Governance Expert:** Maintaining terminology, rules, and content systems.
- **AI Orchestrator:** Building and managing the “content factory” itself, not just working on the assembly line.

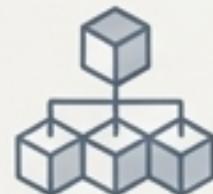
This is a shift to a “data discipline,” building durable systems and processes that empower the next generation of authors and AI.

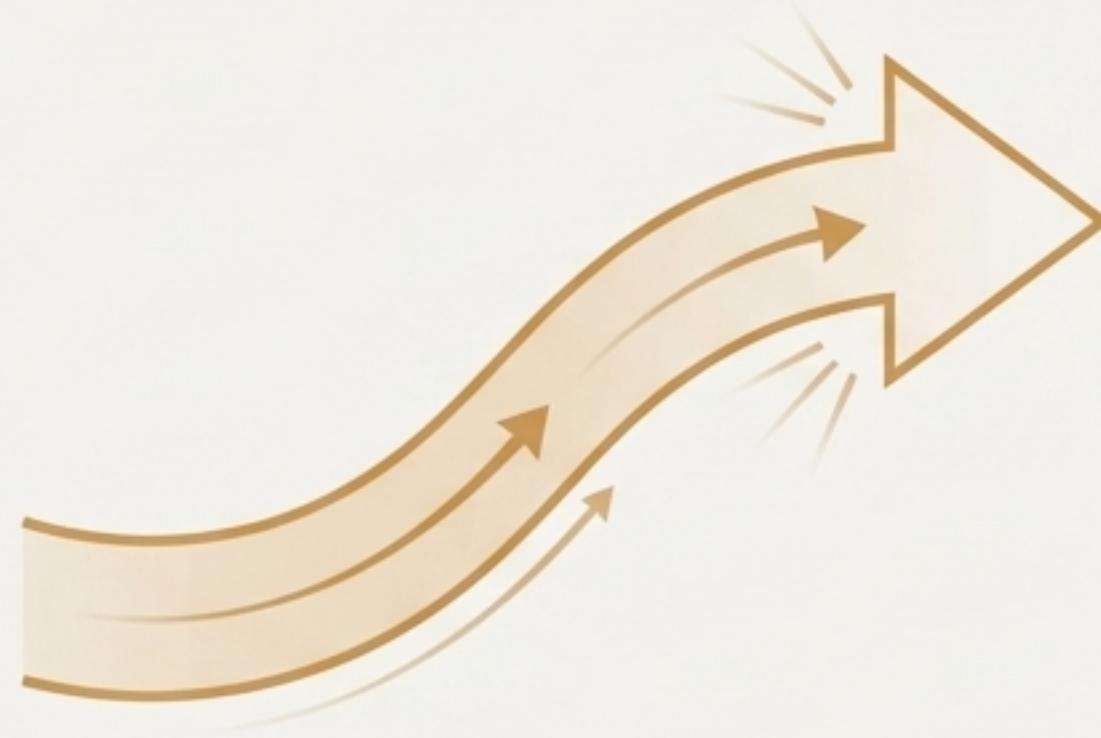


To prove your value, you must speak the language leaders already understand.

What We Want to Talk About

Neue Haas Grotesk Display Pro Medium

-  Structured Content
-  Parsibility
-  Reuse Ratios
-  Content Models



What Leadership Cares About

Neue Haas Grotesk Display Pro Medium

-  Revenue Growth
-  Operational Costs
-  Customer Retention
-  Time-to-Market

The Bottom Line

Your most important job is to translate your team's work into the metrics the business already uses to measure success. Don't try to convince them to care about structured content; show them how structured content drives the outcomes they care about.

The Value Translation Framework: Reducing Operational Costs

IF WE IMPROVE...

 Support Ticket Deflection & First Contact Resolution

 Content Update Velocity (from weeks to hours)

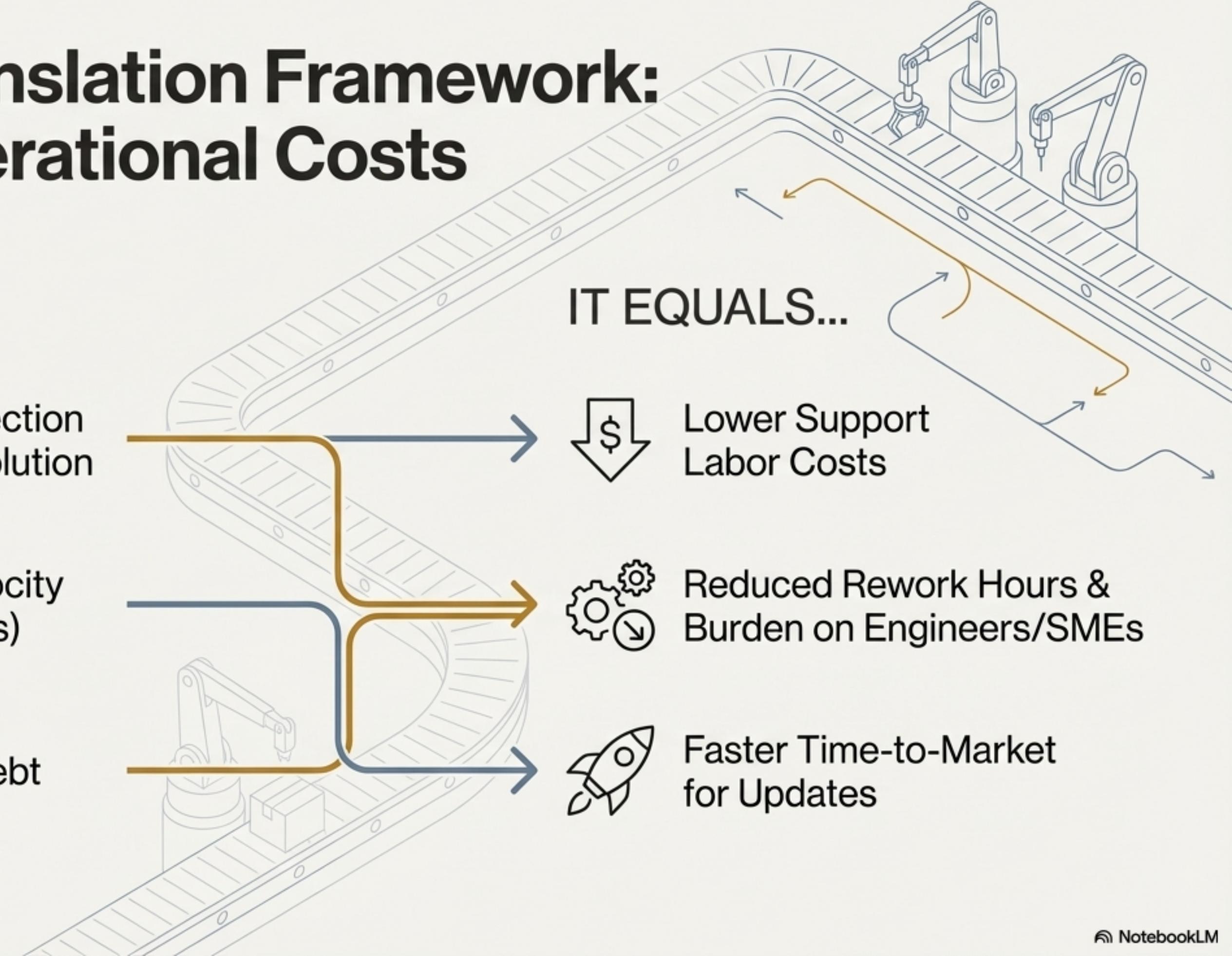
 Reduced Content Debt

IT EQUALS...

 Lower Support Labor Costs

 Reduced Rework Hours & Burden on Engineers/SMEs

 Faster Time-to-Market for Updates

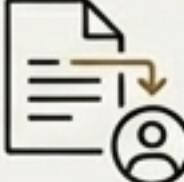


The Value Translation Framework: Increasing Revenue & Retention

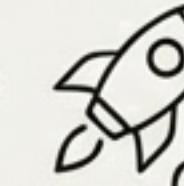
IF WE IMPROVE...

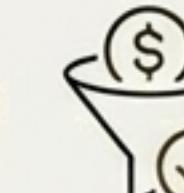
 Time-to-Value &
Onboarding Time

 AI Answer Accuracy
for Prospects

 Documentation-Driven
Adoption Signals

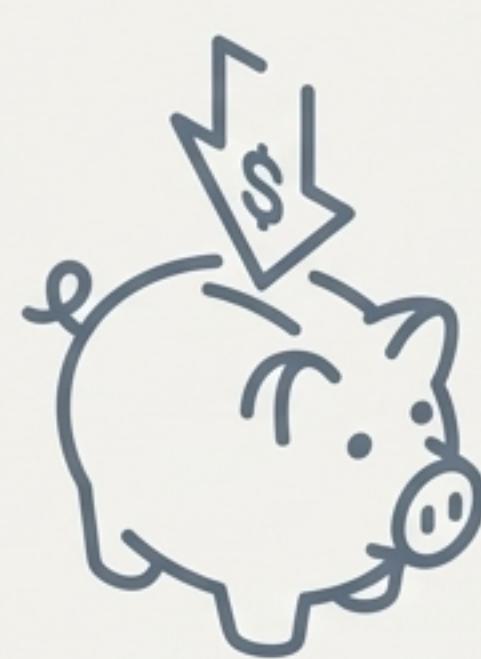
IT EQUALS...

 Faster Product Adoption &
Reduced Customer Churn

 Higher Conversion Rates
in the Sales Cycle

 Increased Customer
Satisfaction & Retention

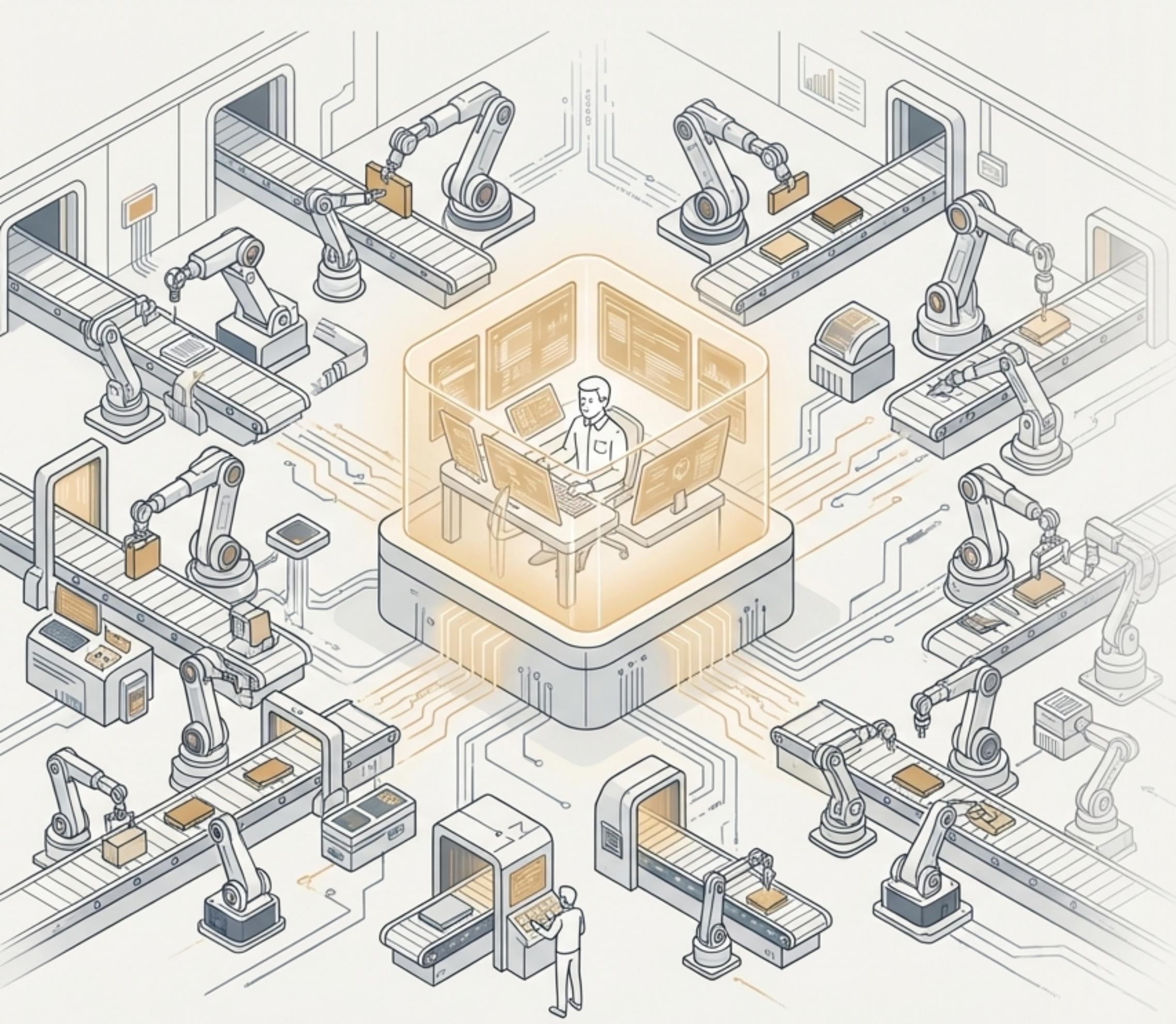




A case in point: They might not want savings, they might need sales.

A CEO was asked by his board to deliver an **8% increase in sales**. His job depended on it. The content team came to him offering a project that would **save the company \$500,000**. The CEO's response: "That's nice. But can you help me make 8%? If I spend \$100,000 on your project and fail to make my 8% commitment, they will ask me why I funded a project that had nothing to do with my primary goal."

The Lesson: Always map your value proposition to what leadership is already responsible for delivering.



The future is not using AI to write, but to orchestrate the entire content operation.

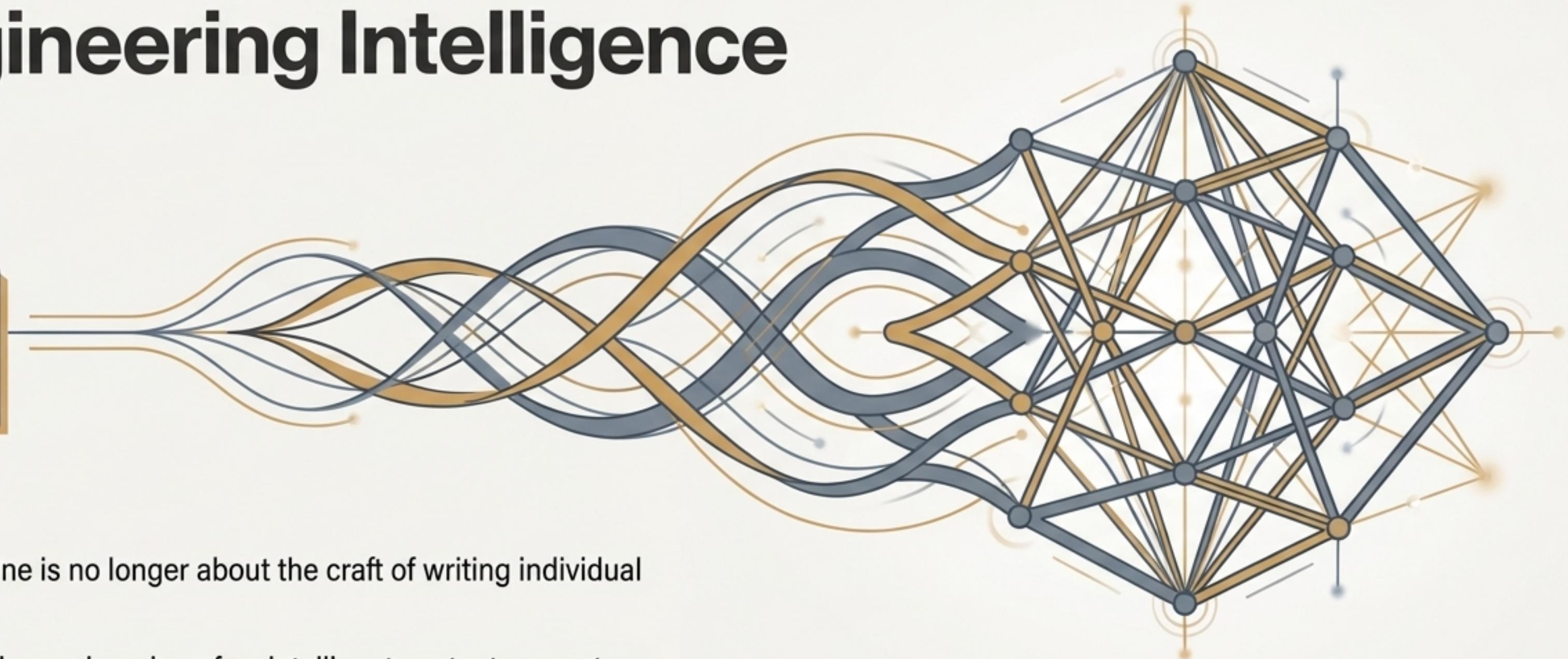
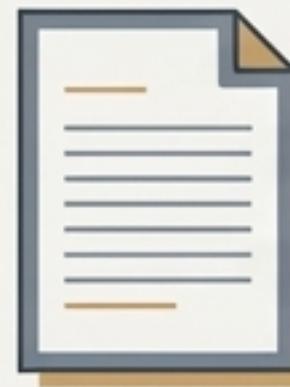
Imagine AI agents acting as your team:

- An agent debates content changes based on style rules.
- An agent generates a prioritized report of recommendations over the weekend.
- An agent monitors the live documentation to ensure the approved changes were actually implemented.

Tools like **Promptitude** and **Immerse** are not just for generating text; they are orchestration layers that allow you to build, manage, and automate these complex content workflows.

Your expertise lies in designing, building, and managing this intelligent system. You become indispensable.

From Crafting Pages to Engineering Intelligence



Our discipline is no longer about the craft of writing individual pages.

It is about the engineering of an intelligent content ecosystem.

Success means creating content that is structured, governed, and enriched, enabling machines to deliver precise, frictionless experiences that directly drive business value.