Content brief

QLD.GOV.AU

# 

## Audience and content goal

|  |  |
| --- | --- |
| **Audience** | Who does your message need to reach? |
| **Content goal** | What should the customer know or be able to do after reading this content? |
| **Performance measurement** | How will you measure the success for your content?  What does success look like? |

## Overview

|  |  |
| --- | --- |
| **Page title** |  |
| **Page location** | Provide the website IA position or URL link for your page |
| **Content owner** |  |
| **Subject matter expert** |  |
| **Approved by** |  |
| **Approval date** |  |
| **‘Go live’ date** |  |
| **Review frequency** | High—review content every 3 months or less  Medium—review content every 6 months  Low—review content every 12 months  Specific date |

## Content

Insert your web page content here. If you’re updating an existing web page, copy the content from the live page and then turn tracked changes on.

## Metadata

|  |  |
| --- | --- |
| Page title | Format for franchise pages: Title | Franchise | Queensland Government |
| Page description | Describe your page content in 150 characters or less |
| Keywords | Select 3–6 keywords and 3–6 key phrases based on the page content |

## Supporting materials

### Images or videos

|  |  |
| --- | --- |
| File path |  |
| Copyright and credits |  |
| Caption |  |
| Alt text |  |
| Transcript file path |  |

### Asides (right column)

|  |  |
| --- | --- |
| Heading |  |
| Content |  |

## Index page

|  |  |
| --- | --- |
| Index page URL |  |
| Thumbnail image file path |  |
| Thumbnail text |  |

## Updates to related pages

|  |  |
| --- | --- |
| Secondary website(s) | Which URLs link to this page? |
| Pages to be decommissioned | Which URLs need to be redirected and/or decommissioned after this content is published? |