

Website Content Planner

Plan page purpose, audience tasks, evidence, ownership, metadata and review requirements.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / PAGE PURPOSE

Page purpose

Evidence, decisions, owners and unresolved questions

NOTES

02 / PRIORITY AUDIENCE TASK

Priority audience task

Evidence, decisions, owners and unresolved questions

NOTES

03 / REQUIRED EVIDENCE

Required evidence

Evidence, decisions, owners and unresolved questions

NOTES

04 / CONTENT STRUCTURE

Content structure

Evidence, decisions, owners and unresolved questions

NOTES

05 / SEARCH INTENT

Search intent

Evidence, decisions, owners and unresolved questions

NOTES

06 / OWNER AND APPROVER

Owner and approver

Evidence, decisions, owners and unresolved questions

NOTES

07 / REVIEW DATE

Review date

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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