Content Strategy Page Key

[Page ID] [Page Title]

Section objective: For section landing pages only. Each new section should have a section objective that overviews the purpose of the section. When new pages need to be added, understanding the section's pupose helps understand where to place pages.
Page objective: Purpose of page; why this page exists.
Audience: Provides information related to the mental model. e.g. Matchseeker (See p. 6-13)
Phase: When are we going to get to this – Current rollout, long-term, interim
Subject matter expert(s): Identify SME sources.
Content elements: Reference to a page or other document that provides guidance on the types of content elements that should be developed for this page.
Maintenance implications: Governance, schedule, recommendations for how often to review/update. Any dependencies on other sites (shared content)?

Zone 1 Content Main Content **Key tasks fulfilled:** Tasks from audience matrix.	**Message focus:** Key messages to share from audience matrix. **Content description:**
	Assets: Photos, multimedia, etc. **(Existing content resources)**
	Metadata: Shared content & search engine keywords.
	Contextual calls to action: List of related links and contextual calls to action.
Zone 2 Content Modules	Module recommendations for this page. Note: There should never be more than 3 modules per page (less if it is a short page).

Source Content	Where does this content come from? 1) Unit has or will create 2) Unit draws info from other unit(s) 3) Unit draws from other data source (e.g. RSS, eCV, database)
Current Location (if applicable)	Content audit reference number, page URL, other location (i.e. print, brochures, other media)
Content Sharing	Shared content? If so, at what level? (local, decanal, global).

Content Strategy Page Template: Section Overview Page

Section objective: ia team to complete
Page objective: ia team to complete
Audience: ia team to complete
Phase: Initial launch
Content elements: ia team to complete

Maintenance implications: editorial team to complete

Zone 1 Content Main Content **Key tasks fulfilled:** ia team to complete	**Message focus:** ia team to complete **Content Description:** ia team to complete
	Assets: editorial team to complete
	Metadata: taxonomy team to complete
Zone 2 Content Modules	• ia team to complete after content placement
Zone 3 Content Related links (contextual calls to action)	• ia team to complete after content placement

Source Content	ia team to complete
Current Location (if applicable)	ia team to complete
Content Sharing	ia team to complete

Content Strategy Page Template: Other Page

Page objective: ia team to complete
Audience: ia team to complete
Phase: Initial launch
Subject matter expert(s): editorial team to complete
Content elements: ia team to complete
Maintenance implications: editorial team to complete

Zone 1 Content **Main Content** **Key tasks fulfilled:** ia team to complete	**Message focus:** ia team to complete **Content Description:** ia team to complete
	Assets: editorial team to complete
	Metadata: taxonomy team to complete
	Contextual calls to action: • ia team to complete after content placement

Zone 2 Content Modules	• ia team to complete after content placement

Source Content	ia team to complete
Current Location (if applicable)	ia team to complete
Content Sharing	ia team to complete