# 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 of 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.

# 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? |