

# Content Redesign Worksheet

The goal of this worksheet is to give every team member a repeatable workflow that honors the Digital Content Strategy, bakes research & analytics into every decision, and guarantees that content meets all digital priorities. Whenever you're redesigning digital content, follow these steps:

Page name \_\_\_\_\_ Date \_\_\_\_\_

Familiarize yourself with the current Digital Content Strategy

Review content in the Digital Content Inventory (page type, digital priority status, notes)

Review analytics (date range: \_\_\_\_\_ - \_\_\_\_\_)

Page views \_\_\_\_\_

Bounce rate \_\_\_\_\_%

Most frequent Google searches \_\_\_\_\_

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Was This Page Helpful? Yes (%) \_\_\_\_\_ No (%) \_\_\_\_\_

Comments \_\_\_\_\_

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Define 1-2 user stories using existing user personas (persona, task, goal)

As \_\_\_\_\_ I need \_\_\_\_\_ so

that I can \_\_\_\_\_

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As \_\_\_\_\_ I need \_\_\_\_\_ so

that I can \_\_\_\_\_

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Perform gap analysis

What needs to be improved? \_\_\_\_\_

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What's already working well? \_\_\_\_\_

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Overlapping content \_\_\_\_\_

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Consolidate? Yes \_\_\_ No \_\_\_

Involve division coordinator. If it involves a priority topic, also communicate with Public Affairs.

Redesign, ensuring that it is:

Accurate

Consistent

Accessible

Well-written

Visually appealing (especially on mobile)

Measure and iterate (30 days)

Page views \_\_\_\_\_

Bounce rate \_\_\_\_\_

Most frequent Google searches \_\_\_\_\_

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Was This Page Helpful? Yes (%) \_\_\_\_\_ No (%) \_\_\_\_\_

Comments \_\_\_\_\_

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