# Content production template

# Use the content production template to prepare, write and check for quality content.

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| Page details | |
| Content page title | To complete |
| Location in the IA | To complete |
| Content type | To complete |
| Page status (draft/revise/final) | To complete |
| Go-live date | To complete |

|  |  |
| --- | --- |
| Quality content checks | |
| **Factual accuracy and relevance** | Subject expert to complete |
| **Product objectives** | Product owner to complete |
| **Legislative requirement** | Legal to complete |
| **SEO and metadata**   * meta description is engaging * URL is SEO-friendly | Content or subject expert to complete |
| **Accessibility**   * images: alt text * PDFs with html extract and contact details * videos closed captions and transcripts * tables are accessible | Content expert or publisher to complete |
| **Readability and quality**  Written in plain English  Readability score Structured and chunked using a heading hierarchy, lists and bullet points  Call-to-action is clear Links are meaningful and working | Content expert to complete |
| **Multimedia** Images and videos: clearance | Product owner and publisher to complete |

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| Main content – content author to complete |
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| Priority 2 content – content author to complete |
| Callout content |

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| Priority 3 content – content author to complete |
| Relevant related links  Contact details |

## Writing tips

* The first sentence sets an expectation for what’s on the page
* Your main content contains your key message or user need
* Use a heading hierarchy (H1, H2, H3) to signpost the user’s journey through the page
* Use text that describes the link including the URL in brackets
* Add a call-to-action so the user knows what to do
* Use steps or bullet points for instructions
* Use header rows for tables

## Resources for authors and reviewers

[Content Guide](https://guides.service.gov.au/content-guide/)

[Creating user-centred content](https://test-staging.apps.staging.digital.gov.au/creating-user-centred-content/)

[Checking and testing content](https://test-staging.apps.staging.digital.gov.au/creating-user-centred-content/testing-content/)

[Content design](https://test-staging.apps.staging.digital.gov.au/creating-user-centred-content/content-design/)

[Understanding diversity](https://test-staging.apps.staging.digital.gov.au/creating-user-centred-content/understanding-diversity/)

[Writing for accessibility and inclusivity](https://guides.service.gov.au/content-guide/accessibility-inclusivity/)