

A content manifesto

1. **Content should be *strategic***

Content should ladder up to the organisation's strategy. Some content will have a more direct connection, but the strategic justification should always be there.

2. **Content should be *relevant***

Content should be relevant to the user and their needs, appropriate to the context they use it in, and credible and appropriate coming from the organisation publishing it.

3. **Content should be *informative***

Content should provide reliable, accurate, up-to-date information, with the appropriate level of detail to meet their needs. It should inspire trust in the user.

4. **Content should be *clear***

Content should be clear, concise, easy to understand, and avoid complex language or jargon that the user will not understand. It should not mislead the user.

5. **Content should be *structured***

Content should be organised to make easy for users to find the information they need quickly. The structure should make it easier for the user to understand and take action.

6. **Content should be *engaging***

Content should connect with the user and hold their interest. It should be well-written, well-designed, unique, and have a compelling point of view.

7. **Content should be *consistent***

Content should follow a consistent style, voice, and messaging. It should also use consistent formats and design elements to create a harmonious experience.

8. **Content should be *accessible and inclusive***

Content should be accessible to all users, including disabled people. It should be inclusive of users from different backgrounds and contexts.

9. **Content should be *findable***

Users should be able to find the content. Findability is about optimisation for organic search, but it's also about navigability.

10. **Content should be *actionable***

The content should provide a clear, appropriate next step for the user. This next step should help the user with something they want to do or are interested in.