PRIORITY CONTENT

Your website audience needs to find answers to their questions, quickly.

Content to KEEP	Content to GIVE	Content to DELETE

Keep questions to ask:
- Does your audience need this content?
- Is the content required for legal compliance
- Do the anlaytics for this content show lots of visitors? If so, is it accurate?

Give questions to ask:
- Would this content be easier to understand on/within another page?
- Is the content succinct and structured?

Delete questions to ask:
- Does the content tell the truth?
- Does the content meet the purpose of your website?
- Does the content hold value to your primary audience?

CALS/LAS WEB TEAM