**Washington State
Department of Transportation**

Web Content Planning Worksheet

	Name	Email
Author		
SME		
Content Editor/Owner		

1. Content purpose & goal
Why does the user need this content? What actions do you want them to take? Is there a content gap to fill?

2. Measurable outcomes
How will you know if your web content is achieving the above stated goals?

3. Audience(s)
Who is this for? The traveler, rule seeker, business partner or watchdog?

4. Description
List in bullet points the key takeaways and next steps for your users.

5. **Related content**	
What related WSDOT web content already exists?	

6. **Files or media (optional)**

Will you include files or media in your web content?   Yes.   No.

If "yes," please confirm that you will:

Follow WSDOT file naming standards

Ensure document/file accessibility

7. **Additional information**

8. **Desired publish date**	9. **Quarterly review date**	10. **Removal date**

11. Content council only [do not fill out] - Content recommendation

Web content planning worksheet definitions and examples

Content purpose and goal

Give us an overview of what tasks people will take and let us know why users need this new content. Examples:

- *"The legislature introduced new paving requirements. All roads must be installed with eco-friendly asphalt from a pre-approved material list. Contractors will use this content to learn which pavement materials are approved for use in highway construction and make a choice on which materials to use in their work."*
- *"Crashes in roundabouts have increased 50% this year, which suggests new WA state drivers do not know how to use them. Drivers will use this material to properly learn how to drive in a roundabout, including using their blinker when exiting."*
- *"Our division launched a new funding program for local agencies. Using this web content, partners will be able to find details on the opportunity, fill out a grant application and submit their information."*

Measurable outcomes

Let us know what metrics you will use to know if you have met your goal stated above. These metrics will not be used as criteria to add/remove content from the website, but as target goals that can help us know if the new content has been successful at reaching its goals. If it hasn't been successful, we will work with you to help make it successful. Your measurable outcomes should be S.M.A.R.T (Specific, Measurable, Achievable, Relevant, and Time-Bound). Examples:

- *In the next year, 90% of new contracts that include paving projects will indicate use of materials on the pre-approved materials list provided on this page. Calls to our office regarding approved materials will be reduced by 50%.*
- *In the next six months, 40% of visitors to this page will scroll all the way to the bottom of the page, indicating that they are learning the full body of information. We will see incoming links from at least 10 outside websites that link to this page to educate their audiences about driving in roundabouts.*
- *Between the launch of the new page and the closing of the application period, we will receive at least 20 grant applications.*

Audiences

Choose your relevant audience from one of our four categories: the traveler, the rule seeker, the business partner and the watchdog. More details on these roles are available in the [WSDOT Audience Profiles](#). We ask you to identify an audience because it helps decide appropriate content formats and delivery channels. Planning for a specific audience also makes it easier to engage your readers with personal and relevant content.

Description

Take the opportunity to go into a little more detail about what takeaways you plan to share through this web content. It may be helpful to think of this as creating a rough outline of your content. Example:

- *"Users will get a brief background about the new eco-friendly paving regulations"*

- *"Users will determine if the regulations apply to their work"*
- *"If the regulations do apply, they will access a list of state-approved eco-friendly paving materials"*

Related content

Let us know if there are any existing web pages, blog posts, technical documents, etc. that already exist somewhere online that is related to this content.

Files or media

If you are planning to include files/media, know that all files MUST be made accessible. There are resources available for creating accessible documents in our Web Work Teams channel. Reach out to WebHelp@wsdot.wa.gov for access.

Additional information

Include any additional information you'd like the content council to be aware of in this box.

Publish, review and expiration dates

Tell us when you want the content to go live. Keep in mind that we ask for a two-week buffer from request form to live content.

The review date is when you will revisit the content to make sure that it is up-to-date and relevant – if that will be on a weekly or daily basis, feel free to specify.

The expiration date is when you expect the content to be taken off the web. If you're not sure, please share a ballpark date. If the timeline is indefinite, include "N/A"

WSDOT