

Go/no-go Website Content Template

What is t	the page	about?	What is	the	goal	of	th

One sentence summary

Keyword phrases

ne page?

Business goal

How is the goal to be measured?

KPI

Who is going to visit it?

User group/Target audience/Persona

Why will they visit?

What helps fulfill the user's goal?

Page responsible

A person not a function

