

# Acme Web Site – Content Brief

DATE: 05/10/05  
TO: Jane Doe  
FROM: Keith Robinson

The following is an overview of the content needs for the new ACME site. It is intended to serve as a general overview and guideline to help facilitate the development of content. Additionally, please refer to the Site Map, Page Description Diagrams, and Personas to help tie it all together.

## Roles

**Content Manager:** Jane Doe (Director of Communication)

**Content Contributors:** Simon Doe (CEO), John Buck (Director of Marketing), TBD

**Editors:** Alice Cat (External Communications)

**Producer:** Keith Robinson

## Content Summary

The content for the new Acme site will be created from scratch or culled from existing off-line materials. There are approx. 40 pages, excluding job listings, and news/events type pages.

In general (there are exceptions), the pages fall into the following categories:

### 1. Home page

### 2. Service pages

- These pages explain ACME's services. There should be one page per service line and an overview page.

### 3. Portfolio pages

- These pages reflect ACME's portfolio. Each page will include a photo, an overview of the project and the client and the relevant contact information. These pages will be organized by service line.

### 4. Informational and generic content pages

- About us
- History
- Press releases
- Contact, etc.

### 5. Index pages

- For news, job listings, etc. These will consist mainly of an introduction blurb.

Please refer to the Site Map for an outline of the content areas and the Page Description Diagrams for more detail on these specific pages.

## **Audience**

The primary audience for the ACME site is prospective clients, with secondary audiences of current clients and prospective employees. See the Persona document for more detail.

## **Scope of Work**

The primary objectives are:

- To provide content that is current and relevant.
- Develop initial content (both text and images) for the ACME site as described in the Page Description Diagrams.
- Begin publication, based on a schedule and plan, of regular updates to keep the site fresh and showcase the knowledge and work of ACME and its employees.

## **Content Delivery Considerations**

ACME will be producing all of the content and handing it off to Keith for implementation. It is important to get some draft content early so he can design to the content. The details describing what content will be needed for each type of page can be found in the page description diagrams, but in general it will be textual with images (photos, charts, diagrams, etc.) where appropriate.

If possible, meta-data [a title (where appropriate), keywords, a short description, etc.] should be created for each page as well.

Delivery should be in digital format and all final content should be delivered at the same time. Keith will be sending ACME a Word template example of how he'd like to receive the content.

## **Content Delivery Plan**

- Content culled from existing materials or written as needed and passed along to Jane (March 30)
- Content inventoried against the site map and gaps analyzed (April 1)
- Some draft content passed to Keith for use in design (April 1)
- Any missing content written and/or re-written and passed along to Jane (April 8)
- Content will be reviewed by Jane and ACME team (April 13)
- Edits and changes will be delivered to Jane from ACME team (April 18)
- Final edits will be made by Jane and Alice (April 22)
- Content will be approved by ACME team (April 28)

- Final Content will be passed along to Keith (April 29)
- Content build will be done by Keith (May 19)
- Content will be reviewed by ACME team (May 19 – May 23)
- Final edits and changes will be delivered to Keith (May 23)
- Final edits will be made by Keith (May 25)
- Final Content is ready on ACME server (May 25)
- Site goes live (June 1)