

●●●● Web Content Matrix

Blank Matrix

Audience for this Content

	Basic Description	Attributes
Primary Audience		
Secondary Audience		

Messaging for this Content

	Message
Primary The single most important thing you want the user to know	
Secondary A group of key messages that support the primary message and provide context	

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Topics for this Content to meet our audience's need and to convey the message

Purpose of this Content e.g. to persuade, inform, instruct, entertain, validate, etc.

Voice & Tone of this Content

Voice a reflection of who we are – this is always the same	Tone a reflection the audience's emotional state
Helpful but not overbearing	
Expert but not bossy	
Friendly but not overly familiar	
Professional but not stodgy	

Sources for this Content

Original Content	Aggregated Content