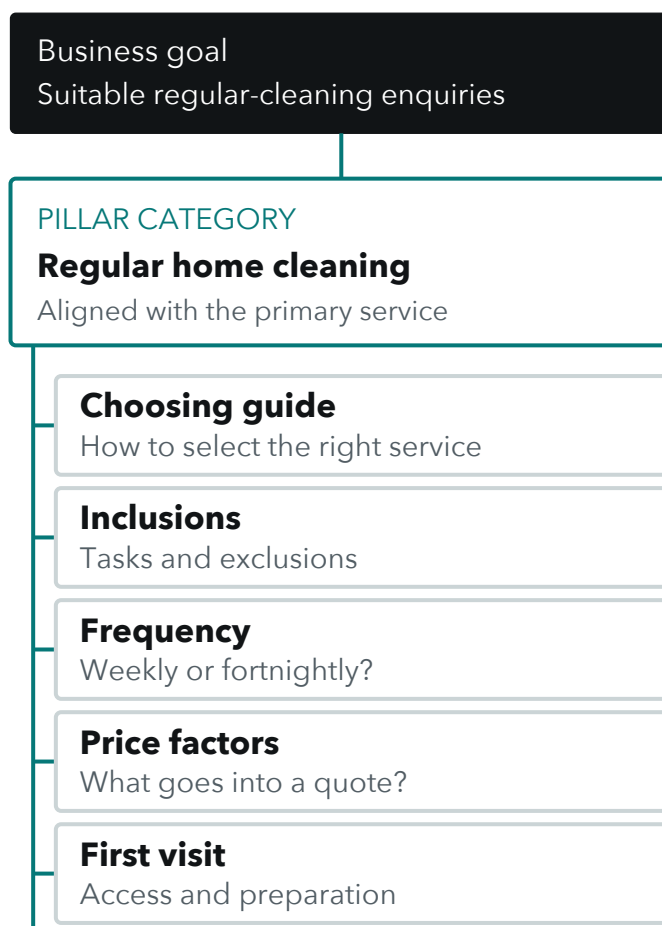


Start with the page relationships

Worked example: an imaginary business, not a client result. Use the next pages for your own plan.

ONE SUBJECT. CLEAR PAGE ROLES.



The category houses these five blogs.

Pillar: a blog category aligned with a primary service or product collection. The category houses its blogs; the service page presents the actual offer. There is no required page count or word count.

Complete fields in a PDF reader that supports forms, or print. Save your own copy. Read the full article at zincdigital.co/blog/build-a-content-hub-people-can-use/.

Define the subject before the pages

Complete the boundaries and business goal before commissioning a writer.

Offer and business goal

Reader and decision they need to make

Pillar category / aligned service or collection

Included blog subjects

Excluded subjects and why

Commercial destination and next action

Map the questions to pages

One task per row. Similar wording does not automatically require separate pages.

1. Customer question / intent

Preferred page / existing URL

Distinct answer / evidence needed

Reader next step / page owner

2. Customer question / intent

Preferred page / existing URL

Distinct answer / evidence needed

Reader next step / page owner

3. Customer question / intent

Preferred page / existing URL

Distinct answer / evidence needed

Reader next step / page owner

4. Customer question / intent

Preferred page / existing URL

Distinct answer / evidence needed

Reader next step / page owner

Copy this sheet for more questions. The pillar category houses the blogs; each blog owns a reader question. Review overlap before creating another address.

Audit the pages and plan the links

Keep, update, combine or create. A combination needs a destination and a redirect check.

1. Existing page / purpose

Action / preferred destination

Link from to / wording / reason

Owner / redirect or link test / due date

2. Existing page / purpose

Action / preferred destination

Link from to / wording / reason

Owner / redirect or link test / due date

3. Existing page / purpose

Action / preferred destination

Link from to / wording / reason

Owner / redirect or link test / due date

Sign off the complete launch

Choose one status per check: P = Pass, F = Fix, N = Not applicable. Keep evidence on page 6.

P F N

☐ ☐ ☐

1. Reader, business goal, pillar category, aligned service or collection, and excluded subjects are recorded.

☐ ☐ ☐

2. Each planned page has one primary reader task, a preferred address and next action.

☐ ☐ ☐

3. Similar questions have been reviewed together; unnecessary duplicates are resolved.

☐ ☐ ☐

4. Existing useful material is accounted for before new pages are commissioned.

☐ ☐ ☐

5. The category hub introduces the topic and houses the relevant blogs; each guide answers its own question in substance.

☐ ☐ ☐

6. Blogs within the category add distinct answers rather than repeating one another.

☐ ☐ ☐

7. Service details, prices, exclusions and procedures match the current offer.

☐ ☐ ☐

8. Claims have suitable sources or a factual reviewer; examples are labelled.

☐ ☐ ☐

9. Each page has a useful title, headings, descriptive search summary and accurate author or reviewer identity.

☐ ☐ ☐

10. The category hub links to the blogs it houses, which display a route back to the category.

☐ ☐ ☐

11. Contextual links connect related answers where helpful, without compulsory links to everything.

☐ ☐ ☐

12. Relevant navigation or content reaches the category hub; no required page is isolated.

P F N

☐ ☐ ☐

13. Links reach correct live destinations; redirects and replacement links are verified.

☐ ☐ ☐

14. The website team has checked successful responses, indexing access and preferred addresses; intended public pages have no accidental draft blocking.

☐ ☐ ☐

15. The sitemap includes the intended public pages; structured data, if used, matches visible content. Neither guarantees indexing or ranking.

☐ ☐ ☐

16. Someone who did not write the guide can find the answer and complete the intended task.

☐ ☐ ☐

17. Mobile headings, diagrams, tables and links are usable; keyboard users can reach actions.

☐ ☐ ☐

18. Images have useful alternatives; important information is also explained in the text.

☐ ☐ ☐

19. Downloads open, contain the promised pages and have descriptive names; workbook fields can be used or printed.

☐ ☐ ☐

20. The form, checkout or booking route works, including confirmation and delivery to the right person.

☐ ☐ ☐

21. Someone owns factual approval, publication and maintenance.

☐ ☐ ☐

22. The team has recorded the collection's pages and measures it can reliably use.

☐ ☐ ☐

23. Existing performance is recorded with dates and known limitations.

☐ ☐ ☐

24. A review date and triggers are assigned: changed services, questions, links or instructions.

Record evidence and review the result

An unchecked item is unresolved. A download or enquiry increase alone does not prove impact.

Unresolved checks: number / evidence / owner / due date

--

Not applicable: check number and reason

--

Page group / measures / source / baseline dates and values

--

Comparable review dates / findings / changes / limitations

--

Factual reviewer / launch approval / next review and triggers

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