

Workshop: start a content measurement plan

About this board



This is a template for running a workshop to define a measurement plan for a content initiative – whether that's new content for publication, an update to existing content or any other content-related work, where we want to monitor its performance. It's part of the new content performance framework we're developing in 2024–5.

Invite stakeholders and subject matter experts and allow 45 minutes for the workshop. From here you can draft a measurement plan in a tool of your choice, share it with your team and stakeholders, and execute it to monitor and evaluate the performance of content throughout its life-cycle.

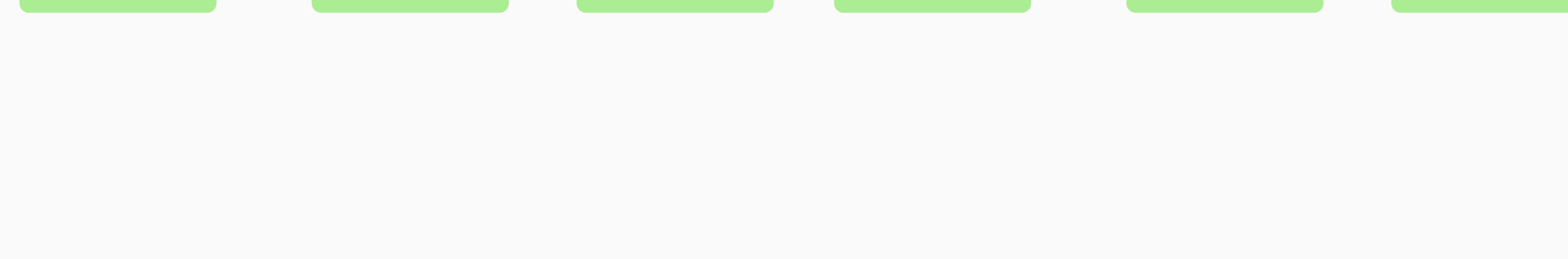
Template created by Dan Howarth and Sophie Taylor, DDaT content design, March 2025.

Title: [insert title]

Date of workshop: [insert date]

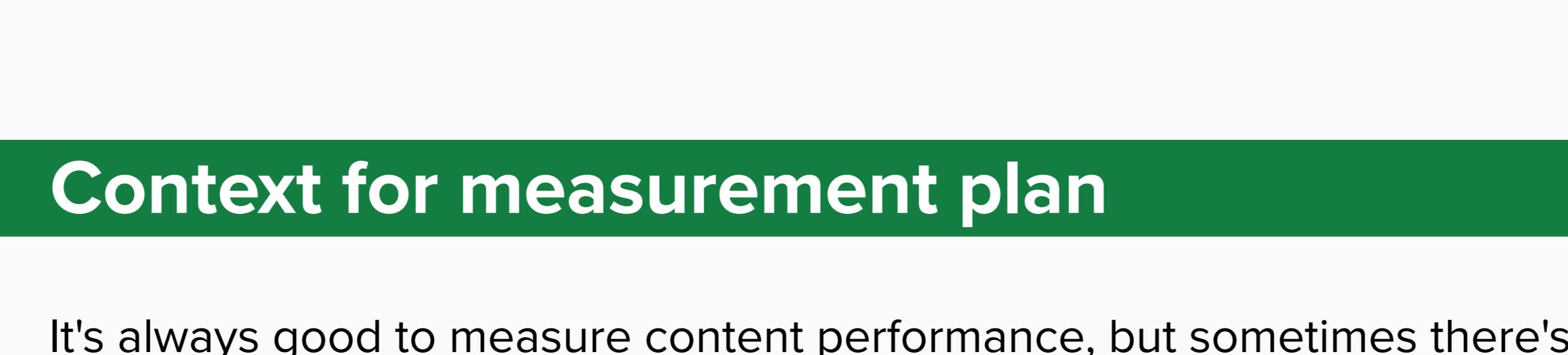
1 Hello 🌎 Who's here?

What are the names and professions of people in the workshop, and what team are they in?



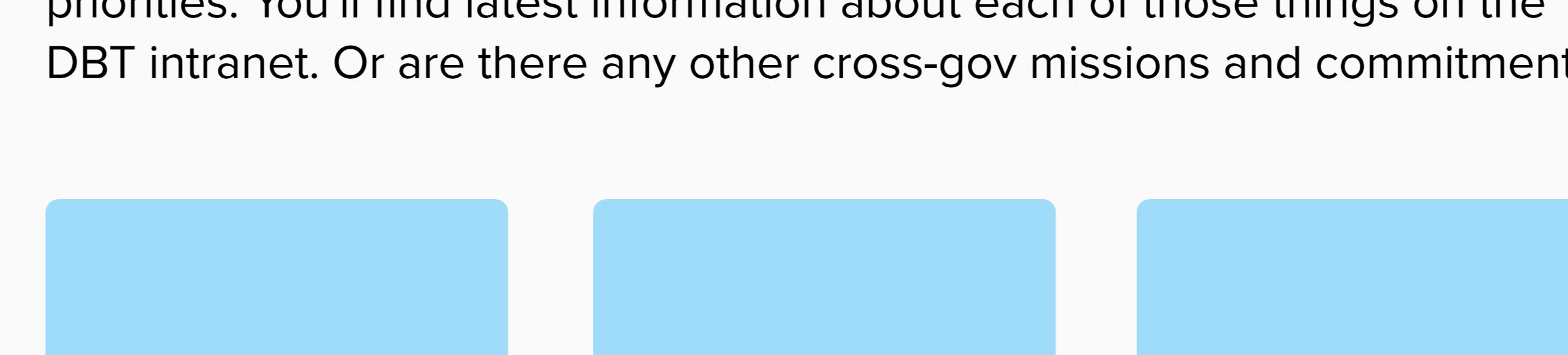
2 Purpose of content

What's the purpose of the content, at a high-level? For example, is it to inform users of a new policy, or get them to do something? Or if it's for transparency, what's the legal requirement or risk of not publishing it?



3 Context for measurement plan

It's always good to measure content performance, but sometimes there's specific context. For example, we're looking to retire the content, migrate it or merge it with something else. It might be a ministerial priority, or there might be specific reporting requirements. If not, you can leave this section blank.

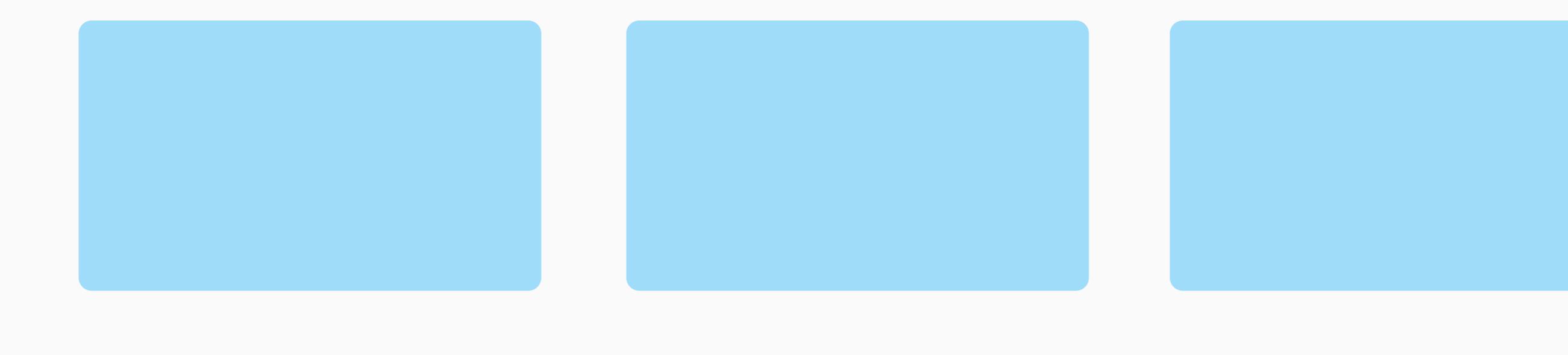


What other goals or business requirements do we have? For example, do we need to meet a ministerial commitment, or be the authoritative source on a given subject?



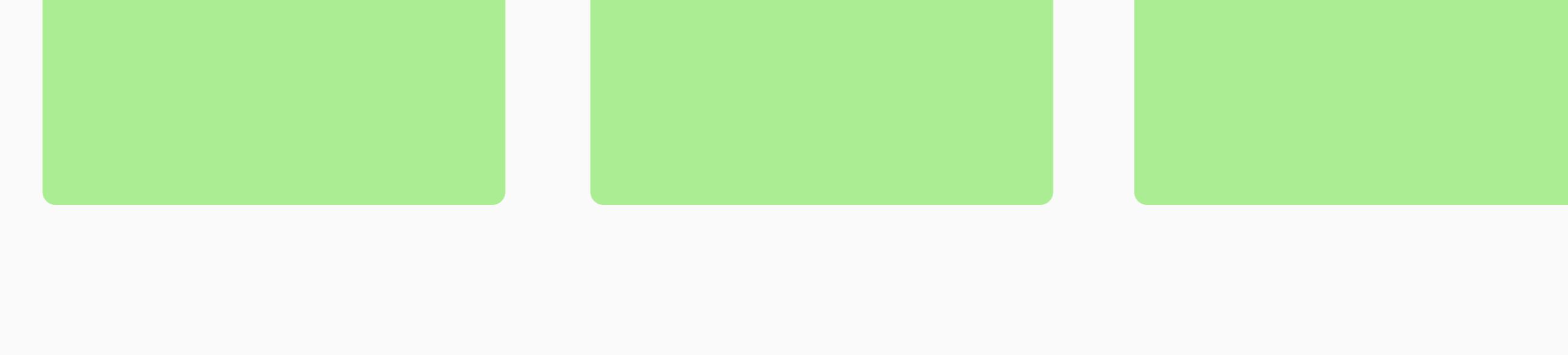
5 Users and our goals for them

Who's our intended audience for the content? What do we want them to do as a result of using the content? Goals are crucial because they give us something to measure performance against.



6 What other goals do we have for the content?

What other goals or business requirements do we have? For example, do we need to meet a ministerial commitment, or be the authoritative source on a given subject?



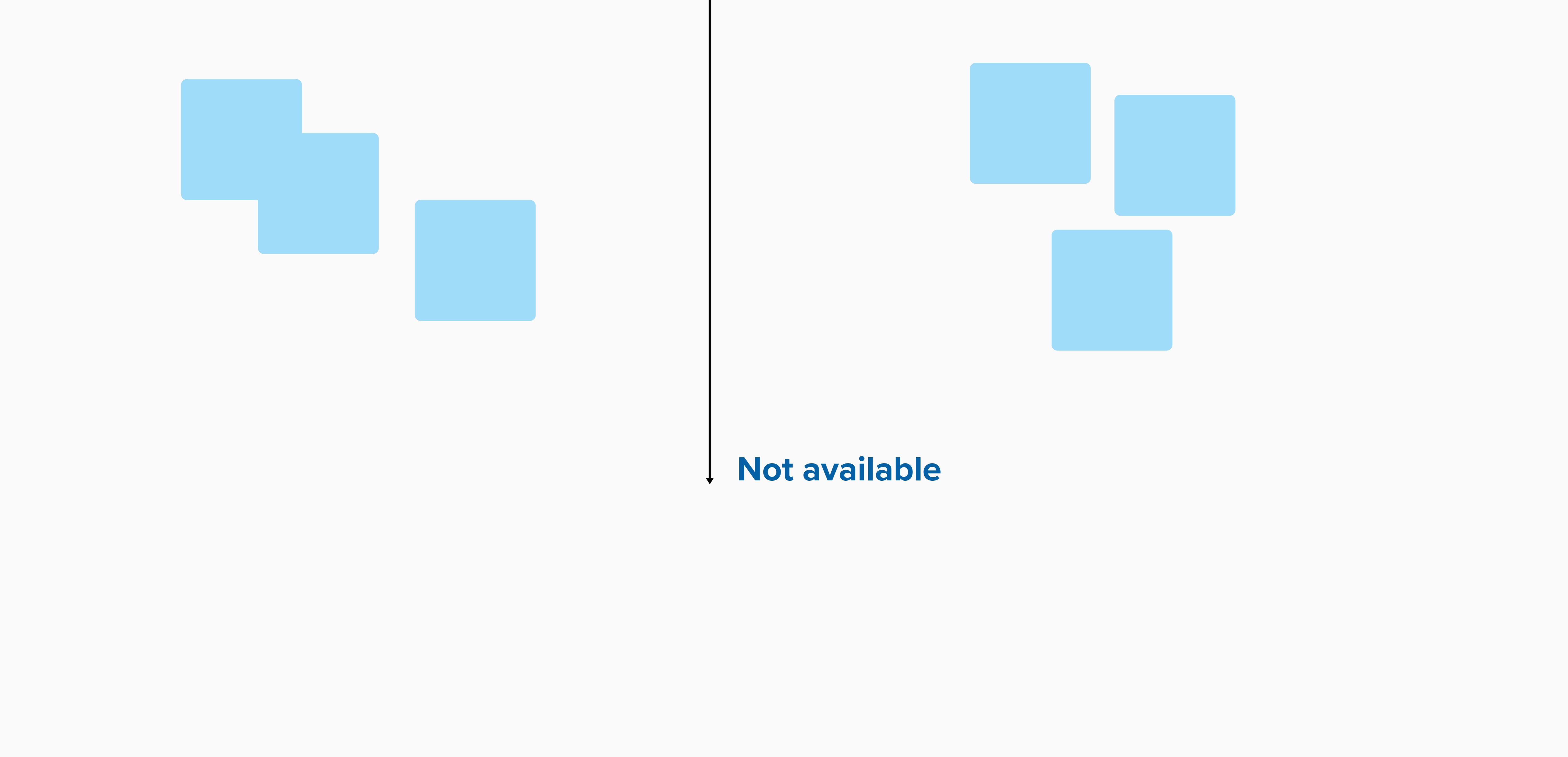
7 Do we have existing data, research or other evidence?

What do we already know about the problem we're tackling with this content? If we have existing user needs or research, add or link to them here.



8 What data sources will we use to look for evidence that goals have been achieved?

Data sources are where we'll look for evidence when measuring performance. They may be qualitative (user research interviews, usability testing sessions, diary studies) or quantitative (Google Analytics and Search Console, management information like helpline volumes and service transactions, helpline speech analytics). Let's plot them on a quadrant, with axes for availability and ease of analysis – but we can use any labels that are more helpful. Here's a starting point:



9 Measures and metrics

What measures and metrics will we use to look for changes in the data sources? This might be too much detail and unknowable by workshop participants, so perhaps keep this for the workshop evaluation.

