User-Focused Content Priorities

Content that performs best is optimized for users instead of SEO tactics. User-focused content prioritizes intent, usability, findability, timeliness, and efficiency.

Five elements of user-focused content

1. **Intent** - Clear purpose based on user motivation and objective.
2. **Usability** - Format optimized for user device and channel.
3. **Findability** - Available where the user is, using their words.
4. **Timeliness** - Current information for the moment it is needed.
5. **Efficiency** - Quickest answer, consumable without obstacles.

### Intent

**Key question for intent:** What user motivation does the content address? or What can the user do now that they couldn't before interacting with this content?

The first thing to consider when crafting content is your user's intent. In many ways this is most important; even Google's algorithm is adapting to understand searcher intent.

Intent is about your users and cannot be based on your business objectives. Business objectives often influence content creation for things like lead generation, brand awareness, compliance, thought leadership, increasing sales, or scheduled deliverables such as release notes. While these reasons for creating content are important to your business, it is not why your target user will engage with your content.

Answer these questions on behalf of your users to help you keep their objectives in mind when you create content for them.

### Usability

**Key question for usability:** Is the content optimized for how the user will be accessing it?

Content usability is all about what the content experience looks like to the user and how you consider the best text and/or visual method for the user to consume. Consider content versus format:

- **Content** - A message delivered to an audience
• **Format** - The specific way a message is delivered

Your answers will be dependent on your user's device type and channel. Your content decisions regarding usability should be data-driven choices that are optimized for your user preferences.

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**Findability**

**Key question for findability**: Is the content findable where and how users are looking?

To make content findable to your users, it needs to be easily accessible wherever they are. Certainly [Search Engine Optimization (SEO)](https://success.mindtouch.com/Self-Service_Strategy/Style_Guide/User-Focused_Content_Priorities) plays an important role, but even Google recommends to [make pages primarily for users, not for search engines](https://success.mindtouch.com/Self-Service_Strategy/Style_Guide/User-Focused_Content_Priorities).

The effort to make content findable for your users includes writing with user-focused verbiage. Ideally, leverage examples of your user language from product review sites, online communities, or existing feedback channels and incorporate their language into your writing. Self-service experiences often are not triggered by a search, so content must also be embedded throughout the customer journey to be findable.

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**Timeliness**

**Key question for timeliness**: Is the content available when the user needs it?

Prioritize timeliness over polish. Users care more about having the information they need when they need it than if it is presented perfectly. Timely content for users includes keeping important content current and updated, as well as publishing new content via efficient workflows.

Perfection can become the enemy of good, so focus on publishing the most important information as quickly as possible and then iterate or expand later. Proactively flag content that could be impacted by changes over time.

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**Efficiency**

**Key question for efficiency**: Does the content meet the user’s need as quickly and easily as possible?

Content efficiency depends on who is accessing your content and how. This is an item that should also be data-driven based on your users. Use data trends over time to determine the right amount of context or details needed to help your users achieve their objectives.

Important aspects of efficiency include both a fast page load time and minimizing obstacles that interfere with your users accessing the information they need. Put content in the flow of where your customer is within their journey.