# precision content

# Content **Analysis**

## IS YOUR CONTENT READY FOR INTELLIGENT MACHINES?

Creating and publishing microcontent to your enterprise improves the precision and usability of your content, and future-proofs your content for emerging technologies. To prepare content for intelligent machines, you must first prepare your content for human use.

Analyzing your existing content can help to determine how large of a gap you must close. This content analysis exercise can help you identify the areas your content excels in and the areas that require upgrades.

## Test your content

Break a sample of your content apart at each heading level and examine each chunk individually. Score your content chunks based on the provided criteria to determine the readiness of your content.

| If your content... | then grade your content |
|---|---|
| Always meet the criteria. | 5 |
| Often meets the criteria. | 4 |
| Sometimes meets the criteria. | 3 |
| Infrequently meets the criteria. | 2 |
| Does not meet the criteria. | 1 |

## Results

The total grade can tell you whether your content is ready for intelligent machines.

| If your total grade is... | then your content... |
|---|---|
| 76 to 100 | is on the right track for intelligent machines! |
| 55 to 75 | requires some attention to improve precision. |
| 20 to 54 | may require a transformation to improve usability and precision. |

Do not hesitate to contact us.
**Let's talk about your next steps!**

**Book us for a conversation today at**
https://pcas.info/small-talk

precisioncontent.com

## Focus

Microcontent must focus on one subject to answer a question.

| Criteria | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Each chunk is about one primary idea, fact, or concept. | | | | | |
| Each chunk answers a single question. | | | | | |
| Each chunk is complete without further context. | | | | | |
| Content is broken into manageable chunks. | | | | | |
| Each chunk has only one main feature (list, table, or figure). | | | | | |

## Function

Microcontent must be categorized to identify the user intent and prompt a reader response.

| Criteria | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| The user can understand the purpose of the information based on the heading. | | | | | |
| Each chunk contains only one type of information. | | | | | |
| Is written consistently from $2^{nd}$ person active voice or $3^{rd}$ person present tense. | | | | | |
| The user knows the purpose of the information after reading each chunk. | | | | | |
| Presentation of the information emphasizes the purpose of each chunk. | | | | | |

## Structure

Microcontent must use predictable patterns and language to optimize usability.

| Criteria | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Every chunk of content has a meaningful heading. | | | | | |
| Similar information uses the same terms, formats, sequences, and organization. | | | | | |
| Content is easy to find and use. | | | | | |
| Headings imply logical hierarchy and organization of content. | | | | | |
| Content uses tables and lists effectively. | | | | | |

## Context

Microcontent must be easily relatable to other content for single-sourcing.

| Criteria | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Content is intuitively easy to navigate. | | | | | |
| Content is specific to the user's situation, environment, and tools. | | | | | |
| Content can be reused by other departments of the organization. | | | | | |
| Content is organized according to relevance. | | | | | |
| Content is enriched with metadata. | | | | | |