

How content design contributes to effective audience engagement

Amanda Collier — Aug 09, 2024

In the digital space, your content is often the first (and sometimes only) interaction people have with your organisation. It allows people to engage directly with you and influences the decisions they make about you. It establishes your credibility and reputation, which in turn builds trust and loyalty.

Content can make or break the user experience. So it's worth the investment. And that's where content design comes in.

The practice of content design comes with a lot of different titles. Whether it's called content management, product writing, UX writing or website copywriting, a skilled content designer will take your digital content to the next level.

Content design explained

Content design takes a human-centred approach to planning, creating and maintaining digital content. It puts people's contexts, challenges, motivations and needs first. It considers how people find, interact with and consume digital content across platforms, and then makes those experiences as easy and effortless as possible.

Content designers achieve this by using clear language, logical structure, and appropriate formatting. When crafting copy, a content designer will aim to:

- use the language that your target audiences use
- write as simply, concisely and clearly as possible
- structure content on the page for easy scanning
- use optimisation techniques to improve findability
- strengthen brand identity with your unique tone of voice
- make the content accessible by adhering to WCAG standards
- provide a consistent, coherent experience across touchpoints
- help people navigate easily through your website or digital product

Nine principles of high quality content

There are nine principles for planning and creating effective, high quality content. Your digital content should always:

Be accessible. Every person who visits your website should be able to easily access and interact with your content, and get things done.

Be findable. Website visitors should easily, quickly find what they're looking for when using your website - as well as when searching for you elsewhere. Content is optimised for search engines.

Be useful and fit for purpose. Meet audience needs and support business objectives. There should be a clear purpose for every piece of content, and anything else should be omitted - otherwise it's just clutter.

Enhance user journeys. Deliver a consistent, coherent experience across touchpoints and contribute to effortless navigation of your product or website.

Be actionable. Empower and inspire people to take action, and ensure all tasks can easily be completed.

Be understandable. Copy should be written in clear, plain language that considers how your audiences think and speak about the subjects.

Be credible and trustworthy. Build your reputation as a trusted expert with timely, relevant and accurate content.

Boost brand recognition. Reflect your organisation's values and strengthen brand identity.

Be readable. Formatted and organised on the page so copy is easily scannable and supports the way in which people read online. This helps people quickly find and do what they need to.

Content design isn't just about writing copy

While content design contributes to designing a useful, intentional user experience, it's not just about writing copy. A content designer plans, strategises and evaluates, taking responsibility for every aspect of your digital content. They will uplift the quality of content by:

Making evidence-led decisions

A content designer relies on research to tell them what the audience needs, prefers and expects. If you're not making decisions based on evidence about who the content is for and why, then it's guesswork. The evidence can come from almost anywhere, including user interviews, testing copy legibility, readability and comprehension, competitor analysis, website traffic analytics and surveys.

Maintaining content oversight

It's all too easy for content to multiply and get out of hand over time. A content designer keeps everything organised, up-to-date and accounted for. They know what your content is, where it's published and distributed, who it's for, and how much there is.

Taking a strategic approach

Every piece of content should have a clear purpose. Content design isn't just about words on a page; it's a strategic approach to solving problems. A content designer implements the content strategy, reviews it regularly and makes sure the overall strategy is updated when needed.

Increasing value

A content designer understands that content must provide benefits. People want to know what's in it for them when they engage with your content. Content design ensures that every piece of content serves a purpose and meets a user need. The result? Content that truly matters to your audience.

Setting measures of success

Ever wonder if your content is actually doing its job? A content designer takes the guesswork out of the equation. They establish clear, measurable goals for your content from the get-go. Whether it's increasing engagement, boosting conversions, or improving user satisfaction, they give you concrete ways to gauge your content's impact.

Measuring performance

A content designer dives into the data, tracking how your content performs across various metrics. This isn't just about counting likes or views. It's about understanding what truly resonates with your audience and why. Just collecting data isn't enough; it needs to be analysed to reveal the stories it tells. These insights help you double down on what works and change what doesn't.

Continuously improving

A content designer never publishes content only to walk away. Regular reviews are essential. A content designer is always looking for ways to improve content, and keep it fresh, relevant and aligned with your audience's changing needs, challenges and expectations.

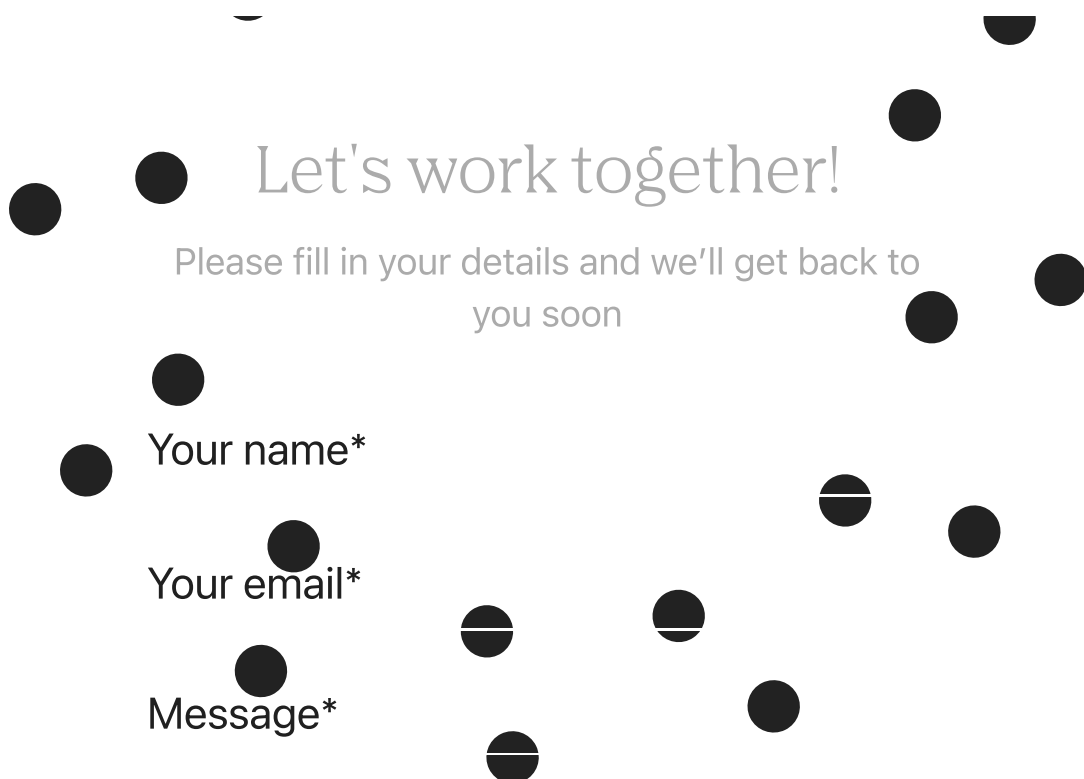
Great content that's truly useful, relevant and valuable doesn't just happen. It takes careful, strategic planning. Having a content designer on your team will give

you a massive advantage, and ensure your digital content is a powerful tool for engagement, communication, and growth.

Chat with us about your content challenges and goals

If you'd like to understand how we can help you build content design capabilities in your team, improve your overall content operations or know where to begin with transforming your content, get in touch today.

Our Head of Content Strategy, Amanda Collier, would love to chat with you.



Let's work together!

Please fill in your details and we'll get back to you soon

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Pollen acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay



our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

We acknowledge the Gadigal people of the Eora Nation, the traditional owners of the land upon which the Pollen studio operates.

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