

Online Content Strategy Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Think about the subject named above and information that would be useful to you in the next month. All questions are optional. Describe your own needs without including account details, confidential work or other people's personal information.

1. What question about this subject would you most like a useful piece of content to answer?

2. What would that answer help you do?

- ☐ Understand the basics
- ☐ Complete a practical task
- ☐ Compare available options
- ☐ Make a decision
- ☐ Explain the subject to someone else
- ☐ Keep up with a change
- ☐ Something else
- ☐ Not sure

3. How much background do you already have in this subject?

- ☐ I am new to it
- ☐ I know a little
- ☐ I use it occasionally
- ☐ I work with it regularly
- ☐ My experience varies by topic
- ☐ Prefer not to say

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4. What depth of explanation would help most with your question?

- ☐ A quick answer with key points
- ☐ A step-by-step walkthrough
- ☐ A detailed explanation with examples
- ☐ An in-depth discussion with sources
- ☐ Not sure

5. Which format would you be most likely to use for this question?

- ☐ Written article
- ☐ Checklist or worksheet
- ☐ Short video with captions
- ☐ Audio with a transcript
- ☐ Worked example or demonstration
- ☐ Another format
- ☐ No preference

6. What most often makes content on this subject difficult for you to use?

- ☐ Too much unexplained terminology
- ☐ Too little practical detail
- ☐ Too much information to sort through
- ☐ Examples do not fit my situation
- ☐ Sources or dates are unclear
- ☐ The format is difficult to access
- ☐ Another difficulty
- ☐ No particular difficulty

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7. What would make a new resource on this subject worth saving or returning to?
