

A FOURFRONT WORKBOOK

The Content-Led Audience *Quality* Playbook

A decision toolkit for shaping who your content attracts,
not just how many people it reaches.



PART 1

The Frameworks

Before auditing any page, use this as shared reference.

FRAMEWORK	WHAT IT MEANS
■ Information Scent	Readers decide whether content matches their situation within seconds, based on cues in the opening.
■ Signaling Theory	Signals are only trustworthy when they are too costly to fake. Specific detail works because generic language cannot produce it convincingly.
■ Jobs to Be Done	Content built around a product category speaks to everyone loosely connected to it. Content built around a specific circumstance speaks only to the people living in it.
■ Self-Selection	Content that closes the gap between category and circumstance lets the wrong-fit reader rule themselves out before they ever engage.

A circumstance has three parts: **functional** (something specific they need done), **emotional** (how they want to feel about the decision), and **social** (how they want to look to others involved). Every worksheet below evaluates a page against these three parts.



Functional



Emotional



Social



PART 2

The Content Signal Evaluation Framework

Start by triaging your top 10 pages. Then run the full audit on anything that scores low. This works either way: run it yourself, or hand the triage and audit to your content lead and bring the results into Part 4.

- 1
- What specific circumstance is this reader in, right now, that brought them here?
- 2
- What would make a wrong-fit reader move on?
- 3
- What is missing that a right-fit reader needs to see?

STEP A · TRIAGE

List your top 10 pages by traffic. Score each on specificity, gut check is fine here.

PAGE / URL	SPECIFICITY SCORE (1-5)

Anything scoring 2 or below moves to Step B.



PART 2, CONTINUED

STEP B · DEEP AUDIT

Fill in the URL and score from step A, followed by your assessment of the signals existing on the page. One page scored below in Step A, filled in as an example.

Page / URL: Aerospace parts page

Specificity score: 2

Topic and framing: "high-quality manufacturing solutions to meet your production needs"

Functional signal: no volume, tolerance, or industry named

Emotional signal: none, reads as generic reassurance

Social signal: none, no peer or industry reference

Now your turn. Copy this block for each additional page from Step A.

Page / URL:

Specificity score (1-5): ☐ ☐ ☐ ☐ ☐

Topic and framing:

Functional signal:

Emotional signal:

Social signal:



PART 3

The “Filter Harder” Worksheet

For any page flagged in Part 2, define what the page should actively repel as clearly as what it should attract.

Example:

	IDEAL FIT	NOT A FIT	WHAT WE PROMISE
Functional	<i>Aerospace suppliers needing tight-tolerance parts under 500 units</i>	<i>Buyers needing high-volume, low-precision runs</i>	<i>Exact tolerance and volume range, stated upfront</i>
Emotional	<i>Confidence the shop understands aerospace-grade specs</i>	<i>Reassurance-seeking buyers who haven’t defined specs yet</i>	<i>We already speak your industry’s language</i>
Social	<i>Wants to look rigorous to their own engineering team</i>	<i>Wants a vendor that “sounds impressive” in general terms</i>	<i>Named the exact standard we build to</i>

Now your turn. Fill in the blank version below for your own flagged page.

Page / URL: _____

	IDEAL FIT	NOT A FIT	WHAT WE PROMISE
Functional			
Emotional			
Social			



PART 4

Leadership Alignment Summary

Complete with marketing, acquisition, and operational leaders in the room.

Who we most want to attract in the next 12-18 months (by program, service line, segment, or region)

Pages flagged for revision (from Part 2), and the content change required for each

What we are willing to see traffic drop on, in exchange for better fit

Owner and timeline for revisions



PART 5

How to Run This Quarterly

This is a recurring audit, not a one-time fix. Audience mix drifts as content ages, competitors shift language, and campaigns launch without going through this filter.

- 1 Pull your top 10 pages by traffic. Run Part 2 on any page not audited in the last two quarters.
- 2 Anything flagged in Step A gets the deep audit in Step B. If it still needs sharper differentiation after that, move it to Part 3.
- 3 Revisit Part 4 once a year, or sooner if a program, service line, or target region changes.
- 4 Track specificity scores over time. A page that scores lower quarter over quarter is losing fit before it loses traffic. Catch it there.

Let's talk about your pages.

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