Content

Feedback

Guide

Contentoo

Before you get started

We know that feedback can be tough to manage, especially when multiple people are involved. Whether it's product details, technical accuracy, or brand alignment, this guide will help keep things simple and focused.

By keeping feedback clear, actionable, relevant, and all in one place, you'll save time, avoid headaches, and deliver content everyone's happy with.

How to use this guide

1
Content managers

- Identify specific areas requiring feedback.

- Share this guide and table with relevant stakeholders to clarify feedback expectations.

- Consolidate stakeholder feedback into one overview for easy reference.

2
Stakeholders

- Provide feedback only in the requested areas.

- Use the table to communicate your comments clearly.

- Focus on constructive and actionable input.

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The golden rules for effective feedback

Here are the three golden rules for effective feedback:

1

Be specific

Provide clear, detailed comments about what works, what doesn't, and why.

Example

Instead of saying, "This doesn't work," say, "The introduction doesn't clearly explain the problem we're solving—can we clarify it?"

2

Focus on the goal

Keep feedback aligned with the content's purpose and audience, not personal preferences.

Example

"This section is perfect for the Product team, but it's too technical for Sales."

3

Be constructive

Highlight what's working well and offer actionable suggestions for improvement.

Example

"I like how the CTA is direct, but it might be clearer if we specify the next step, like signing up for the newsletter."

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Good vs. bad feedback

Bad feedback

"This doesn't make sense."

Why it's bad

Lacks specificity—what doesn't make sense? The structure, tone, or information?

Good feedback

"The second paragraph is unclear because it introduces two unrelated ideas (X and Y). Can we separate them into different sections for clarity?"

Bad feedback

"I don't like the introduction."

Why it's bad

Personal preference without actionable guidance.

Good feedback

"The introduction doesn't clearly explain the problem we're solving. Can we rephrase to focus on [specific point] and add a brief example to engage readers?"

Bad feedback

"This feels off."

Why it's bad

Doesn't provide enough context to address the issue.

Good feedback

"The tone feels too casual for our C-suite audience. Can we make it more professional while keeping it approachable?"

Bad feedback

"This is too technical."

Why it's bad

Doesn't explain what's overly technical or why it's an issue.

Good feedback

"This section is ideal for the Product team but might be too technical for Sales. Can we simplify it for non-technical stakeholders by using analogies or examples?"

Bad feedback

"The CTA doesn't work."

Why it's bad

Focuses on the negative without suggestions for improvement.

Good feedback

"I like that the CTA is direct, but it might be clearer if we specify the next step, like 'Sign up today for your free trial.'"

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The golden rules for design feedback

1

Focus on the design, not the designer

Comments should address design elements, not the person behind them.

Bad feedback ❌

"You've made the logo too small."

Why it's bad ☝️

Targets the designer instead of addressing the design.

Good feedback ✅

"The logo appears undersized compared to the header text. Can we scale it up by 20% for better balance?"

2

Provide visual examples

Use inspirational images or references to articulate your vision.

Bad feedback ❌

"Make it more colourful."

Why it's bad ☝️

Vague and doesn't guide the designer.

Good feedback ✅

"Can we add more whitespace to make the layout feel less cluttered? Here's an example of a cleaner design we like."

3

Be patient

Design is iterative and requires multiple feedback rounds.

Bad feedback ❌

"The design feels incomplete."

Why it's bad ☝️

Fails to recognise the iterative process.

Good feedback ✅

"This draft is a great start. In the next version, can we focus on refining the alignment and typography?"

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The golden rules for localisation feedback

1

Review the briefing first

Make sure the reviewer is familiar with the localisation briefing and glossary.

Bad feedback ❌

"This doesn't match the style."

Why it's bad ☝️

Provides no context or reference to the briefing.

Good feedback ✅

"The tone feels too formal for our Gen Z audience. Can we adjust it to match the casual tone outlined in the briefing?"

2

Avoid personal preferences

Feedback should focus on linguistic accuracy and cultural relevance, not personal opinions.

Bad feedback ❌

"I wouldn't say it this way."

Why it's bad ☝️

Reflects personal preference rather than audience needs.

Good feedback ✅

"This phrase is grammatically correct but could confuse our target audience. Can we rephrase it to use [specific term] for clarity?"

3

Provide context

Explain why a suggestion improves the localisation.

Bad feedback ❌

"Rewrite the whole thing."

Why it's bad ☝️

*Lacks actionable input and ignores what's already working.*

Good feedback ✅

"The main message is clear, but the idiom in paragraph three doesn't translate well culturally. Can we replace it with [local equivalent]?"

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Feedback consolidation

Feedback often involves input from multiple stakeholders, making it crucial to organise and prioritise effectively. Below, we've outlined key feedback areas to focus on, along with examples to guide reviewers. For a consolidated view, you can access and use the editable template provided:

Feedback consolidation template
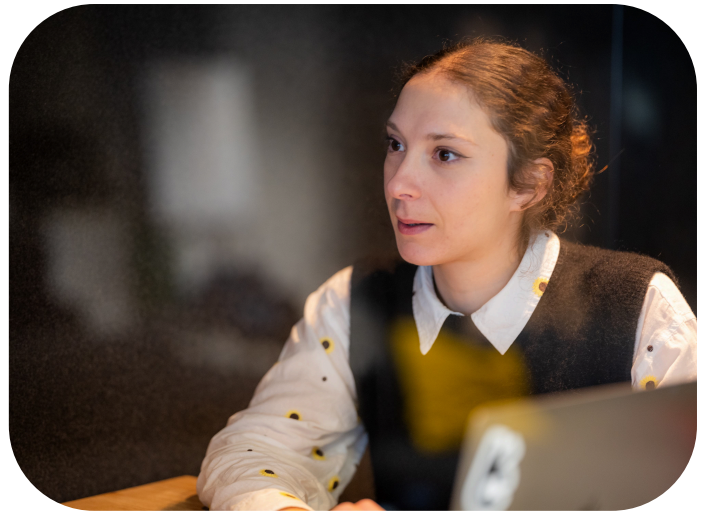
Final tips for everyone

✔
Be clear
Ensure feedback is actionable and easy to understand.

✔
Be objective
Focus on the project, not personal opinions or the individual.

✔
Be collaborative
Work together to align on goals and resolve uncertainties.

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Feedback areas and examples

1 Purpose and goal alignment 🥅

What to consider

Does the content align with its purpose and project goals?

Example feedback

"The CTA doesn't directly encourage sign-ups. Could we make it more action-oriented?"

2 Audience fit 👥

What to consider

Is the tone/language appropriate for the target audience? Is it engaging?

Example feedback

"The tone feels too formal for this audience. Can we adjust it to be more conversational while staying professional?"

3 Tone and style 💬

What to consider

Does the tone match the brand's voice? Is the style appropriate for the audience?

Example feedback

"The tone here doesn't feel aligned with our brand guidelines. Let's adjust to match the 'authoritative yet friendly' tone outlined in our style guide."

4 Accuracy 🎯

What to consider

Are facts, data, and examples accurate? Is any critical information missing?

Example feedback

"The value proposition in this section is unclear. Can we emphasise how this feature directly addresses [X]?"

5 Visual elements and design 🖼️

What to consider

Are visuals, charts, and graphics relevant, clear, and aligned with the content?

Example feedback

"This graphic is hard to understand without context. Let's add a caption or explanation."

6 Accessibility and readability 📖

What to consider

Is the content easy to read, with a suitable reading level for the audience? Does it meet accessibility standards (e.g., alt text, clear formatting, simple language)?

Example feedback

"This section has long sentences that may be difficult for some readers. Can we break it into shorter sentences and add bullet points for clarity?"

7 Emotion and engagement ❤️

What to consider

Does the content evoke the desired emotional response (e.g., excitement)? Is it engaging enough to capture and hold attention?

Example feedback

"The opening paragraph is clear but lacks a hook. Can we add an anecdote or a stat to grab attention immediately?"

8 Scannability 🕶️

What to consider

Is the content easy to skim with clear headings, bullet points, or other formatting elements? Does it highlight key information effectively?

Example feedback

"The text feels dense. Can we add subheadings to break it up and make it easier to navigate?"

9 SEO and keywords 🖥️

What to consider

Are target keywords included appropriately and naturally? Does the content follow SEO best practices (e.g., headings, metadata, internal linking)?

Example feedback

"The title doesn't include the 'content strategy templates' keyword. Can we update the H1 and add it naturally in the introduction?"

10 Cultural relevance and localisation 🌍

What to consider

Is the content appropriate for specific markets or cultural contexts? Does it address local preferences, idioms, or sensitivities?

Example feedback

"The idiom used in this paragraph doesn't translate well for our German audience. Can we replace it with a culturally relevant equivalent?"

11 Legal and compliance ⚖️

What to consider

Does the content adhere to legal or regulatory requirements? Are there any claims that need to be verified or clarified?

Example feedback

"The claim '100% guaranteed results' may be problematic. Can we rephrase it to 'Results may vary depending on use case' to avoid compliance issues?"

12 Technical product knowledge 🤖

What to consider

Are technical or product details accurate? Does it align with internal knowledge?

Example feedback

"The data referenced in paragraph three is outdated (2021). Can we update it to reflect the latest figures?"

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