

The Content Lifecycle Management Worksheet

Content has a life whether you manage it or not. This is how to handle every stage on purpose, especially the after-publish ones most teams neglect.

The six stages, and who owns each

Creation is one stage of six. Most teams over-focus on it and neglect the rest, especially the after-publish ones. Name an owner for each, or it will not happen.

Stage	What it is	Owner
Planning	Decide what to make and why, before creating.	
Creation	Actually make it. (The stage everyone over-focuses on.)	
Review	Check, correct, and sign off before it goes live.	
Publishing	Get it live, on every channel it needs to reach.	
Maintenance	Keep it accurate over time. (The neglected one.)	
Retirement	Remove or archive it when it has done its job.	

The whole point: the hard part comes after publishing. Content does not stay good on its own, it ages. Maintenance and retirement matter most and get neglected most.

Set up one review schedule

The single habit that separates calm teams from drowning ones: someone actually goes back and checks whether live content is still accurate, on a regular basis.

Which content gets reviewed, how often, and by whom

Start with your highest-traffic and most factual pages, pricing, product, policy.

—

—

Catch the mess before it builds

This mess is the default, it builds up one forgotten piece at a time. Tick what is already happening to you.

Duplicate content

The same thing made repeatedly because nobody could find the original.

☐☐☐☐☐

Out-of-date live pages

Wrong prices, dead products, old policies, still published and trusted.

☐☐☐☐☐

Content nobody can find

It exists somewhere but is effectively lost, so it gets remade or unused.

- 1
- 2
- 3
- 4
- 5

A site that only grows

Nothing retired, so the estate fills with redundant, misleading pages.

- 1
- 2
- 3
- 4
- 5

On tools: a content hub, DAM, or good CMS makes all of this much easier, but the tool is not the practice. It makes good lifecycle management easier and bad lifecycle management slightly more organised. Invest in the habits first, then let the tool support them.