Gap-Analysis Editing Process

Evaluate

- What's the desired content state?
  - Purpose
  - Audience
  - Budget
  - Timeframe
  - Objectives

Analyze

- What's the current content state?
- What are the gaps in each category?

Plan

- Develop a clear action plan to move from the current to the desired state in each category.

Consult

- Share and discuss the action plan with the author, content manager.
- Tweak the action plan based on the insights gleaned from discussions.

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