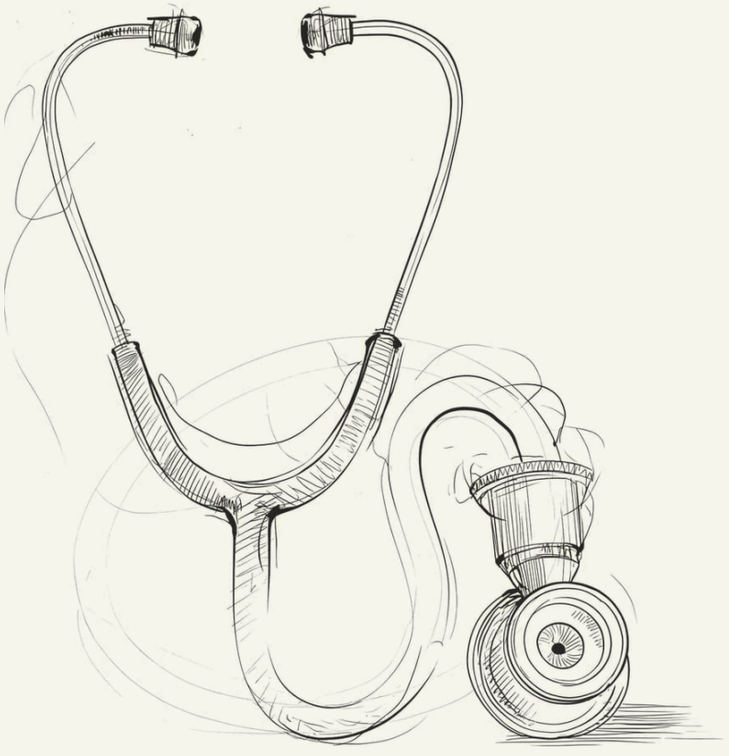
Research and evidence

Content health



The overall condition of live content: how well it serves its purpose and the people who encounter it.

Content health

Research and evidence

Content health describes how well live content serves its purpose, both piece by piece and across a collection. Healthy content offers something worth reading and remains accurate, accessible and meaningful as circumstances change. A health check assesses that condition; repeating it against consistent criteria shows whether things are improving.

Why it matters for content

A page may pass a spell check yet describe a service that no longer exists. Another may be accurate and readable but offer nothing worth reading. Looking at content health helps a team decide what to correct, develop, merge or retire. It also brings the gaps between pages into view, such as a missing step between grant guidance and an application form.

How AI changes the picture

Language models can apply written criteria across thousands of pages and compare them with authoritative sources, making regular assessment more practical. The source material also needs attention when assistants use it to compose answers: a contradiction between pages can affect answers nobody has reviewed, and important context may be lost when passages are recombined.