



Content Creation That Hits the Mark

Set the Right Goals With Targets

acrolinx

The Power of Purpose-Driven Content

Content is the heart of your business. It's there to delight, educate, and nurture your prospects and customers, and deliver a unified experience. But to be effective, it needs to be clear, correct, consistent, scannable, inclusive, and in the right tone of voice — no matter who's writing it. The challenge is how to create content that reflects those qualities at scale.

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Content That's on Target, Every Time.

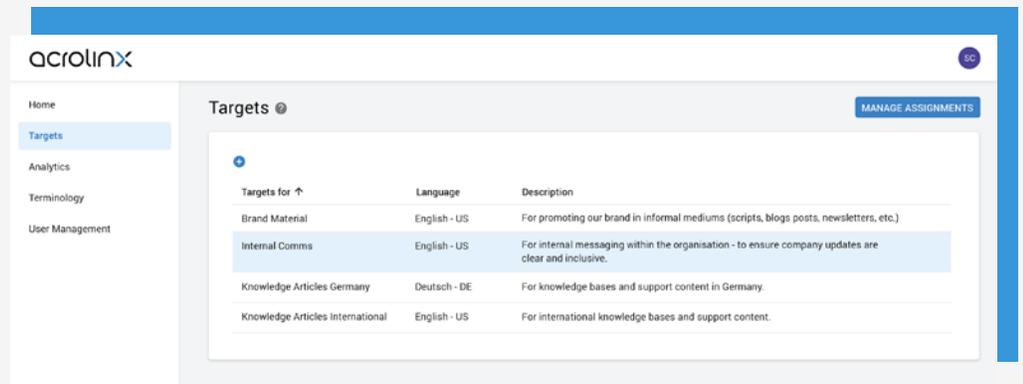
Targets is the part of the Acrolinx platform where you set and deploy your content standards and preferences universally, so they're available to all content contributors as they build content.

With Targets, it takes just minutes to set up content Goals that guide every writer. So your content is consistent from the start.

A Target tells Acrolinx what type of writer guidance you want for a particular type of content or audience. Different types of content require different guidance.

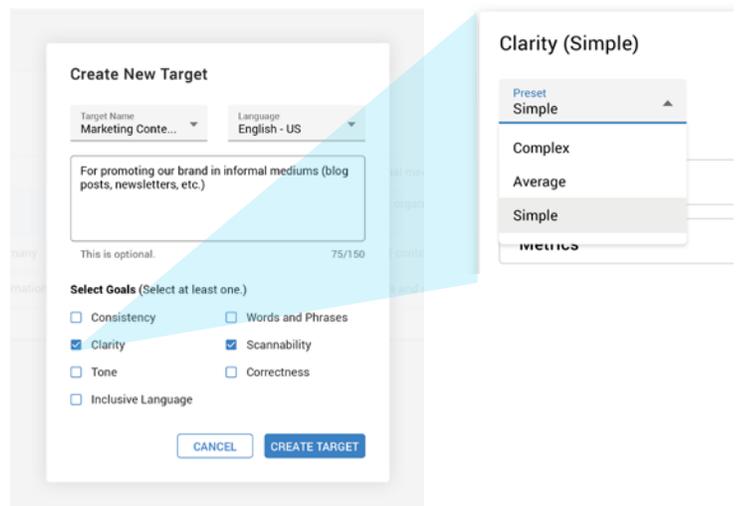
Each Target contains:

- 1 Content Goals
- 2 A language preference
- 3 Preset Guidelines (within each goal) to help you get started



What are Content Goals?

A content Goal is a group of customizable Guidelines that combine for a specific purpose. When you create a new Target, you'll choose Goals based on what you're trying to achieve with your content, and the audience you're trying to reach. For example, for a global audience, you'll likely be translating your content, so the Goals of Clarity, Consistency, and Scannability (for easy readability) make sense. Clearer, more consistent content means your translation costs will be lower. You can stick with our preset recommendations for each Goal or choose others.



Content Goals for Better Content

Here's a list of Goals you'll find in Targets and how they improve your content:

Goal	Description
 Correctness	Correctness helps content creators write with proper spelling and grammar, and can be extra helpful for those writing in a non-native language. Writing error-free content from the first draft shortens the editorial process and prevents embarrassing inconsistencies in the names of products, new features, or even your company messaging.
 Clarity	Your content likely speaks to different stakeholders in the customer journey. Some of them will prefer more technical explanations, and others not so much. Make sure your content is clear and easy to understand, and improve the quality of your translations with clearer source content.
 Consistency	By choosing this Goal, you're selecting Guidelines that help your teams write in a consistent style. For example, inconsistent use of the Oxford comma can lead to compliance issues. Or if you're using acronyms, Acrolinx will recognize if you've used them before defining what they stand for.
 Tone	Different audiences prefer a different tone of voice. Acrolinx can help you adjust the tone of your written content to either formal or informal. This is perfect for those brands who speak to a broad target audience or have both B2B and B2C communication needs.
 Scannability	Scannability helps you structure your content to make it more visually appealing. But it's not just about aesthetics. Scannable content improves information retention, which increases the chances that customers will find the answers they're looking for, improve their ability to self-serve, and have higher satisfaction.
 Inclusive Language	The Guidelines under this Goal help you use language that's welcoming to diverse audiences, and avoid potentially discriminatory language.

More on Inclusive Language

We're all worthy of feeling safe, included, and valued, and that's why inclusive language is now a core part of business communication. Whether you're looking to create a diversity, equity, and inclusion initiative at your company, or speak to a broader target audience, inclusivity is a human right that benefits everyone.

Acrolinx Inclusive Language Guidelines are categorized by:

- **Respectful language**
- **Gender-neutral pronouns**
- **People-first language**
- **Writing conventions**

Inclusive Language (Inclusive (All))

Preset
Inclusive (All)

Respectful Language

- Could you use language that doesn't reinforce stereotypes?
- Does your language reflect the diversity of your audience?
- Is your language history-conscious?
- Is your language respectful to all people?
- Is your language understandable to everyone?

Gender-Neutral Pronouns

People-First Language

Writing Conventions

Eliminate “Information Overload” with Scannability

Scannability means **structuring** your content so that readers can **find and understand** the main points quickly. It makes your content more accessible to a wider audience – including non-native language speakers and people with learning difficulties.

Scannability keeps your content easy to understand with Guidelines for:

- **Comprehensive titles**
- **Organized lists**
- **Formatted tables**
- **Images and more**

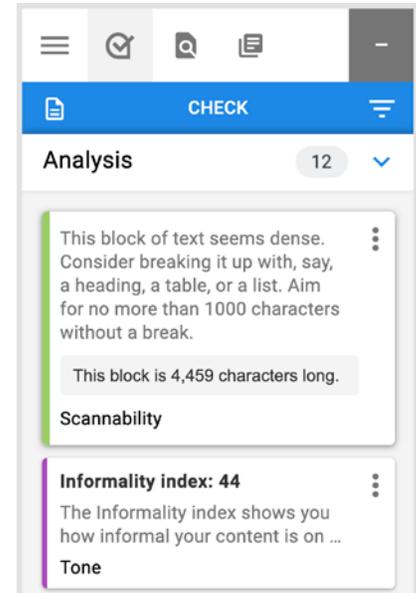


Instant Insights for Writers

Targets also introduces high-level analysis in the Acrolinx Sidebar, which offers instant feedback to your writers about their entire document. This analysis dives into content Goals and provides Guidance on how writers can improve their content quality and Acrolinx Score.

20 Years of Experience at the Press of a Button

Thanks to Targets, it's never been easier to customize Goals for your enterprise content. And you can be up and running in minutes. Not sure where to start? Our preset Guidelines – based on 20 years of linguistic expertise – can help you get going. Or you can make your own selections. You can even test out different Guidelines and further customize them based on your results. With Targets, you have complete control over your content creation!



Create content that matches your business.
Start using Targets today.

Let's talk

ABOUT ACROLINX

Acrolinx is an AI-powered software platform that improves the quality and effectiveness of enterprise content. We help some of the world's most valuable brands meet complex content challenges at immense scale – across writers, languages, and cultures. Acrolinx delivers a unified content experience across all digital touchpoints, all while avoiding editorial bottlenecks, quality issues, budget overruns, and compliance risk.

Learn more at acrolinx.com