

Writing Recommendations for Page Content That Works for People and Agents

A practical guide to writing clear, structured intranet pages that people can scan quickly and AI agents can understand with confidence.

1. Lead with the answer

Humans skim. Agents extract. Put the key point up front.

- Start pages with a **one-sentence purpose statement** (“This page explains how to request a new laptop.”)
- Follow with a **clear summary or key facts** section.
- Don’t bury important information halfway down the page.

Why it matters: Agents rely heavily on the first clear statements to determine the page’s topic and intent.

2. Use structured, predictable formatting

Agents thrive on structure; humans find it easier to scan.

- Use **headings (H2/H3)** that describe the content (“How to submit your expense report”). (Remember: H1 should be reserved for your Banner title only.)
- Break content into **short paragraphs** and **scannable lists**.
- Use **tables** for comparisons, requirements, or step-by-step data.
- Keep formatting consistent across similar pages.

Why it matters: Agents use headings and list structures to understand relationships and hierarchy.

3. Write with explicit, unambiguous language

Avoid cleverness; choose clarity.

- Use **specific nouns** (“VPN access request”) instead of pronouns (“this,” “that,” “it”).
- Avoid idioms, metaphors, or internal slang.
- Use **action verbs** and **direct instructions** (“Submit a ticket in ServiceNow”).

Why it matters: Agents interpret literal meaning; ambiguity reduces accuracy.

4. Make tasks and processes step-based

Humans love checklists; agents love sequences.

- Use numbered steps for procedures.
- Put one action per step.
- Include prerequisites, timing, and exceptions explicitly.

Why it matters: Agents can extract steps and turn them into workflows or answers.

5. Use consistent terminology across the intranet

If one team says “PTO,” another says “leave,” and a third says “time off,” both humans and agents struggle.

- Align on **standard terms** for processes, tools, and roles.
- Add synonyms only in a controlled, intentional way.

Why it matters: Agents build semantic maps; inconsistent terms create noise.

6. Write metadata like it matters

Metadata is the “nutrition label” for agents.

- Use descriptive **page titles**.
- Add **page descriptions** that summarize the purpose.
- Tag content with **topics**, **audiences**, and **content types**.

Why it matters: Agents use metadata to classify and retrieve content accurately; atomic pages increase precision.

7. Keep content atomic and purpose-driven

One page = one topic.

- Don’t mix unrelated content (“Travel policy” + “Expense system training”).
- Split long, multi-topic pages into smaller, linked pages.

Why it matters: Agents answer questions by retrieving the most relevant unit of content; atomic pages increase precision.

8. Use authoritative, up-to-date sources

Agents can't tell what's outdated unless you tell them.

- Include **last published** or **last reviewed** dates.
- Keep authoritative pages clean and current.
- Remove or archive obsolete content.

Why it matters: Agents prioritize authoritative, current content when generating answers.

9. Provide context, definitions, and examples

Humans appreciate clarity; agents use it to disambiguate.

- Define acronyms on first use.
- Explain why a process exists or when it applies.
- Add examples for tricky concepts.

Why it matters: Agents use contextual cues to match user intent.

10. Avoid documents when a page will do

Documents can be harder for humans to skim and more importantly, harder to maintain. Avoid any type of document where you can – intranets love pages (people and agents)!

- Convert documents to pages whenever possible.
- Internal links, related content, and navigation signals improve context for Q&A and task-oriented prompts.
- If documents are required, ensure they are **tagged and accessible**.
- Make sure all documents have appropriate permissions and sensitivity classification labels.

Why it matters: Reliable, up-to-date content is the most important ingredient in successful AI outcomes.