NHS WALES CMS CONTENT STRATEGY

Background

Digital Health & Care Wales (DHCW) are implementing a new Content Management System (CMS), to provide the tools for NHS Wales organisations to create modern websites that are responsive in design, for use on any device including tablets and smartphones. Key aspects of the implementation of the new CMS is the opportunity to rationalise the number of websites, refresh the look and review the content of the many websites maintained across the service.

As part of the project, an external agency specializing in Web Development and User Experience (Box UK) were asked to review the content and overall feel of the existing NHS Wales websites. Their analysis determined that the websites looked very different and were content heavy.

It is anticipated that through utilising the features of the new CMS and the creation of an NHS Wales Style Guide and Content Strategy Toolkit, the websites will look and feel to be part of the 'NHS Wales Family' and deliver a user focused experience.

A Content Strategy focuses on the planning, creation, delivery, and governance of content. Content not only includes the words on the webpage, but also the images and multimedia that are used.

A number of Content Strategy workshops were hosted by Box UK, who advised on the benefits of adopting a strategy and the tools and techniques to deliver this. The workshops were attended by various NHS Wales stakeholders, to encourage collaboration, gauge opinion, gather feedback and shape this strategy.

This document captures the findings of that activity and details how NHS Wales intends to deliver quality and accessible content through implementation of the 'NHS Wales CMS Content Strategy Toolkit'. This document does not provide work instructions. The CMS Support website should be used for information on; how to guides, frequently asked questions, best practice, latest releases, and new functionality.

Goals

What are we hoping to achieve by adopting a Content Strategy Toolkit?

✔ To aid the creation of useful and usable content, that is well structured and easily accessible to improve the user experience.

✔ To help deliver NHS Wales websites that are familiar to users and easy to navigate across various devices e.g. desktop, tablets and smartphones.

✔ To provide Content Managers with a common framework that features the tools and techniques to produce quality content, through collaboration and best practice throughout the service.

User Personas

Why Use a User Persona?

Identifying the types of users that are visiting a website, the information they are trying to access and understanding their needs.

User Personas are a useful way of considering audience types and how they will use content. This can then help to build a picture of what information the user is trying to obtain and how to structure the website to clearly 'sign-post' that information.

During the Content Strategy workshops, the service identified some mutual high-level personas across NHS Wales and the information they could be trying to access. These personas should be considered when creating content. Additional user personas should be created if the existing personas do not reflect an organisation's audience.

User Personas

Persona Types

Patient: Someone receiving care.

"I'm looking for hospital directions, parking details and to formally thank staff for the care i have received."

Carer: Someone responsible for someone receiving care.

"I'm trying to find what local services are provided and how to raise a complaint"

Staff member: Someone working/ volunteering for the organisation.

"I'm looking for job vacancies, information leaflets to give to a patient and latest news & events"

Member of the public: An interested or concerned member of the public.

"I'm looking for GP out of hours information, hospital visting details and i'm interested in visiting information"

Other: Governing bodies, who want to view or audit information

"I'm looking for board papers"

More than one user persona could be trying to access the same content and therefore this content should be clearly labelled in the navigation. E.g., an outpatient, carer or a member of the public could all be interested in directions, parking information, and visiting times, which would fit under hospital information.

Also consider, what platform they may be trying to access the content from, accessibility needs and how quickly they may need to access the information.

Content Audit (Inventory)

This is a quantitative and qualitative assessment of the content that already exists on the website. If a website has hundreds or even thousands of pages, it is a good opportunity to assess whether these pages are still needed. Fewer pages can make the content of a website more manageable for both Content Managers and end users.

The content audit is an opportunity to regularly evaluate everything found in the content inventory, based on a set of criteria. Is the content good? Is it accessible and on-brand? Does it meet the needs of the audience? What gets the most (and least) traffic? How does the bounce rate and time on page look? Are the social shares strong or weak? See what trends emerge about content that performs well and that which performs poorly.

Analytics should be used to measure pages that are viewed the most, so that it can shape the information architecture of a website.

The benefits of using analytics

Which pages on your site have been visited the most?	What search terms are being used?	What search terms didn't find content?
Length of time spent on the website?	Unique or Repeat visitors?	How often to repeat visitors come back to your site?
What other sites are referring vistitors to yours?	What is the "bounce rate" (the number of visitors who leave without examining other pages).	Average time spent viewing your site?
Where your visitors are coming from (e.g. the UK or other countries)	How your site is faring in social networks; for instance the number of Facebook Likes/Sends you receive or the volume of Twitter Tweets about your pages?	

Gap Analysis

As part of continuous improvement undertake a gap analysis to create a prioritised backlog of missing content. Use analytics to view frequently searched terms that find no results and consider whether to incorporate this into your Information Architecture.

This can be achieved by analysing the data available via Analytics tools (e.g., Google Analytics) or by reviewing feedback on the website and identifying common trends. E.g., if you receive similar feedback from users stating they can't find the same piece of information, consider if this information needs to go on the website, or review if the content is actually there, but not clearly sign posted in the IA.

Website Structure (Information Architecture)

Information architecture (IA) is the practice of deciding how to arrange the parts of something to be understandable.

A good IA helps people to understand their surroundings and find what they're looking for – in the real world as well as online.

Practicing information architecture involves facilitating the people and organisations we work with, to consider their structures and language thoughtfully.

A website's information architecture has two main components:

- Identification and definition of website content and functionality.

- The underlying organisation, structure and terminology that define the relationships between a website's content and functionality.

The London Tube map was designed, and colour coded to highlight the main lines to make commuters' journeys easier. Hospitals use colour coded lines on the floor to help visitors navigate to a particular department, which can help prevent missed appointments.

Website Structure (Information Architecture)

In the same way, if website content is difficult to find and disorienting to navigate, it could result in visitors becoming frustrated and abandoning their search. It is important to clearly mark the main subjects, to make the user experience intuitive.

Information architecture tips

1 IA should support your content strategy

2 Utilise mental models

3 Use meaningful user generated page groupings

4 Content, users and context affect labelling significantly

5 Use trigger words in labelling early

6 Avoid deep or shallow structure

7 Consistency equals predictability
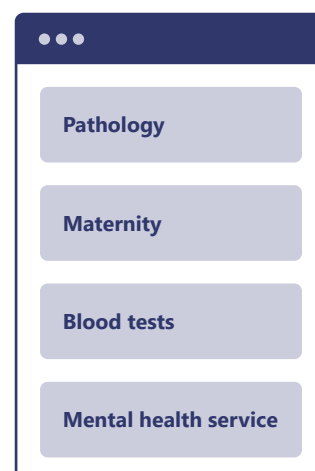
Website Structure (Information Architecture)

Ways of grouping content

Using the 'card sorting' technique, can help visually map where content should sit in the navigation. This could be achieved by creating an online card sorting model or as simple as writing content on post-it notes and placing the content under an appropriate heading.
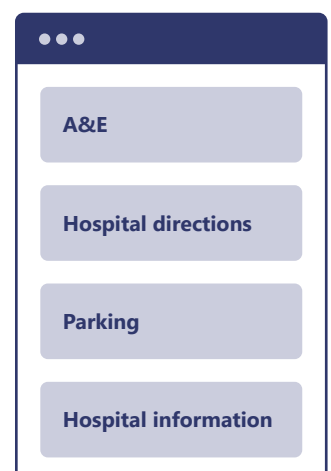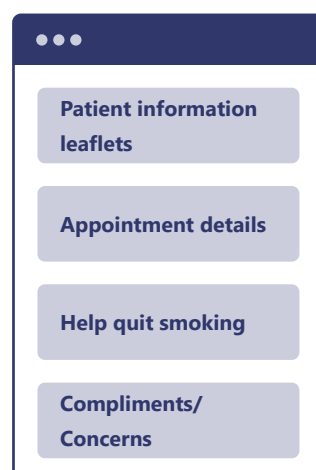
About Us

- Contact the health board
- Health board members
- Board papers
- About the health board

Services

- Pathology
- Maternity
- Blood tests
- Mental health service

Hospitals & Clinics

- A&E
- Hospital directions
- Parking
- Hospital information

Patient Advice

- Patient information leaflets
- Appointment details
- Help quit smoking
- Compliments/ Concerns

News

- Press releases
- Events
- Publications
- Archived news

Jobs

- Job vacancies
- Volunteering
- Work experience
- Careers in wales

Box UK undertook a card sorting exercise for NHS Wales and found a lot of the information that was being searched for, could actually be grouped under the following key headings.

Adopting this manor of structure could give users, a single experience when visiting any of the NHS Wales websites, allowing them to easily navigate similar information between sites. These headings should influence the information architecture for Health Board and Trust websites.

Website Structure (Information Architecture)

These headings should influence the information architecture for Health Board and Trust websites.

- **About Us**   - **Services & care**   - **News**

- **Hospitals & Clinics**   - **Patient Advice**   - **Jobs**

Based on this content card sorting, the IA of an NHS Wales website could translate to something like this. It demonstrates how content can be structured in a logical manner.
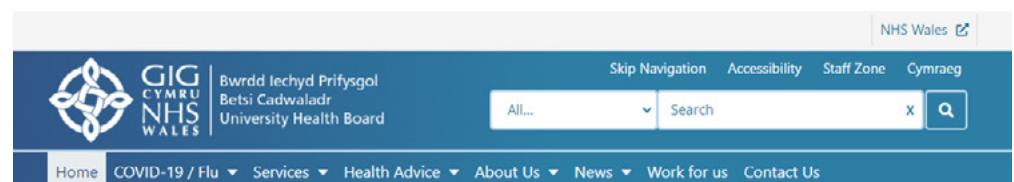

Resource Review

Analyse your department/organisation. Do you have everything in place?

- Staff resourcing

- Tools for the task

- Timescales – Set yourself reasonable goals

- Training – Consider implementing training champions to spread knowledge among teams and ensure a succession plan is place. Make use of the NHS Wales CMS Support website, which has guidance on using the CMS

- Budgets – If budgets are slim, consider any in-house skills that could be utilised

Editorial Calendars

Editorial calendars are a good way of planning content before it is needed e.g., flu campaigns, what's coming up? Also fitting in with other organisations e.g., Welsh Government, and new social pushes. This can be achieved by using tools such as Outlook calendars or a diary of upcoming work. This can also help when considering staffing levels around major campaigns.
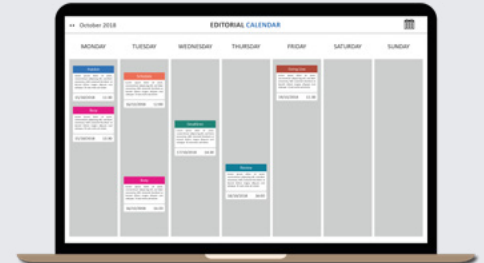
What could you use the calendar for?

- Setting content audit inventory dates

- Add awareness days, months, and upcoming national and international days

- Add in major scheduling dates for your internal web publishing

- Internal deadlines

- Busy periods can be blocked out in the calendar

- If a web editor is on annual leave

- Add in future dates for anything you need to monitor

Publishing Workflow

Utilise the features in the CMS to help with the publishing workflow and managing content around busy campaign periods.

- Create offline pages in preparation for campaigns

- Change Sets can be used to bundle pages together and then specify the date for this to be automatically published or taken down. This may be useful when launching seasonal campaigns and for content which doesn't need to stay of a website indefinitely

- Set review date notifications on pages and set email reminders for individuals

- Single Content Scheduling will allow you to specify a schedule for the content item to display, including the frequency of the display such as daily, weekly, monthly, etc. and when the content item should stop displaying, if ever.

- Content can be sent to other team members for approval before it is published to the live site

To consider when publishing

	Guidelines		Accessibility		Editorial calender		User feedback
	Meta data		Tone of voice		Glossary terms		Images (Size/rights)

Ensure that content is fit for purpose and has had all the necessary checks before publishing. This Publishing Workflow diagram depicts the steps and checks that could take place before a piece of content is ready for publishing.

- Create
- Edit
- Sign off by local communications team
- Sign off by Content Owner
- Translation of content
- Schedule when content is to be published
- Publish content
- Review

Publishing workflow

	Publish		Create		Edit		Comms sign off
	Schedule		Translate		Content owner sign off		

Content Lifecycle

Content should never be static and should adapt to the needs of your audience. To achieve this, it is important to ensure that there is constant management and a review process.

Analyse	Create	Manage	Publish
Owner	Plan/Govern	Review	Keywords/Metadata
Requirements	Acquire	Performance	URL Allocation
Personas	Write or Edit Copy	Control	Version & Expiry Controls
Scenarios	Purchase or Source	Archive/Delete	Review Dates
Governace	Author/Edit	ROT Review	Template Selection
Time	Version/Localise	User Feedback	Formatting & Styling
	Metadata		Workflow & Scheduling
	Sign Off		Build, Test, Live... Living

■ **Analyse** allows an organisation or Web Editor to review the information about a need, including budget, audience, time scales and governance.

■ **Create** is often the most time-consuming part of making content. Finding, editing, cropping, raw copy and images. Getting approval or sign off for the content.

■ **Publish** activities during this time all involve readying the content for publishing out to the audience.

■ **Manage** can be a proactive review. Identify pages to be reviewed, refreshed, or archived.

Content Lifecycle

What is ROT

ROT is an approach to reviewing pages with brutal facts:

- Is it **Redundant?**   - Is it **Outdated?**   - Is it **Trivial?**

Use your analytics to review the number of views a page is getting, if it is zero why keep it? If it is outdated, is it of any use? If pages need to be kept, but are outdated consider taking them offline, and adding them to your backlog (see Gap Analysis).

R
Redundant

O
Outdated

T
Trivial

ROT is the process of reviewing pages with brutal facts:

Is it (R)edundant, is it (O)utdated, is it (T)rivial? Deciding a page is R, O or T doesn't mean you remove it, but it does suggest you should take action so it can no longer be classified as one of those three.

Content Style

To Communicate Effectively with Audiences:

- **Be specific** - avoid vague words, metaphors and words that are open to misinterpretation.

- **Be Concise and Consistent** - keep content understandable, concise, and relevant. It is important to be consistent to provide reassurance that it is a trustworthy and reliable source of information.

- **Be Professional** - tone of voice should reflect the topic and the audience, e.g., information on a serious matter should contain accurate information. It should be straightforward, unbiased, respectful, and accessible.

- **Avoid Jargon** - avoid unnecessary jargon, unexplained abbreviations, or acronyms, rarely used Latin terms and technical language.

- **Content Glossary** - check the CMS Content Glossary to avoid duplication of the same term. By using the same term across all NHS Wales websites, it can aid familiarity for the user. e.g., content about working for an organization could be called 'Vacancies', 'Jobs', 'Working here', but 'Working for us' could be the standard term used to describe that content across NHS Wales websites

- **Bite size chunks** - create small chunks of content rather than long blocks of text that can be off-putting to readers. Consider utilizing the CMS plugins to achieve decluttered content e.g., the accordion plugin could be used to display Frequently Asked Questions (FAQs) in an expandable list rather than having to scroll through lots of text to find the information the user is interested in.

- **Clear spacing and white space** - between paragraphs can improve readability and can draw the eye to information.

- **Utilise page layouts** - consider using different page layouts to split out grouped content.

- **Be organised** - Asset buckets should be used to hold images, links & documents. By placing them in a central holding area, it can make it easier to not only find content, but to change that content and prevent broken links or missing content on webpages.

Page Sketching

Consider sketching pages before creating them on the website. The benefit of sketching is that it allows you explore new ideas and get a better idea of what works well before the final deliverable.

- Identify the user groups interacting with the page

- The goals and objectives of the users.

- Consider the plugins that could be used to display the content in a structured way and to utilise space.
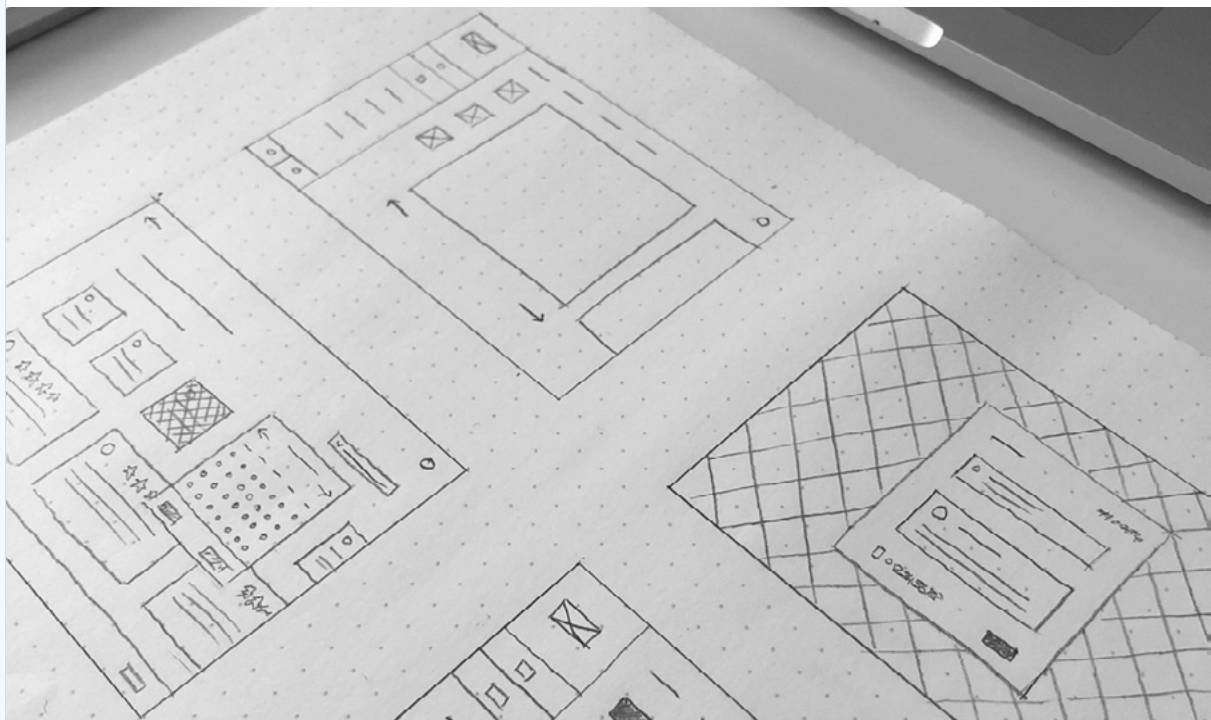
Useability Testing

This can be an important factor and help you shape your website based on the data gathered. Testing can be as simple as getting peers to review the website content and setting those tasks and analysing feedback, to asking members of the public, or remote testing. Choosing the testers that reflect your websites users, will provide you will the most beneficial feedback.

Things to consider:

- Types of Users   - Types of testing   - Types of activities to test
- Number of testers   - Ideal time for testing   - Budget

Channel Strategy

While this is not a social media strategy, explore what social media platforms your target audience is engaging on and start to create content that might be successful on those channels.

Pushing out videos and posts on your social channels can be an effective way to do this and consider publicising your content more than once, because social media (especially Twitter) has a short shelf life.

The CMS features components to integrate with social media on the website, e.g., social board, share bar and embed plugins. Always consider how this fits in with any local social media strategy.

Accessibility Guidelines

The Web Content Accessibility Guidelines (WCAG) are a series of guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the main international standards organization for the Internet.

These feature four foundational principles for web accessibility:

- Perceivable - information and user interface components must be presentable to users in ways they can perceive

- Operable - users must be able to operate the interface

- Understandable - users must be able to understand the information as well as the operation of the user interface

- Robust - content must be robust enough that it can be interpreted reliably by a wide variety of user agents (web browsers), including assistive technologies

The guidelines are structured into three levels of conformance:

- Level A - offering a basic level of accessibility features.

- Level AA - addresses bigger and more common issues encountered by disabled users.

- Level AAA - most complete level of web accessibility.

Some ways accessibility standards can be met:

- Add in Alternative ("Alt") Text to images. By adding a meaningful description to the Alt Text on an image, it can provide a clear description of what that image denotes when read out by a screen reader. Controls within the browser, allows users to zoom in and out to view content on the website, should they find it difficult to read the size of the font or images.

- Read Speaker is an available plugin within the CMS and enables text to speech technology.

- Ensure links are given meaningful descriptions rather than 'Click here'

- Ensure there is sufficient contrast between colours. The CMS Style Guide provides information on colour contrast checking.

Further guidance is available on the best practice pages of the CMS Support website. It is also advisable to review the legal requirements outlined in the current Equality Act.

Search Engine Optimisation (SEO)

Search Engine Optimisation (SEO) is a set of guidelines that can help improve the visibility of organic search engine results. SEO encompasses onsite, offsite, and technical elements to improve a website's ranking and drive traffic from search engines.

Referrals from search engines, can account for the majority of website traffic, so ensuring users are able to locate the website quickly from search results is fundamental for increasing awareness.

Good SEO practices can also help improve the usability of a website e.g., clear page structure and consistent content for crawlers to easily index website information, influencing the relevant search terms and ranking.

- Include keywords in your page; words users commonly search for

- Do not duplicate blocks of text across the website because Google will penalise you

- Follow accessibility standards

Metadata, Tagging & Keywords

Adding metadata to your page, can help improve the search engine optimisation. They act as keywords that help describe the content on your site and can help people find content more quickly via external search engines. Meta Description can be added on any content within your website via the Publishing tab in the full edit mode of the CMS.

Adding internal tags can help improve internal search results within your website. Tags can be added on any content under the Tags tab, in full edit mode of the CMS.

Images / Video

- Images should be in line with the brand and reflect the content. It is the responsibility of the website administrator to source and maintain an individual website's image repository and ensure they comply with any copyright and licensing restrictions.

- Images should reflect the diversity of NHS Wales patients, the public and staff and promote equality of access to NHS Wales services. Ensure images are representative in terms of gender, race, disability, age, sexual orientation, religion, belief, gender reassignment, pregnancy and maternity, marital and civil partnership status.

- When obtaining rights to use images of identifiable individuals, check the owner of the copyright and what the position is regarding the clearance given by the individuals concerned.

- Ensure you have digital rights to all publications that are published online.

- Avoid poor quality photographs and clip art.

- Ensure images and video adhere to accessibility standards, e.g., alt text added to provide clear description of the image and subtitles added to videos.

- The CMS will upload any images into five default sizes to enforce consistency.

- Images should be placed in image buckets within the CMS, so they are stored in one central place and can be reused without the need to duplicate.

Visual Presentation Recommendations

An important factor in Visual Design is making the general aesthetics of a product consistent. The NHS Wales CMS Style Guide lists the fundamental elements of a website, e.g., button styles, typography, form elements, colours, etc.

Layout is important on a webpage, white space / negative space gives website elements room to breathe visually. Colour can play a big role in your designs. Too many colours can make a website seem cluttered and busy.

It's important to create a hierarchy of content, there needs to be proper distinction between headings, subheadings, and body text. A user may have several devices that they use your website on - A minimalist approach is best for mobile design. Using photography can give users something tangible or 'real' to associate with the brand. Keep everything in a similar style / theme, photography and illustration need to tie into the brand.

Privacy & Cookie Policy

Privacy Policy

A privacy policy is a statement or a legal document that discloses some or all of the ways a party gathers, uses, discloses, and manages a customer or client's data. It fulfils a legal requirement to protect a customer or client's privacy, e.g., General Data Protection Regulation (GDPR).

The 'Privacy' should be placed in the footer links of the website for consistency and to add predictability for users. A standard Privacy and Cookie Policy will be added as default when websites are created, but it is the responsibility of the organisation to update the page with any local policy or legislation changes, should it deviate from the standard.

Cookie Policy

The Cookie Law is a piece of privacy legislation that requires websites to get consent from visitors to store or retrieve any information on a computer, smartphone, or tablet.

Standard cookie message - A pop up will display from the bottom of the website, informing users that by continuing to the use the site they are agreeing to us setting a small number of cookies. A link to the 'Cookie Policy' should be placed within the message for consistency and to add predictability for users. and a link to the cookie policy. The users will then need to press 'close' to stop the pop up appearing again.

Cookie notice

By continuing to use our site, you are agreeing for us to set a small number of cookies. To find out more about cookies on this website, see our cookie information
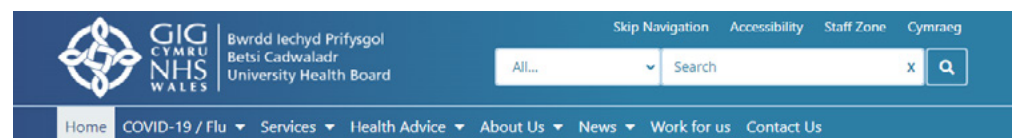
Accept and close

Welsh Language Standards

Review the Welsh Language Standards and ensure content adheres to legislation. All webpages, documents, images etc. that are in English must have an equivalent in Welsh.

A Welsh and English version of a website will be provided, but it is the responsibility of the content owners to populate and ensure all links are mapped to the correct page.
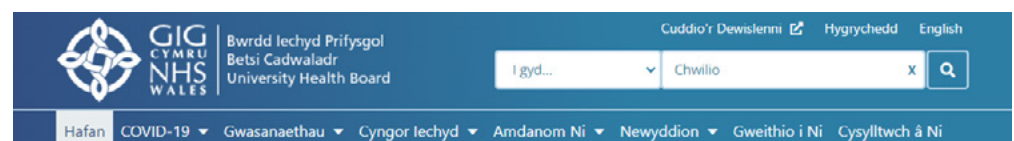
A Cymraeg link will be a standard feature of the CMS and will be situated prominently at the top of every web page under secondary links. Content Managers will need to manually link English to Welsh pages via the backend CMS Translation tab.

The CMS provides a translation feature, which can be used to automatically translate English text into Welsh text. However, the resulting machine-translated text must be checked by the publishing organisation to ensure it is fit for purpose before publishing.

English Language Header Links and Navigation Bar

Welsh Language Header Links and Navigation Bar

Resources

Writing for the web

https://cmssupport.nhs.wales/best-practice/writing-for-the-web/

https://cmssupport.nhs.wales/best-practice/websites-content-guidelines/

https://cmssupport.nhs.wales/best-practice/homepage-design-layout/

CONTENT STYLE

Resources

Google Analytics

https://marketingplatform.google.com/about/analytics/

https://moz.com/blog/absolute-beginners-guide-to-google-analytics

ANALYTICS