

Preparing Content for the D8 Migration

GOVTalks 2019 | Breakout Session

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Digital Services
GEORGIA

Agenda

Getting Ready to Migrate

Service-First Approach

Auditing Content

Structuring Content

Discussion

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Migration has
started!

It's time to think
differently about
content.

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You think agencies...

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... the public thinks **services.**

“Constituents do not care about the bureaucracy. Agencies, departments, and divisions are invisible to someone who needs help. *They look for services, not organizations.*”

- Nikhil Deshpande,
Chief Digital Officer, State of Georgia

Think your agency doesn't offer services?

Services can be:

Transactional

Licenses

Child support

Filing taxes

Informational

Websites

Call centers

Chats

Name 3 Agency Services

- Who are your audiences?
- What are the wants and needs of those audiences?
- What are your most visited pages?
- What are your most popular searches?
- Remember: services may be **informational**.

How can you lead with these services?

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The first step toward migration is
your **content audit**.

Time to decide what to:

- Keep
- Delete
- Combine
- Split

Factors to consider

- Is information accurate and up-to-date?
- Is content redundant?
- Can content be better organized and categorized?
- Are there “dumping grounds” of unrelated information?
- Is important content being properly highlighted?

Most importantly: **leave yourself enough time** to go through this process!

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Are you ready for
better structured
content types?

What are **content types**?

- It's a set of fields for a particular type of data.
- Examples include a landing page, service, or a call-to-action.
- Content types do not just mean pages.

What are the benefits?

- Has already been designed with thoughtful consideration
- Has better functionality
- Can be created once, and is available everywhere
- Has better SEO
- Integrates more easily with search engines

D8 Content Types

Agency Information

- Organization
- Program or Service
- Contact
- Location
- Bio

Agency Communications

- News
- Alert
- Event
- FAQ
- Important Date
- Press Release

Organizational Tools

- Landing page
- Topic Page
- Listing Page
- Book
- Web Form

Micro-Content Types

- Agency Alert
- Call-to-action
- Icon List
- Important Date
- Knack Embed
- Promo
- Quote
- Text Block
- Link Collection

Name That
Content Type

You want to feature a service your agency provides, including a link to the first step in the process. Which content type should you use?

- a) Contact
- b) Organization
- c) Program or Service
- d) Listing Page

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You want to publish the details of an upcoming conference and provide a link to external registration. Which content type should you use?

- a) Location
- b) Listing Page
- c) Important Date
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- b) Landing Page
- c) Link Collection
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What **challenges**
are you facing when
auditing content?

Do you **structure**
content? If no, why
not?

What **help** can we
provide you?

Thank you!