

# The Future of Georgia's Web Platform

Kendra Skeene

The logo for Digital Services Georgia, featuring a vertical bar with a green-to-yellow gradient on the left side.

**Digital Services**  
GEORGIA

# Kendra Skeene

Director of Product,  
Digital Services Georgia

@kskeene



**Digital Services**  
GEORGIA

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The logo for Digital Services Georgia, featuring a vertical bar with a green-to-yellow gradient on the left side.

**Digital Services**  
GEORGIA

The Future of  
~~Georgia's~~ Your  
~~Web Platform~~  
Digital information



Digital Services  
GEORGIA

# Agenda

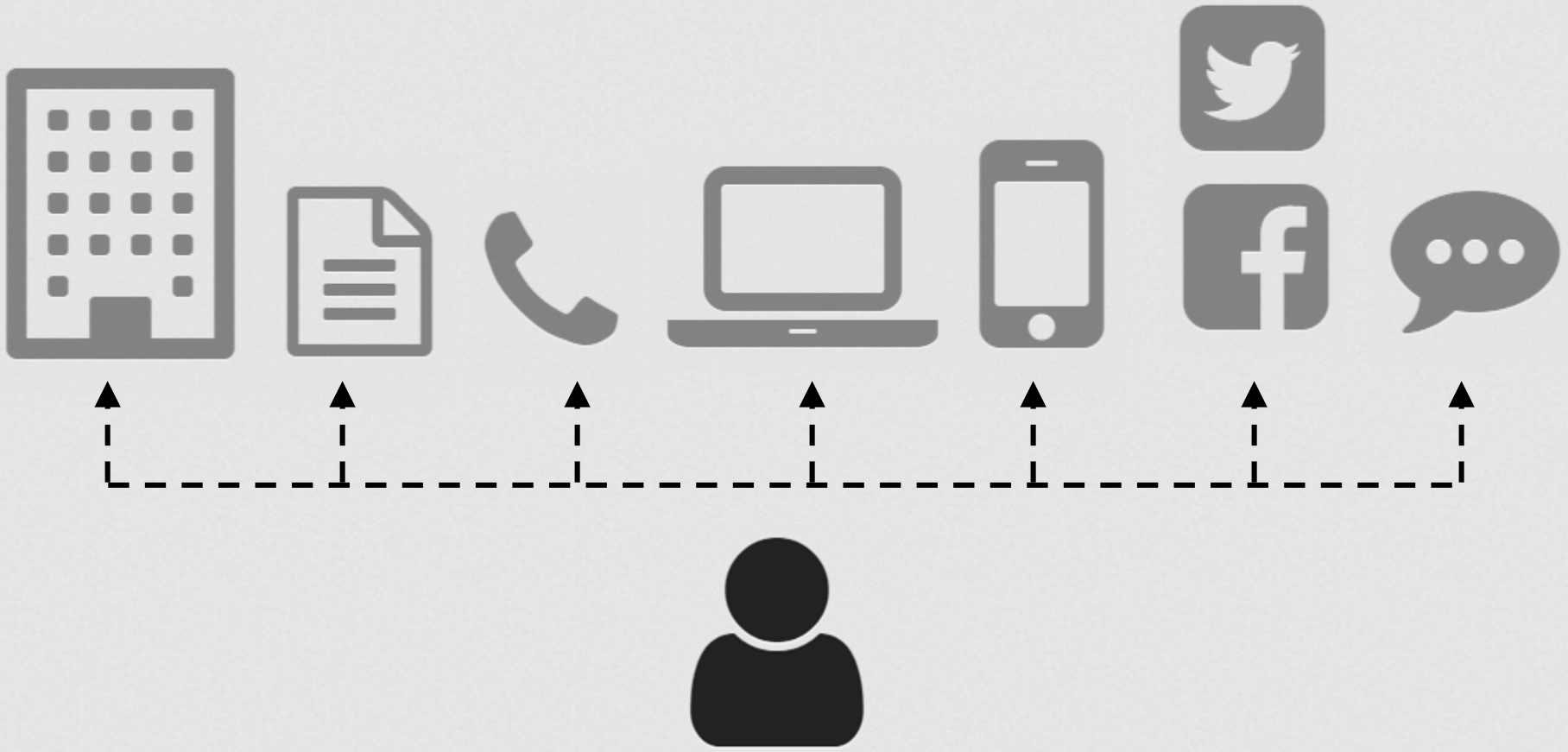
- **Challenges to providing government services**
- **Our Digital Platform Goals**
- **Where you fit in**

# Challenges to Providing Government Services

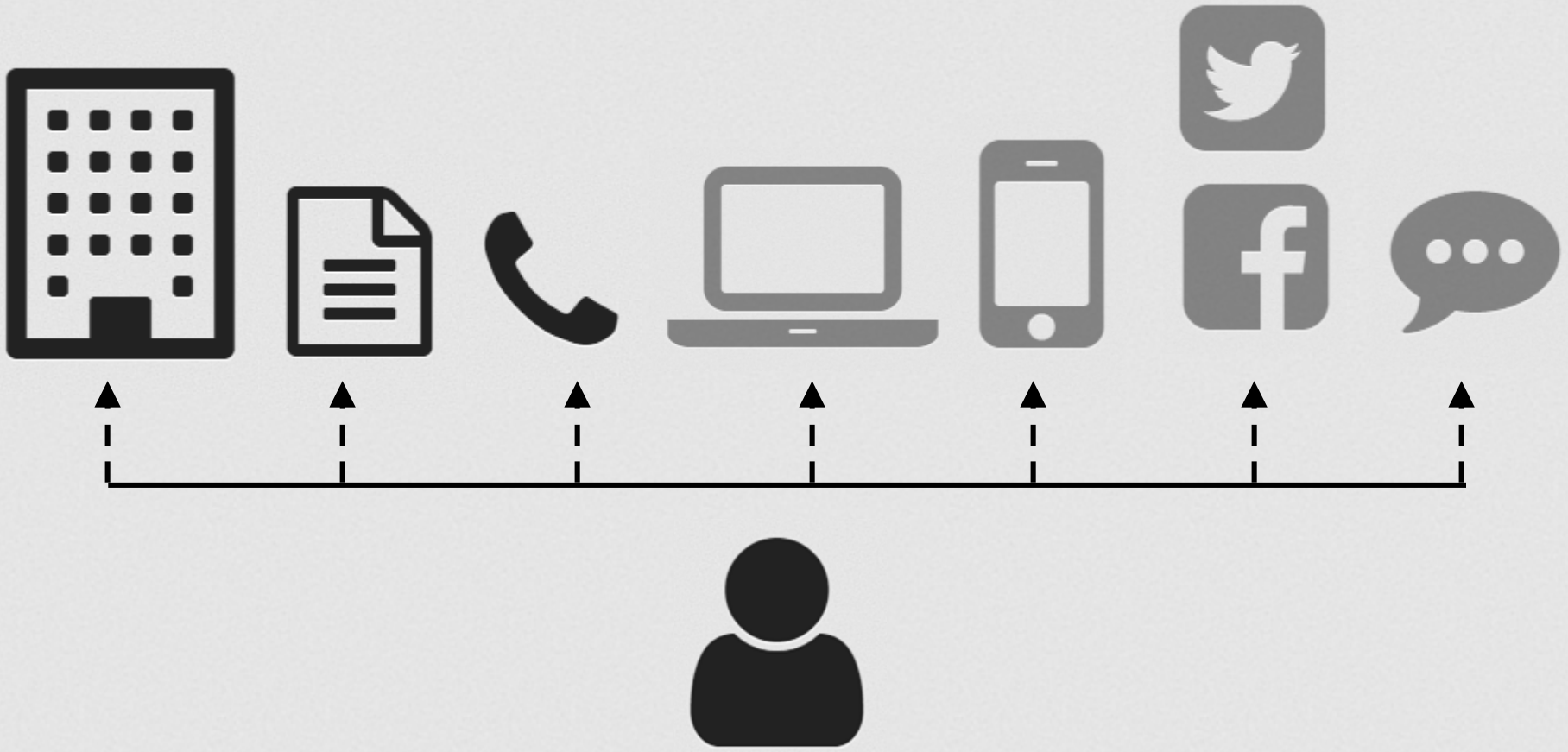
# 1. Challenge to Providing Government Services

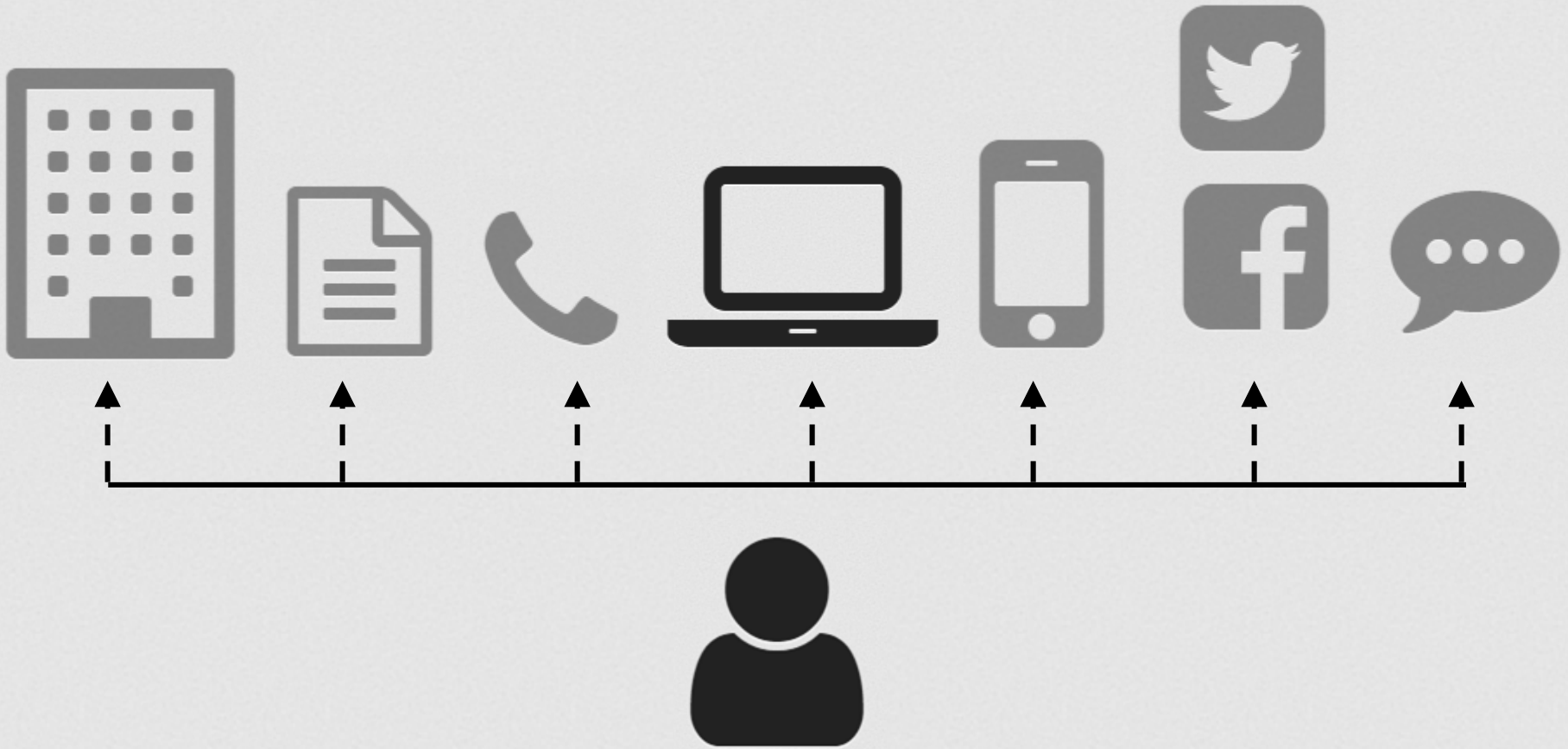
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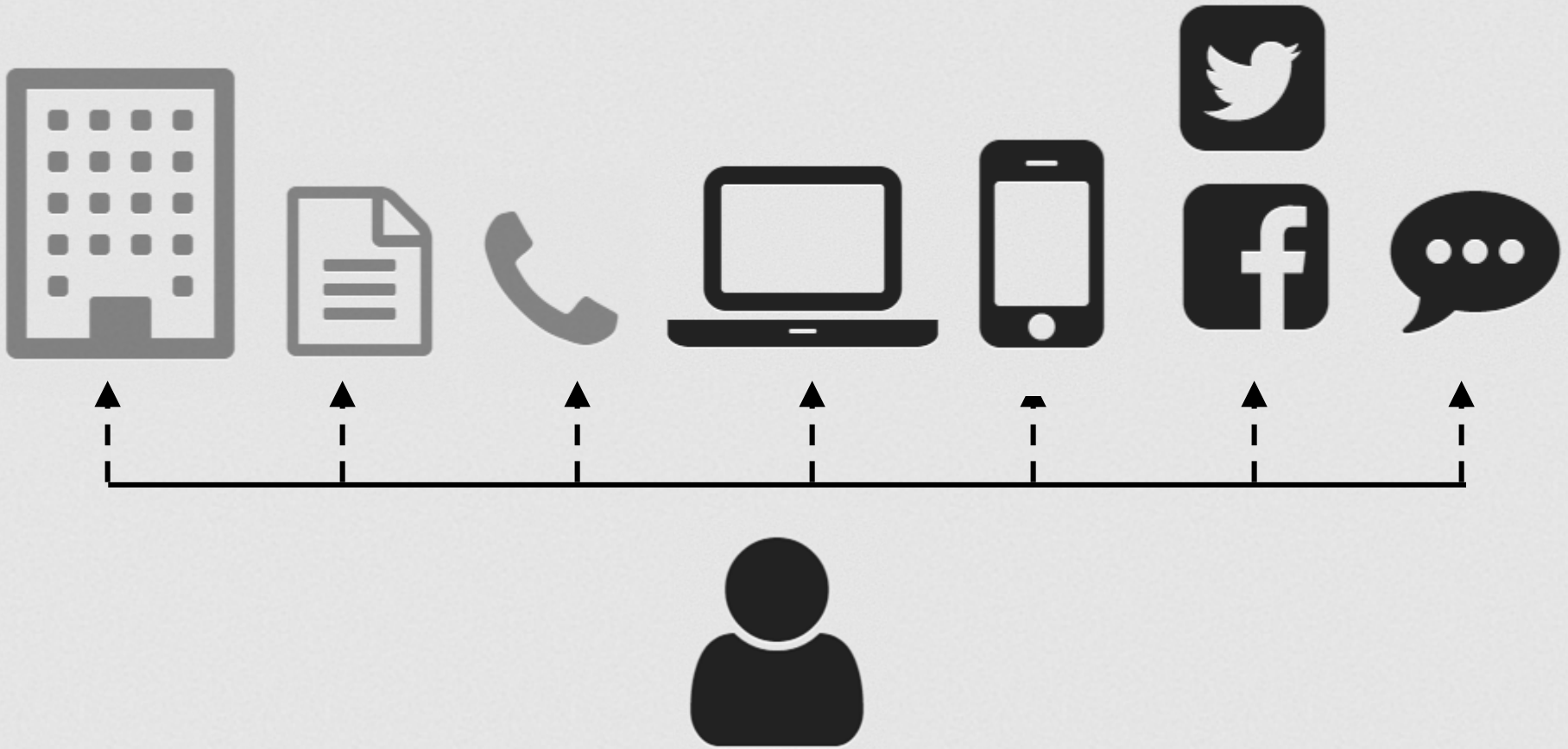
Citizen Connectivity  
(Channel fatigue)

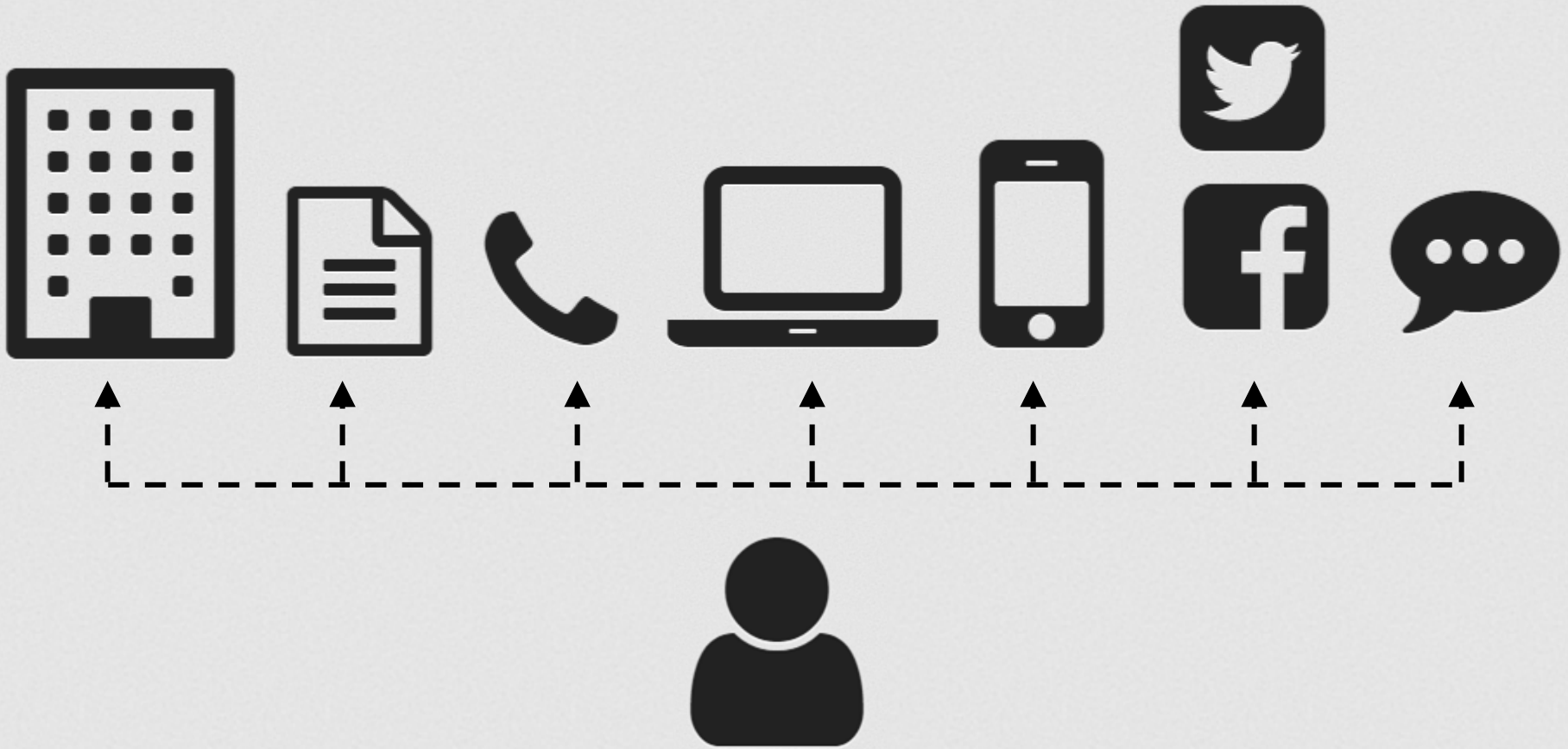












# 20%

of Georgia households go without the internet.

Source: <http://www.governing.com/gov-data/city-internet-connection-household-adoption-rates-data.html>



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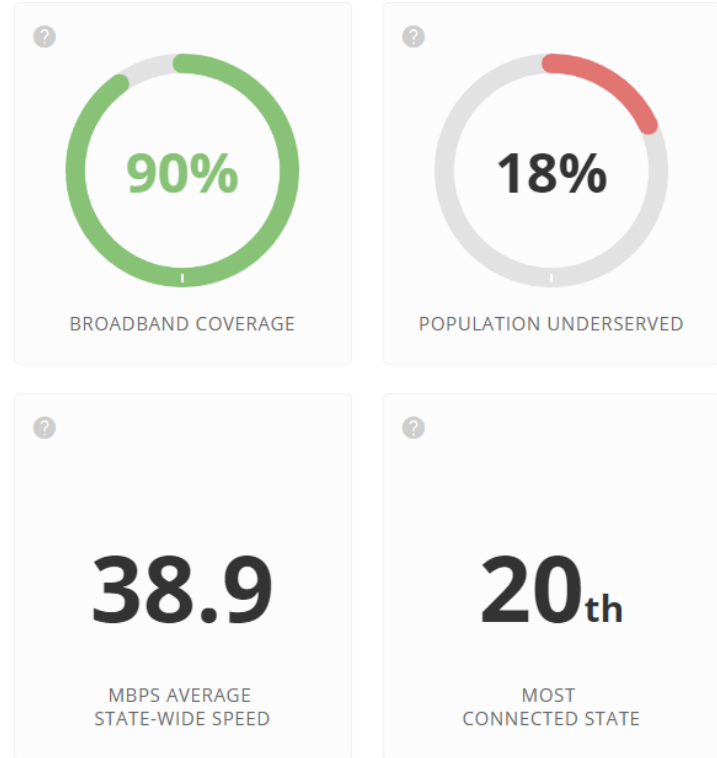
***OLDER, LESS EDUCATED, AND POORER AMERICANS ARE MUCH LESS LIKELY TO BE ONLINE***

- ✓ Not interested
- ✓ Too expensive
- ✓ Too frustrating

# Access to internet service

## BROADBAND IN GEORGIA

[See all states](#)



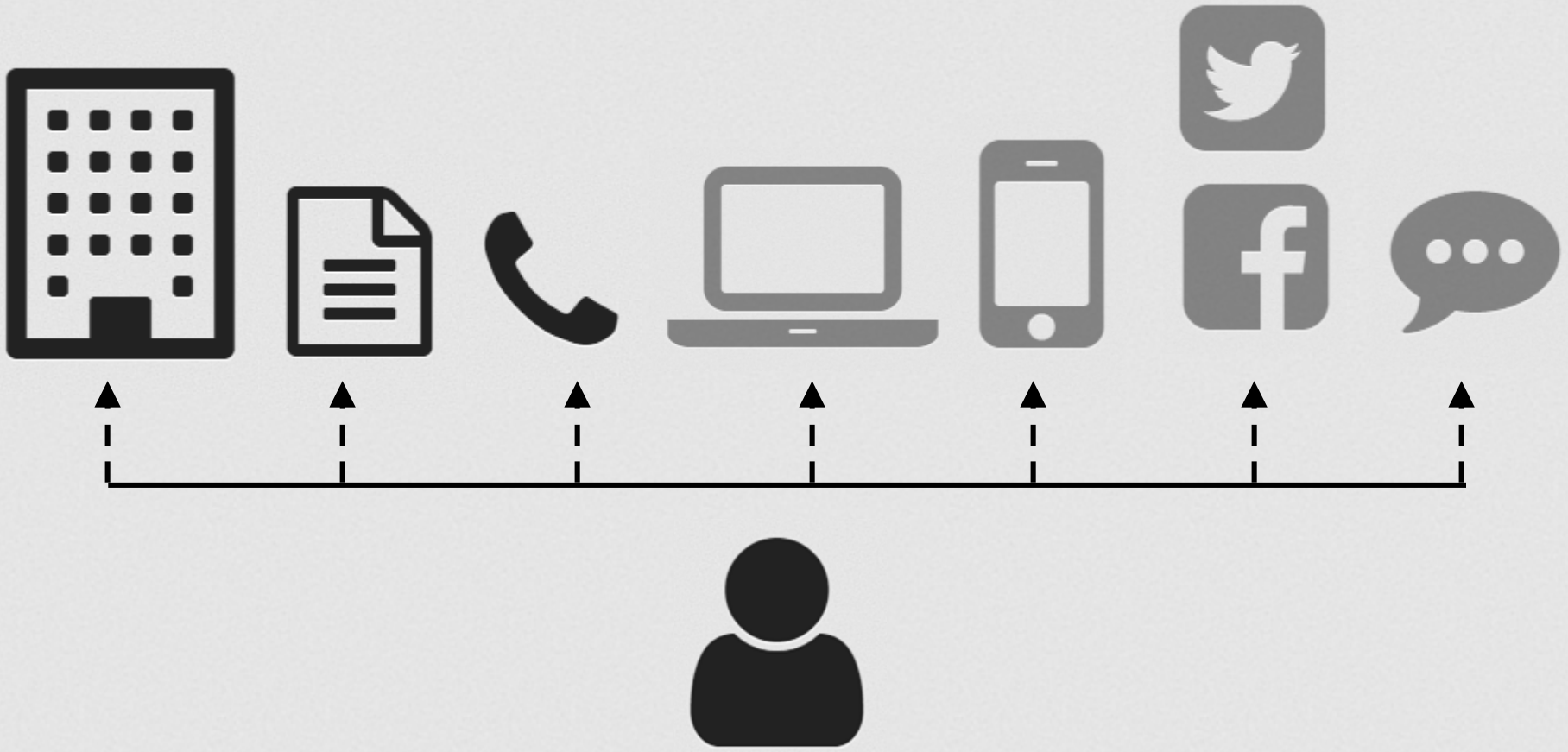
<https://broadbandnow.com/Georgia>

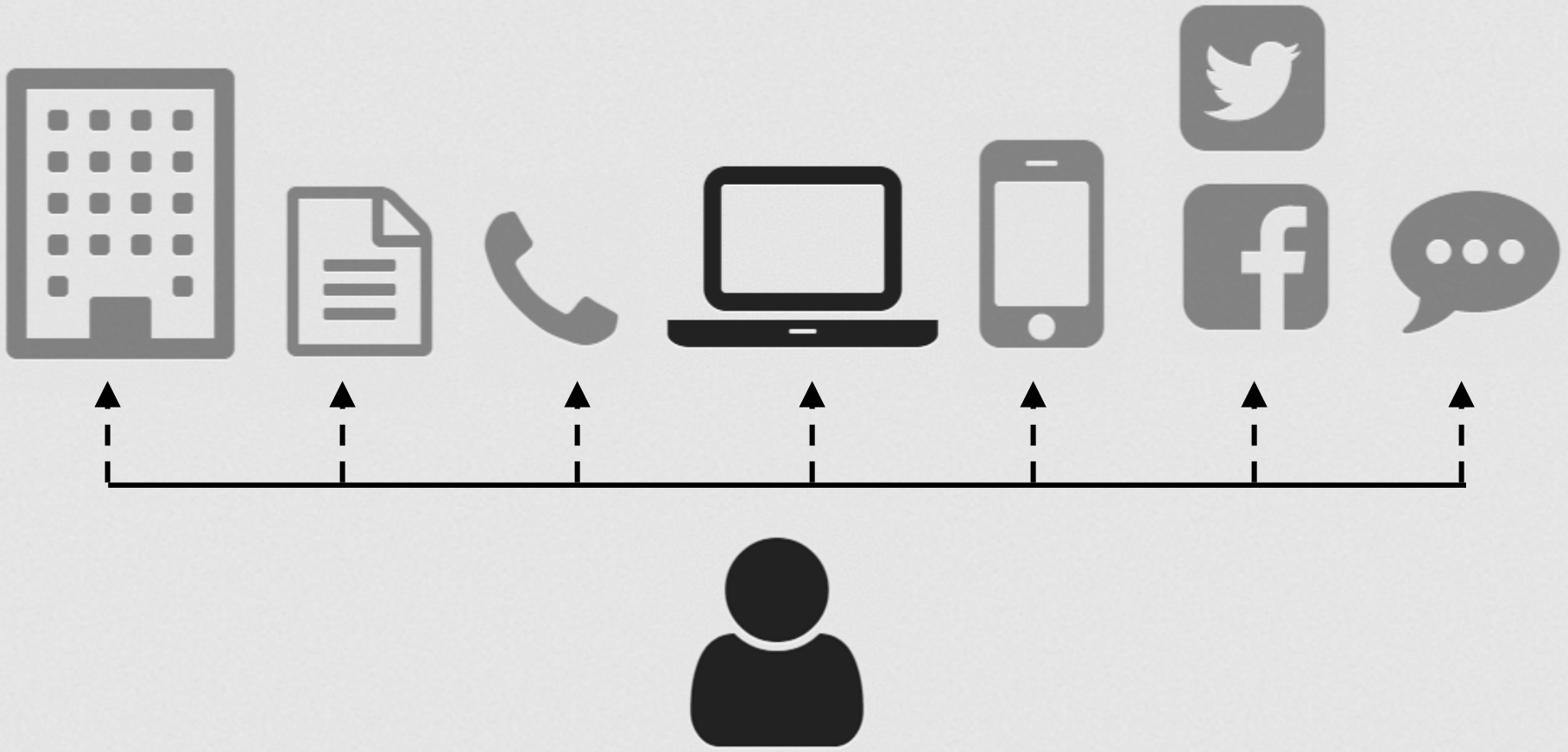
Access to  
internet service

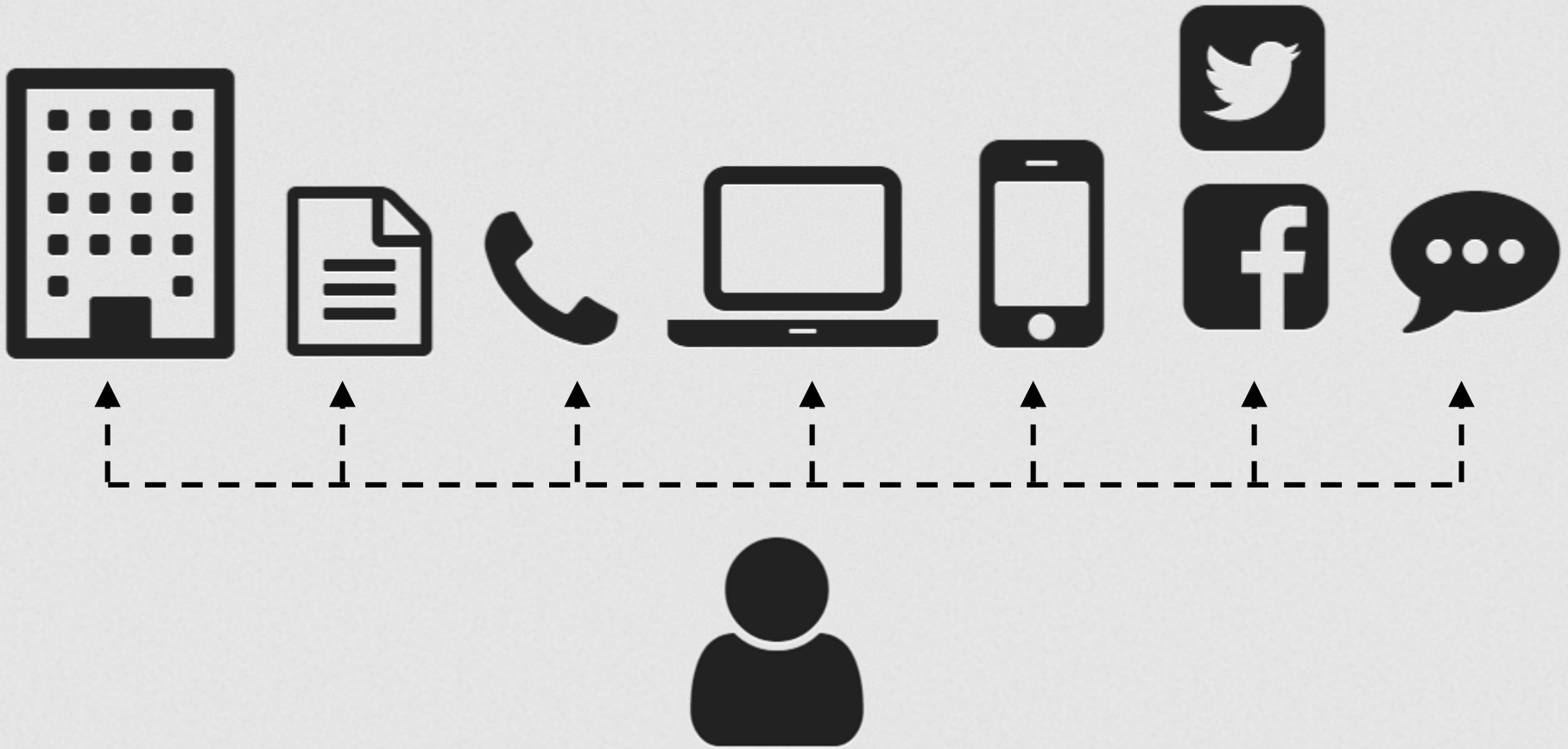


Internet  
in the home





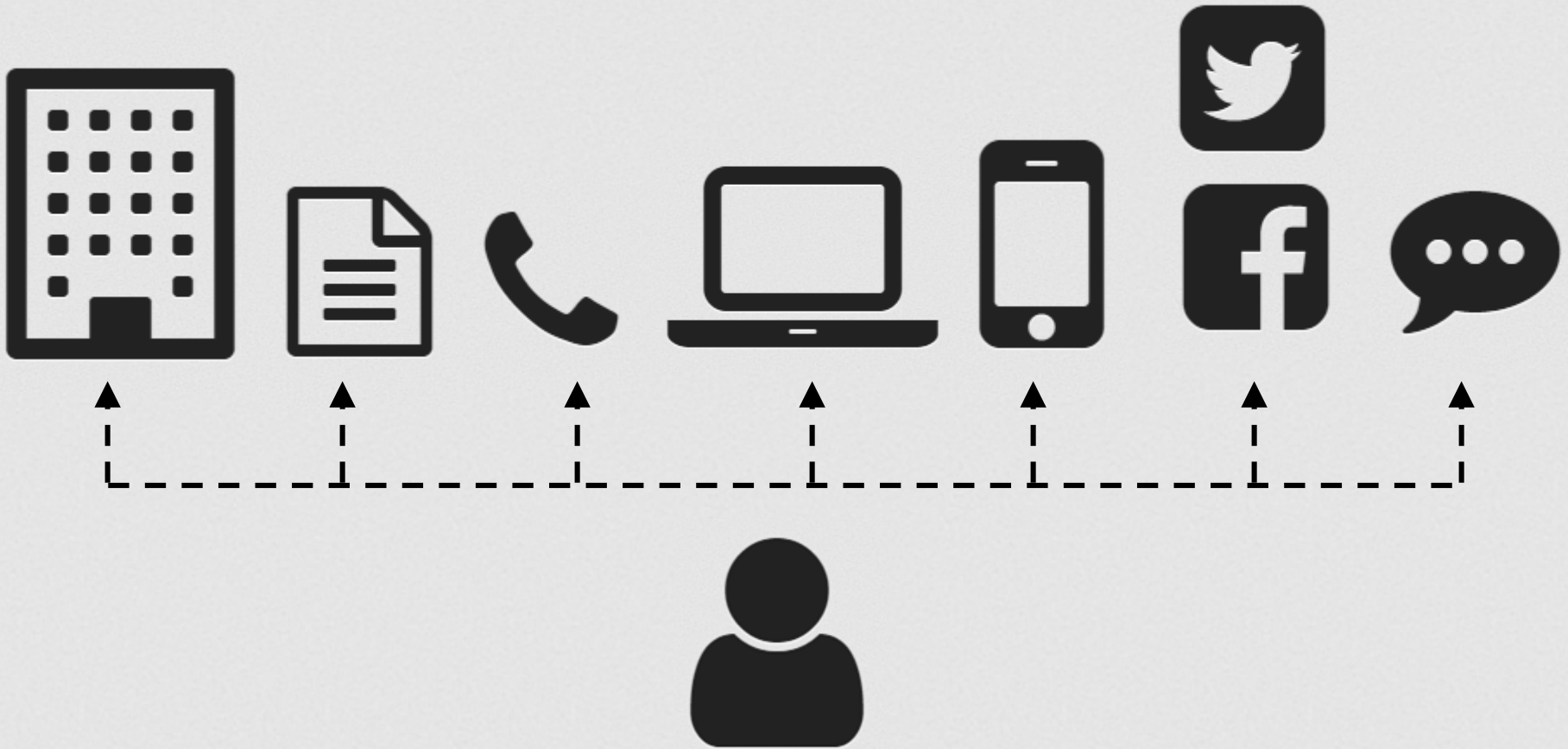


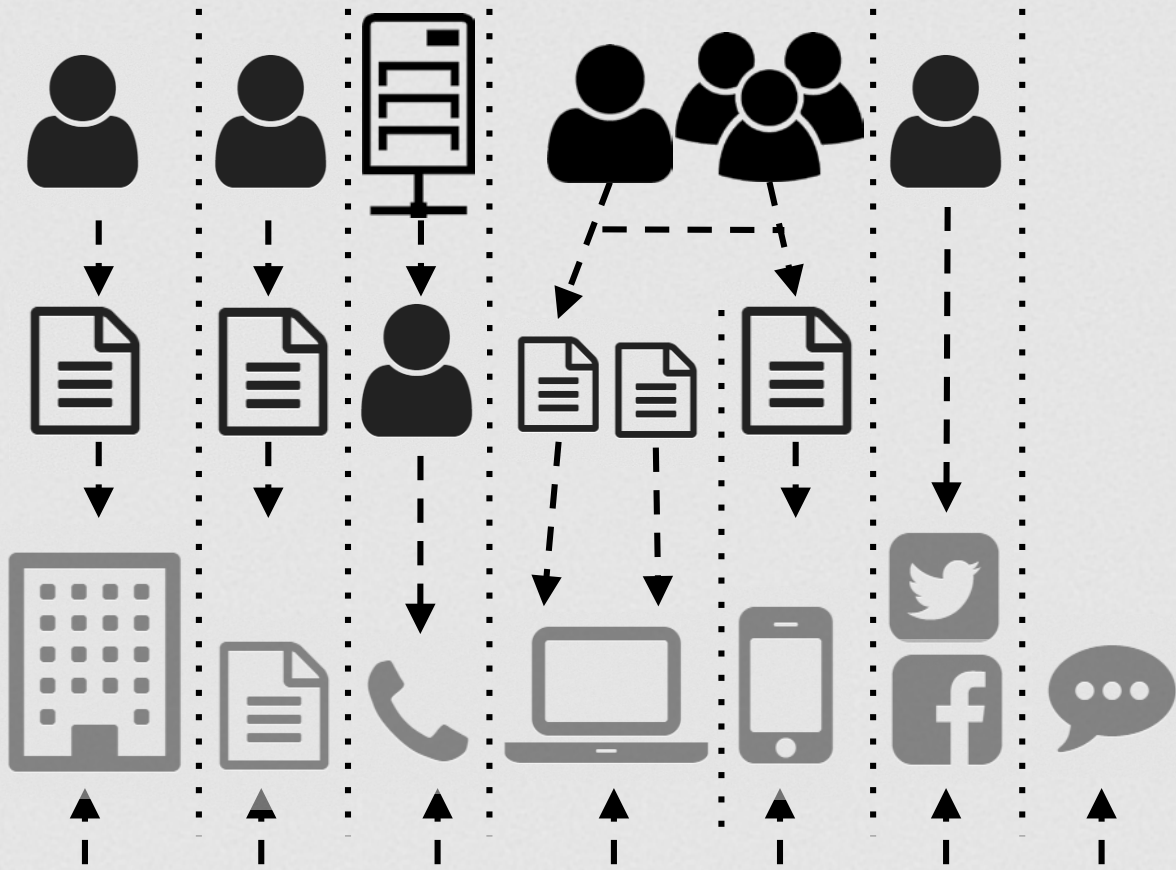


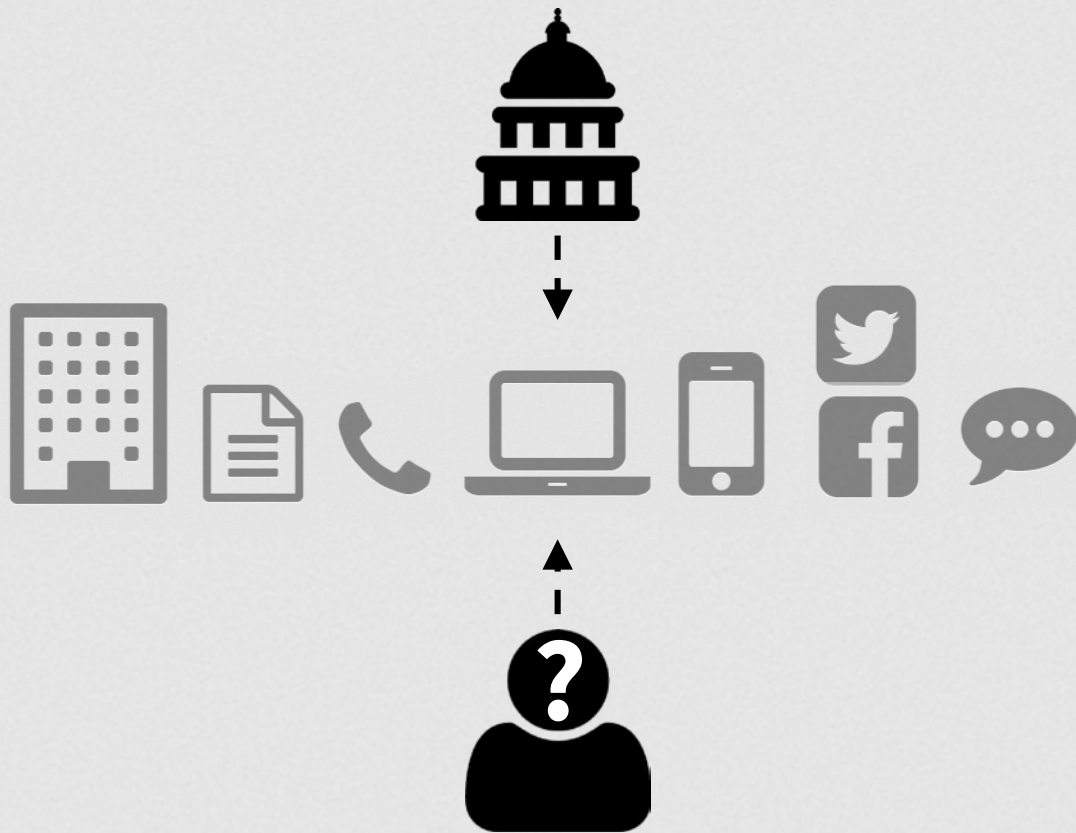
## 2. Challenge to Providing Government Services

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Information lives in silos







# 3. Challenge to Providing Government Services

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Citizen  
Needs



Agency  
Goals



# Citizen Trust

- Trusted:
  - **State seal** more than those with their own logo
  - Common, **consistent design** between Georgia websites
- Did Not Trust:
  - Sites with a lot of **outdated graphics** or banners
  - Sites with **NO graphics**
  - Sites that are **overly “polished” or flashy**

# Citizen Wayfinding

- Citizens **don't understand divisions** in government
  - Different agencies / divisions
  - Difference between local, state, and federal
- Citizens **start** with Google
  - They give up if the first state site they come to doesn't have **all** the information they need.
  - Citizens need **more continuity** between Georgia sites.



# Citizens Needs

# Agency Goals

## Citizens Needs

Get answers **without learning** government silos. **≠**

## Agency Goals

**Stand out** as a unique identity

## Citizens Needs

Get answers **without learning** government silos  $\neq$

Get all their questions answered in **one place.**  $\neq$

## Agency Goals

**Stand out** as a unique identity

Break information into **subsites**

## Citizens Needs

Get answers **without learning** government silos **≠**

Get all their questions answered in **one place.** **≠**

Get on with their **lives** **≠**

## Agency Goals

**Stand out** as a unique identity

Break information into **subsites**

Increase **pageviews**

## Citizens Needs

Get answers **without learning** government silos **≠**

Get all their questions answered in **one place.** **≠**

Get on with their **lives** **≠**

**Stop** thinking about government. **≠**

## Agency Goals

**Stand out** as a unique identity

Break information into **subsites**

Increase **pageviews**

Increase citizen **engagement**



## Citizens Needs

Get answers **without learning** government silos  $\neq$

Get all their questions answered in **one place.**  $\neq$

Get on with their **lives**  $\neq$

**Stop** thinking about government.  $\neq$

## Agency Goals

**Stand out** as a unique identity

Break information into **subsites**

Increase **pageviews**

Increase citizen **engagement**

# Recap: Challenges

1. **Citizens** are looking for information and services in different **channels**
2. **Agencies** store that information and services in **different silos**, that can become **outdated**.
3. Citizen Needs **often don't match** Agency Goals.

# Digital Platform Goals

# 1. Digital Platform Goals

Ease digital frustration and the silo effect for agencies, while reducing friction for citizens.

# Goal: Meet Content Manager Needs

- Robust file management
- Flexible layouts
- Search weighting
- More workflow options and user roles
- Improvements in Webforms
- Reporting (e.g. spell checks, broken link checks)

# Digital Platform Goals

**For Citizens**

**For Content Managers**

# Digital Platform Goals

## For Citizens

Common **Branding**  
(across sites & channels)

## For Content Managers

**Custom designs** for  
agency brands

# Digital Platform Goals

## For Citizens

Common **Branding**  
(across sites & channels)

**Service**-centered

## For Content Managers

**Custom designs** for  
agency brands

Increase **flexibility** of layouts



# Digital Platform Goals

## For Citizens

Common **Branding**  
(across sites & channels)

**Service**-centered

Increase **searchability**  
*between* sites

## For Content Managers

**Custom designs** for  
agency brands

Increase **flexibility** of layouts

Improve management and  
**organization** of content and files

# Digital Platform Goals

## For Citizens

Common **Branding**  
(across sites & channels)

**Service**-centered

Increase **searchability**  
*between* sites

Improve **connections**  
between channels

## For Content Managers

**Custom designs** for  
agency brands

Increase **flexibility** of layouts

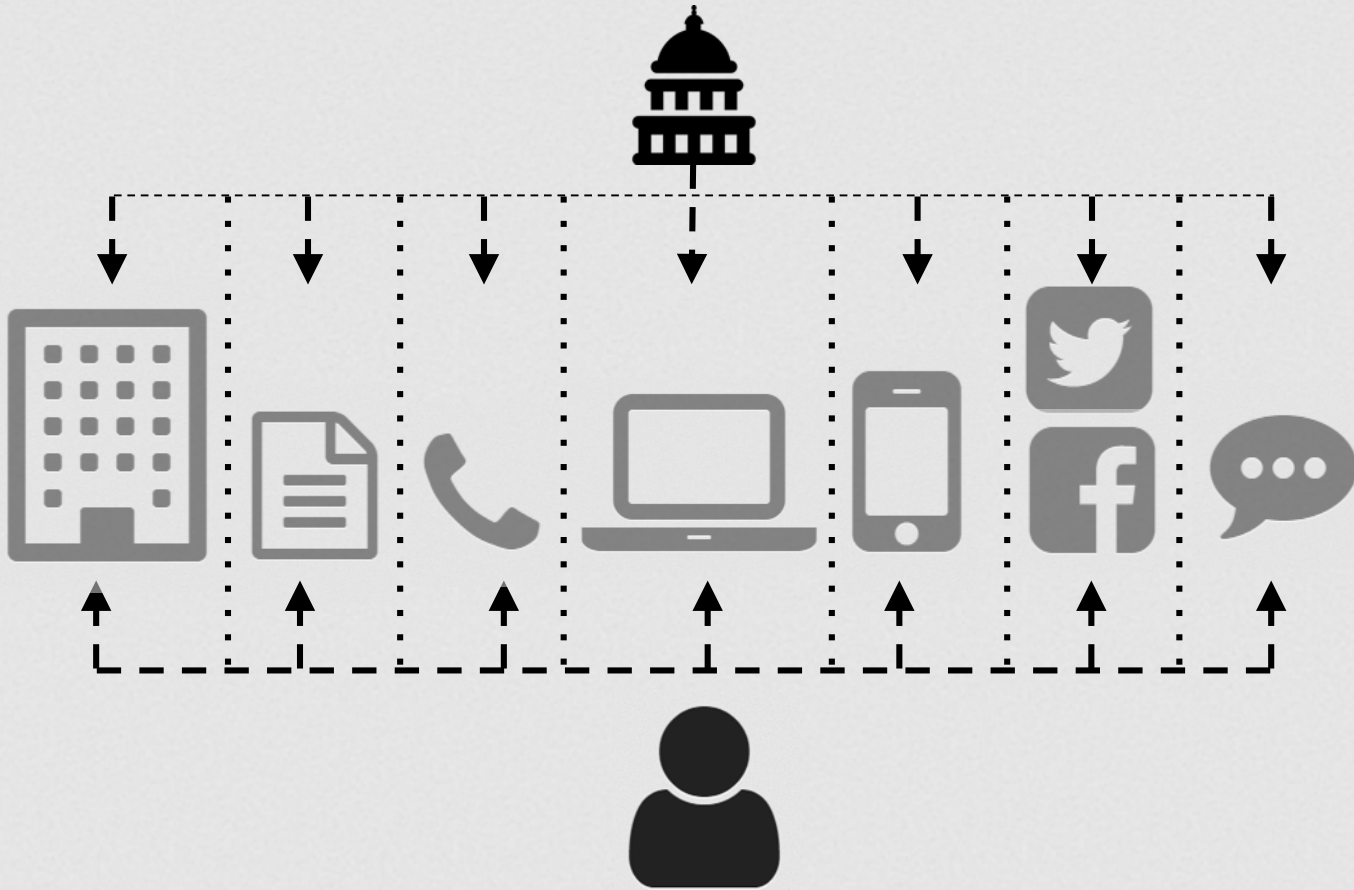
Improve management and  
**organization** of content and files

Intuitive, **streamlined** interface

## 2. Digital Platform Goals

---

Build towards a  
**single source of truth**



# 3. Digital Platform Goals

**Collaborate** more with our Agency Partners.

Get our Agency Partners to collaborate more with each other.

# Digital Services Center of Excellence

- Working groups to write **new digital standards** and policies.
- **Beta testers** for the new platform build.
- **Pilot projects** for new solutions.

# Recap: Goals

1. Ease digital **frustration** and the **silos** effect for agencies, while **reducing friction for citizens**.
2. Build towards a **single source of truth**.
3. **Collaborate more** with our agency partners.

What does that mean for me



What does that mean for me  
**RIGHT NOW?**

# Planning for the Future

What you need to know **now**.

We **won't** migrate  
*all* content.

# Planning for the Future

What you need to know **now**.

We **won't** migrate  
*all* content.

We **will** migrate  
*good* content.

Don't think *pages*.

Think **chunks** of information.


















In the 1950s, **30%** of a product's price was shipping costs.



# Standards Changed Everything



# From truck...



S.N. Photos

# To ship...




# To train...




# To store...





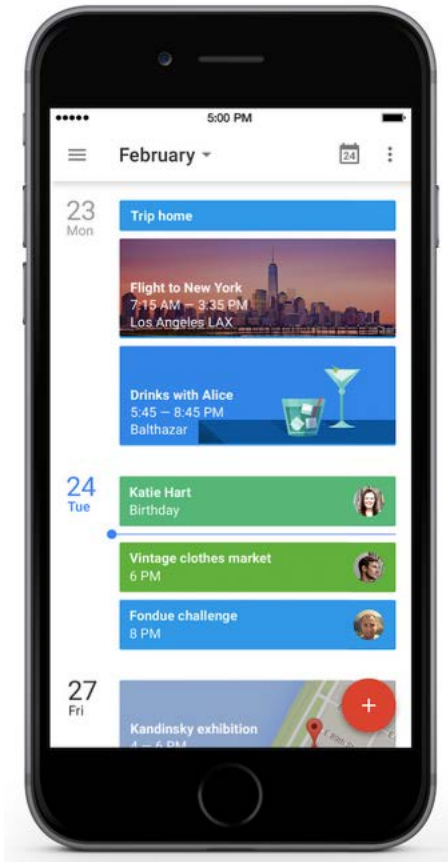


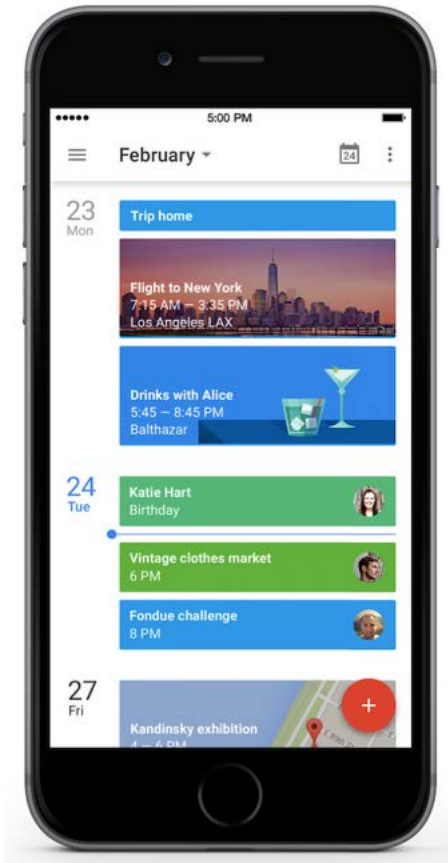
Before containers, **30%** of a product's price was shipping costs.

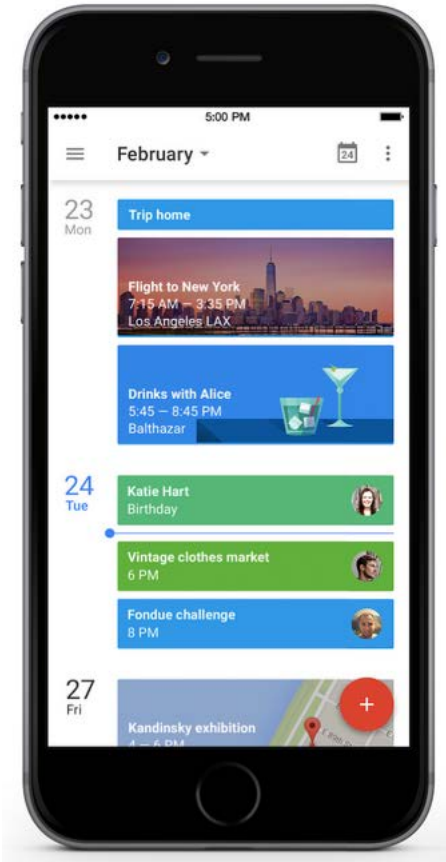


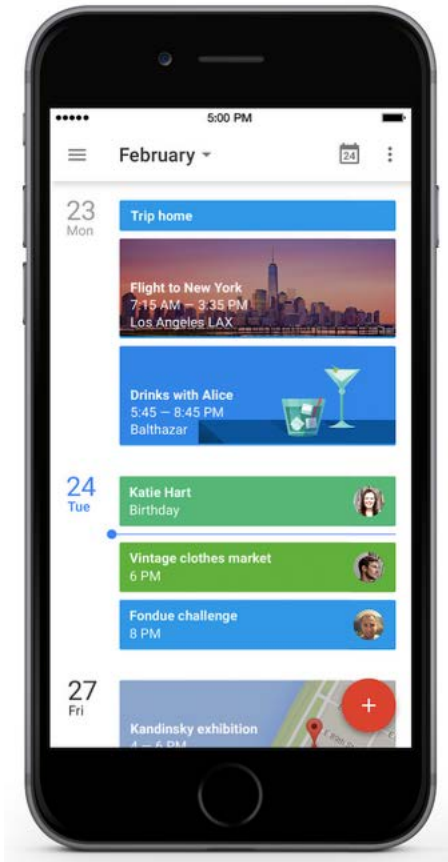
Before containers, **30%** of a product's price was shipping costs.

Now it's less than **1%**.













**Structured content**  
is easier to ship.



Content Types give you the right  
**container** for your **content**

# The right **container** for your **content**



# The right **container** for your **content**



# The right **container** for your **content**



# The right **container** for your **content**



# The right **container** for your **content**



# Events

Status: *New draft of live content.*

Title \*

GOVTalks: Fall 2016

Save Prev

Summary [\(Hide summary\)](#)

Rich text editor toolbar with options: Bold, Italic, Underline, Strikethrough, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Link, Unlink, Image, Table, Quote, Source, Link, Unlink, Image, Table, Quote. Below the toolbar is a text area containing the summary text: "A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online."

Description

Rich text editor toolbar with options: Bold, Italic, Underline, Strikethrough, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Link, Unlink, Image, Table, Quote, Source, Link, Unlink, Image, Table, Quote. Below the toolbar is a text area containing the description text: "GOVTalks: Fall 2016" followed by a paragraph: "GOVTalks is a one-day conference, hosted by GeorgiaGov Interactive, a division of the Georgia Technology Authority, dedicated to helping agencies create an effective web presence and user experience. Twice a year we feature topics in digital trends, providing key solutions needed to stay updated and reach citizens online. The GeorgiaGov Interactive team offers a web publishing platform to state agencies and elected officials and is tasked with providing standards, guidelines, and education around web best practices and digital strategy."

Disable rich-text

Text format: Full HTML

[More information about text formats](#)

# Events

Edit Event GOVTalks: Fall 2016 View published

Status: New draft of five content.

Title \*  
GOVTalks: Fall 2016 Save Pre

Summary (Hide summary)

**B I U S** **Link** **Image** **Table** **Code** **Source** **Format**

A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

Description

**B I U S** **Link** **Image** **Table** **Code** **Source** **Format**

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Disable rich text Have information about text formats

Text format: Full HTML

Event Date

All Day  Show End Date

Date  Time

To

Date  Time

Location

Country:

Address 1:

Address 2:

City:  State:  ZIP code:

## Events Schedule

NOV  
2

**Webinar: Expand on Locations**  
November 2, 2016

Covering new Locations functionality for content managers, this class is recommended for platform web content managers who have already taken the [Editors Training Class](#).

[Read Event Details...](#)

NOV  
16

**GOVTalks: Fall 2016**  
November 16, 2016  
Atlanta, GA

A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

[Read Event Details...](#)

DEC  
13

**Drupal Editors Training**  
December 13, 2016  
Atlanta, GA



# Events

Edit Event GOVTalks: Fall 2016 View published

Status: New draft of live content.

GOVTalks: Fall 2016 Save Pre

Summary (Rich summary)

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Event Date

11/16/2016 Show End Date

Location

Country: United States

Address 1: 180 Central Avenue

Address 2:

City: State: ZIP code:

## Events Schedule

**NOV 2** Webinar: Expand on Locations  
November 2, 2016

Covering new Locations functionality for content managers, this class is recommended for platform web content managers who have already taken the [Editors Training Class](#).

[Read Event Details...](#)

**NOV 16** GOVTalks: Fall 2016  
November 16, 2016  
Atlanta, GA

A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

[Read Event Details...](#)

**DEC 13** Drupal Editors Training  
December 13, 2016  
Atlanta, GA

# Events

Edit Event GOVTalks: Fall 2016 View published

Status: *New draft of five recent.*

GOVTalks: Fall 2016 Save Print

Summary (hide summary)

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Event Date

11/16/2016 10:00am

Date Time

11/16/2016 02:50pm

Location

Country: United States

Address 1: 100 Central Avenue

Address 2:

City: State: ZIP code:

Our Services | Our Work | Our Blog | Support | Web Standards | Events

## Home > Events

### Events

#### Upcoming Events

**Webinar: Expand on Locations**  
Wednesday, November 2, 2016 - 1:30pm to 2:30pm

Covering new Locations functionality for content managers, this class is recommended for platform web content managers who have already taken the [Editors Training Class](#).  
[Read Event Details...](#)

**GOVTalks: Fall 2016**  
Wednesday, November 16, 2016 - 10:00am to 2:50pm  
Atlanta, GA

**GOVTALKS** A one-day conference dedicated to helping agencies in effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.  
[Read Event Details...](#)

**Drupal Editors Training**  
Tuesday, December 13, 2016 - 1:00pm to 4:30pm  
Atlanta, GA

Covering topics from the [Editor's Training Manual](#), this class is recommended for all platform web content managers.  
[Read Event Details...](#)

**Drupal Advanced Training**  
Thursday, December 15, 2016 - 1:00pm to 4:30pm  
Atlanta, GA

Covering topics from the [Advanced Training Manual](#), this class is open to existing users who have already attended the Introductory training class.  
[Read Event Details...](#)

[View Past Events](#)

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GeorgiaGov  
Employees

**ELECTED OFFICIALS**  
Governor  
Members of the General Assembly

**NEED HELP?**  
1-800-436-7442  
Contact Us

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Location

Country

Address 1  
180 Central Avenue

Address 2

City State ZIP code

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Home » Events » GOVTalks: Fall 2016

## GOVTalks: Fall 2016

Add to Calendar

Wed, 11/16/2016 - 10:00am to 2:50pm

Location:  
180 Central Avenue  
Atlanta, GA 30303

**GOVTALKS** **GOVTalks: Fall 2016**

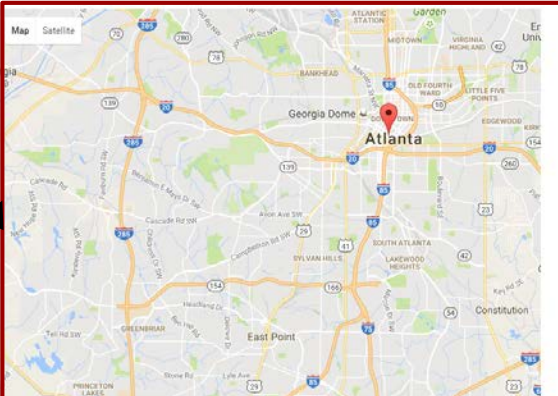
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#GaGOVTalks

Lunch and swag is provided by Phase2 Technology.

There is limited seating, so register early!

Map Satellite



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Atlanta, GA 30303


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Home » Popular Topics » Applying for and Renewing Professional Licenses



## Applying for and Renewing Professional Licenses

The Secretary of State guides you through the process of registering for a professional license. While you can submit a paper application, applying online is both speedy and safe.

### What You Should Know:

- Read about the [licensing requirements](#) for professions such as accountants, registered nurses, and veterinarians.
- After your initial application, you'll need to renew your license every 2 years. [Find out when your current license expires.](#)
- Physicians, lawyers, insurance agents, pesticide applicators, and real estate agents are not licensed by the Secretary of State but rather with the state boards that directly oversee those professions.
- Follow the [latest news](#) on professional licensing boards.

### FAQs:

**I've just moved from another state where I held a professional license. Can I practice here?**

Your out-of-state license does not qualify you to work in Georgia. However, if the standards for getting a license in your old home state are roughly equal to or more difficult than the Georgia standards, you're eligible to apply for a license.



### Affiliated Agencies

- [Georgia Composite Medical Board](#)
- [Georgia Department of Agriculture](#)
- [Office of Insurance and Safety Fire Commissioner](#)
- [Georgia Real Estate Commission & Appraisers Board](#)
- [Georgia Board of Dentistry](#)
- [Georgia Board of Pharmacy](#)



### Associated Services

- [Apply for a License](#)
- [Check the Status of Your Application](#)
- [Renew Your License](#)

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how do i apply for a business license in georgia

All Maps Shopping News Videos More Settings Tools

### What You Should Know:

1. In some cities and counties, you'll first need to secure a state tax identification number, a trade name registration and zoning approval for your business location. ...
2. To find out more about business licensing in your area, you can visit your local Chamber of Commerce or development authority.

[More items...](#)

[Applying for a Business License | Georgia.gov](https://georgia.gov/popular-topic/applying-business-license)  
<https://georgia.gov/popular-topic/applying-business-license>

Appraisers Board

- [Georgia Board of Dentistry](#)
- [Georgia Board of Pharmacy](#)



### Associated Services

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[Applying for a Business License | Georgia.gov](https://georgia.gov/popular-topic/applying-business-license)  
<https://georgia.gov/popular-topic/applying-business-license>

Appraisers Board

- [Georgia Board of Dentistry](#)
- [Georgia Board of Pharmacy](#)



### Associated Services

- [Apply for a License](#)
- [Check the Status of Your Application](#)
- [Renew Your License](#)



# Planning for the Future

What you need to know **now**.

1. If you care about it,  
chunk it
2. Structure your Files
3. If you don't need it,  
delete it



# 1. Planning for the Future

---

If you care about it,  
chunk it.

# Site Pages

- Title
- Summary
- Body
- Structured Image
- Related Links
- Related Files
- Synonyms

The screenshot shows a web page editor for a public meeting notice. The page content includes a title, a summary, and a list of meeting dates and topics. The editor interface includes a toolbar, a preview window, and various editing options.

**Page Title:** 2015 DLRB Meeting Dates

**Summary:** The Day 1 (September 24 | December 31)

**Meeting Dates:**

- December 15, 2015 - 9:30 a.m. to 1:30 p.m.**
  - **Agenda - Period 01:00:00**
  - **Open Public Hearing - Period 01:00:00**
  - **Public Comments - Period 01:00:00**
  - **Meeting Agenda - Period 01:00:00**
  - **Meeting Materials - Period 01:00:00**
- September 24, 2015 - 9:30 a.m. to 1:30 p.m.**
  - **Agenda - Period 01:00:00**
  - **Open Public Hearing - Period 01:00:00**
  - **Public Comments - Period 01:00:00**
  - **Meeting Agenda - Period 01:00:00**
  - **Meeting Materials - Period 01:00:00**

**Related Links:**

- **2015 DLRB Meeting Dates**
- **2015 DLRB Meeting Dates**
- **2015 DLRB Meeting Dates**
- **2015 DLRB Meeting Dates**

**Related Files:**

- **2015 DLRB Meeting Dates**
- **2015 DLRB Meeting Dates**
- **2015 DLRB Meeting Dates**
- **2015 DLRB Meeting Dates**

# Site Pages

- Title
- Summary
- Body
- Structured Image
- Related Links ?
- Related Files ?
- Synonyms

Body (Edit summary)

The Drug Utilization Review Board (DURB) meetings are open to the public.

### 2015 DURB Meeting Dates

[March 26](#) | [June 4](#) | [September 24](#) | [December 15](#)

**December 15, 2015 -- 9:30 a.m. to 1:30 p.m.**

- [Agenda](#) - Posted 11/30/15
- [Drugs Under Review](#) - Posted 10/08/15
- [Board Recommendations](#) - Posted 12/28/15
- [Manufacturers Forum Announcement](#) - Posted 01/07/15
- [Meeting Handout](#) - Posted 12/11/15
- [DCH Decisions](#) - Posted 02/22/16

**September 24, 2015 -- 9:30 a.m. to 1:30 p.m.**

- [Agenda](#) - Posted 09/09/15
- [Drugs Under Review](#) - Posted 07/07/15
- [Board Recommendations](#) - Posted 11/19/15
- [Manufacturers Forum Announcement](#) - Posted 01/07/15
- [Meeting Handout](#) - Posted 09/22/15
- [DCH Decisions](#) - Posted 11/19/15

**June 4, 2015 -- 9:30 a.m. to 2:30 p.m.**

- [Agenda](#) - Posted 05/22/15
- [Drugs Under Review](#) - Posted 03/31/15
- [Board Recommendations](#) - Posted 06/17/15
- [Manufacturers Forum Announcement](#) - Posted 01/07/15
- [Meeting Handout](#) - Posted 06/05/15
- [DCH Decisions](#) - Updated 09/03/15

**March 26, 2015-- 9 a.m. to 4 p.m.**

- [Agenda](#) - Posted 03/12/15
- [Drugs Under Review](#) -- Updated 03/11/15
- [Board Recommendations](#) - Updated 05/05/15
- [Manufacturers Forum Announcement](#) -- Posted 01/07/15
- [Meeting Handout](#) - Posted 03/24/15
- [DCH Decisions](#) - Updated 07/10/15



### 2014 DURB Meeting Dates

[March 18](#) | [June 5](#) | [September 18](#) | [December 4](#)

**December 4, 2014 -- 9:30 am -- 1:30 pm**

- [Agenda](#) -- Posted 11/17/14
- [Drugs Under Review](#) -- Posted 10/09/14
- [Board Recommendations](#) -- Posted 12/23/14
- [Manufacturers Forum Announcement](#) - Posted 11/07/14

# If you **care** about it, **chunk** it

 Create Site Page 

New content: *Your draft will be placed in moderation.*


















Title \*




Columns content

Content

*No Columns added yet. Select a Column type and press a button below to add one.*

Body ([Edit summary](#))

**B I U S**            Source       Ω

Format   

# If you **care** about it, **chunk** it

Content

+ Column type: *two-column*

Section Title

Column Layout \*

Half Width ▼

Left

Left Content

*No Columns added yet. Select a Column type and press a button below to add one.*

Add Related Links Add Image Add Text Area Add Video Add Infographic Add Related File

Right

# If you **care** about it, **chunk** it

Content

+ Column type: *two-column*

Section Title

Column Layout \*

Half Width ▼

Left

Left Content

*No Columns added yet. Select a Column type and press a button below to add one.*

[Add Related Links](#) [Add Image](#) [Add Text Area](#) [Add Video](#) [Add Infographic](#) [Add Related File](#)

Right

# If you **care** about it, **chunk** it

Content

+ Column type: *two-column*

Section Title

Column Layout <sup>\*</sup>

Half Width ▾

Left

Left Content

*No Columns added yet. Select a Column type and press a button below to add one.*

**Add Related Links** Add Image Add Text Area Add Video Add Infographic Add Related File

Right

# If you **care** about it, **chunk** it

Content

+ Column type: *two-column*

Section Title

Column Layout <sup>\*</sup>

Half Width ▾

Left

Left Content

No Columns added yet. Select a Column type and press a button below to add one.

Add Related Links Add Image Add Text Area Add Video Add Infographic Add Related File

Right



# If you **care** about it, **chunk** it

Content

+ Column type: *two-column*

Section Title

Column Layout <sup>\*</sup>

Half Width ▾

Left

Left Content

No Columns added yet. Select a Column type and press a button below to add one.

Add Related Links Add Image Add Text Area **Add Video** Add Infographic Add Related File

Right

# If you **care** about it, **chunk** it

Content

+ Column type: *two-column*

Section Title

Column Layout <sup>\*</sup>

Half Width ▾

Left

Left Content

*No Columns added yet. Select a Column type and press a button below to add one.*

Add Related Links Add Image Add Text Area Add Video Add Infographic **Add Related File**

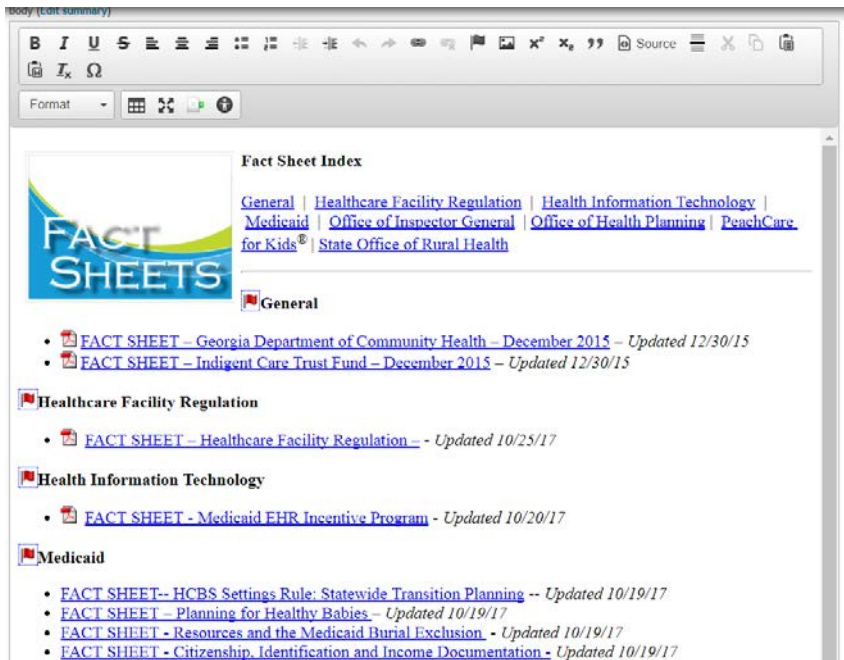
Right

## 2. Planning for the Future

---

Structure the **files** you want to **keep**.

# Unstructured Files



body (Edit summary)

**Fact Sheet Index**

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids®](#) | [State Office of Rural Health](#)

**General**

- [FACT SHEET – Georgia Department of Community Health – December 2015 – Updated 12/30/15](#)
- [FACT SHEET – Indigent Care Trust Fund – December 2015 – Updated 12/30/15](#)

**Healthcare Facility Regulation**

- [FACT SHEET – Healthcare Facility Regulation – Updated 10/25/17](#)

**Health Information Technology**

- [FACT SHEET - Medicaid EHR Incentive Program - Updated 10/20/17](#)

**Medicaid**

- [FACT SHEET-- HCBS Settings Rule: Statewide Transition Planning -- Updated 10/19/17](#)
- [FACT SHEET – Planning for Healthy Babies – Updated 10/19/17](#)
- [FACT SHEET - Resources and the Medicaid Burial Exclusion - Updated 10/19/17](#)
- [FACT SHEET - Citizenship, Identification and Income Documentation - Updated 10/19/17](#)

Backend (WYSIWYG field)



**FACT SHEETS**

**Fact Sheet Index**

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids®](#) | [State Office of Rural Health](#)

**General**

- [FACT SHEET – Georgia Department of Community Health – December 2015 – Updated 12/30/15](#)
- [FACT SHEET – Indigent Care Trust Fund – December 2015 – Updated 12/30/15](#)

**Healthcare Facility Regulation**

- [FACT SHEET – Healthcare Facility Regulation – December 2015 – Updated 12/30/15](#)

**Health Information Technology**

- [FACT SHEET - Medicaid EHR Incentive Program - Updated 12/30/15](#)

Published Page

# Unstructured Files

body (Edit summary)

**Fact Sheet Index**

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids](#) | [State Office of Rural Health](#)

**General**

- FACT SHEET - Georgia Department of Community Health - December 2015 - Updated 12/30/15
- FACT SHEET - Indigent Care Trust Fund - December 2015 - Updated 12/30/15

**Healthcare Facility Regulation**

- FACT SHEET - Healthcare Facility Regulation - Updated 10/25/17

**Health Information Technology**

- FACT SHEET - Medicaid EHR Incentive Program - Updated 10/20/17

**Medicaid**

- FACT SHEET-- HCBS Settings Rule: Statewide Transition Planning -- Updated 10/19/17
- FACT SHEET - Planning for Healthy Babies - Updated 10/19/17
- FACT SHEET - Resources and the Medicaid Burial Exclusion - Updated 10/19/17
- FACT SHEET - Citizenship, Identification and Income Documentation - Updated 10/19/17

Files linked from  
unstructured body field.

# Before (Unstructured)

The screenshot shows a web page with a header 'Fact Sheet Index' and a logo. Below the header are several navigation links: [General](#), [Healthcare Facility Regulation](#), [Health Information Technology](#), [Medicaid](#), [Office of Inspector General](#), [Office of Health Planning](#), [PeachCare for Kids](#), and [State Office of Rural Health](#). A red box highlights two items under the 'General' category:

- FACT SHEET - Georgia Department of Community Health - December 2015 - Updated 12/30/15
- FACT SHEET - Indigent Care Trust Fund - December 2015 - Updated 12/30/15

Below this, there are sections for 'Healthcare Facility Regulation', 'Health Information Technology', and 'Medicaid', each with a list of fact sheets and their update dates. A red arrow points from the highlighted items in the 'General' section to the structured view on the right.

# After (Structured)

The screenshot shows a structured web page editor. The title is 'Fact Sheets'. The content is organized into columns. A red box highlights a 'Related File' section within the second column:

Attachment	Size
<a href="#">FACT SHEET - Georgia Department of Community Health - December 2015</a>	164.8 KB
<a href="#">FACT SHEET - Indigent Care Trust Fund - December 2015</a>	724.8 KB

The structured view shows a 'Title heading level (required)' dropdown set to 'h2'. Below the table are 'Edit' and 'Remove' buttons. The overall layout is clean and organized, with a 'Collapse' and 'Remove' button at the bottom of the column.

# Before (Unstructured)

The screenshot shows a web page with a header 'Fact Sheet Index' and a logo. Below the header are several categories: 'General', 'Healthcare Facility Regulation', 'Health Information Technology', 'Medicaid', and 'State Office of Rural Health'. Each category has a list of links to fact sheets, each with a date and update information. A red box highlights the 'General' category and its two links. Red arrows point from this box to the structured view on the right.

**Fact Sheet Index**

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids](#) | [State Office of Rural Health](#)

**General**

- [FACT SHEET - Georgia Department of Community Health - December 2015 - Updated 12/30/15](#)
- [FACT SHEET - Indigent Care Trust Fund - December 2015 - Updated 12/30/15](#)

**Healthcare Facility Regulation**

- [FACT SHEET - Healthcare Facility Regulation - Updated 10/25/17](#)

**Health Information Technology**

- [FACT SHEET - Medicaid EHR Incentive Program - Updated 10/20/17](#)

**Medicaid**

- [FACT SHEET - HCBS Settings Rule: Statewide Transition Planning -- Updated 10/19/17](#)
- [FACT SHEET - Planning for Healthy Babies - Updated 10/19/17](#)
- [FACT SHEET - Resources and the Medicaid Burial Exclusion - Updated 10/19/17](#)
- [FACT SHEET - Citizenship, Identification and Income Documentation - Updated 10/19/17](#)

# After (Structured)

The screenshot shows a structured web page editor. The page is titled 'Fact Sheets' and has a 'Columns content' section. The first column is 'two-column - First Column'. The second column is 'one-column - Second Column' and contains a 'Section Title' 'General' with a heading level of 'h2'. Below the title is a 'Content' section with a 'Related File' table. The table has two rows of attachments. The third column is 'one-column - Third Column'.

**Fact Sheets**

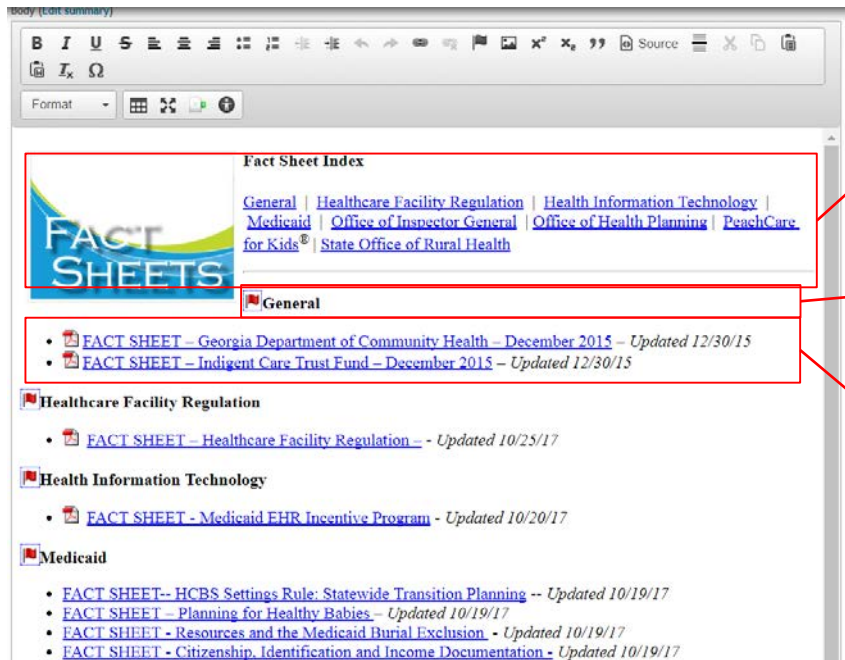
Columns content

Content

- two-column - First Column
- one-column - Second Column
  - Section Title: General
  - Title heading level (required): h2
  - Select the heading level of the section title from h2 to h4.
  - Content type: Related File
  - Related File:

Attachment	Size
<a href="#">FACT SHEET - Georgia Department of Community Health - December 2015</a>	164.8 KB
<a href="#">FACT SHEET - Indigent Care Trust Fund - December 2015</a>	724.8 KB
- one-column - Third Column

# Before (Unstructured)



body [Edit summary]

**Fact Sheet Index**

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids](#) | [State Office of Rural Health](#)

**General**

- [FACT SHEET - Georgia Department of Community Health - December 2015](#) - Updated 12/30/15
- [FACT SHEET - Indigent Care Trust Fund - December 2015](#) - Updated 12/30/15

**Healthcare Facility Regulation**

- [FACT SHEET - Healthcare Facility Regulation -](#) - Updated 10/25/17

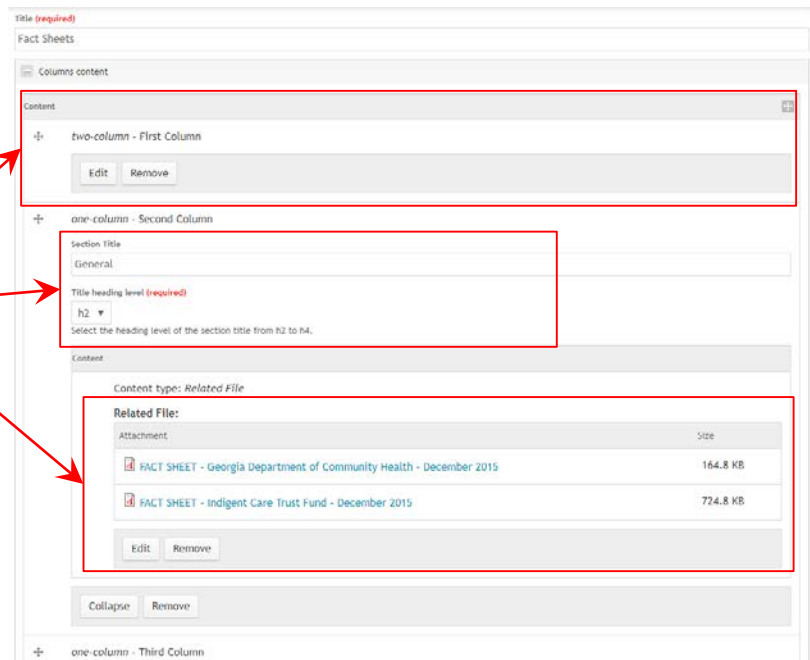
**Health Information Technology**

- [FACT SHEET - Medicaid EHR Incentive Program](#) - Updated 10/20/17

**Medicaid**

- [FACT SHEET-- HCBS Settings Rule: Statewide Transition Planning --](#) - Updated 10/19/17
- [FACT SHEET - Planning for Healthy Babies -](#) - Updated 10/19/17
- [FACT SHEET - Resources and the Medicaid Burial Exclusion -](#) - Updated 10/19/17
- [FACT SHEET - Citizenship, Identification and Income Documentation -](#) - Updated 10/19/17

# After (Structured)



Title (required)

Fact Sheets

Columns content

Content

- two-column - First Column
  - Edit Remove
- one-column - Second Column
  - Section Title: General
  - Title heading level (required): h2
  - Select the heading level of the section title from h2 to h4.
  - Content type: Related File
    - Related File:

Attachment	Size
<a href="#">FACT SHEET - Georgia Department of Community Health - December 2015</a>	164.8 KB
<a href="#">FACT SHEET - Indigent Care Trust Fund - December 2015</a>	724.8 KB

    - Edit Remove
  - Collapse Remove
- one-column - Third Column



# Before (Unstructured)



Fact Sheet Index

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids®](#) | [State Office of Rural Health](#)

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**General**

- [FACT SHEET – Georgia Department of Community Health – December 2015 – Updated 12/30/15](#)
- [FACT SHEET – Indigent Care Trust Fund – December 2015 – Updated 12/30/15](#)

**Healthcare Facility Regulation**

- [FACT SHEET – Healthcare Facility Regulation – December 2015 - Updated 12/30/15](#)

**Health Information Technology**

- [FACT SHEET - Medicaid EHR Incentive Program - Updated 12/30/15](#)

# After (Structured)



Fact Sheet Index

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids®](#) | [State Office of Rural Health](#)

**General**

- [FACT SHEET – Georgia Department of Community Health – December 2015 \(164.8 KB\)](#)
- [FACT SHEET – Indigent Care Trust Fund – December 2015 \(724.8 KB\)](#)

**Healthcare Facility Regulation**

- [FACT SHEET – Healthcare Facility Regulation – December 2015 \(106.5 KB\)](#)

# Before (Unstructured)



Fact Sheet Index

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids®](#) | [State Office of Rural Health](#)

**General**

- [FACT SHEET – Georgia Department of Community Health – December 2015 – Updated 12/30/15](#)
- [FACT SHEET – Indigent Care Trust Fund – December 2015 – Updated 12/30/15](#)

**Healthcare Facility Regulation**

- [FACT SHEET – Healthcare Facility Regulation – December 2015 - Updated 12/30/15](#)

**Health Information Technology**

- [FACT SHEET - Medicaid EHR Incentive Program - Updated 12/30/15](#)

The image shows a screenshot of a website with a 'Fact Sheet Index' section. A red box highlights the 'General' category, which contains two links. A red arrow points from this box to the 'General' category in the 'After' screenshot.

# After (Structured)



Fact Sheet Index

[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids®](#) | [State Office of Rural Health](#)

**General**

- [FACT SHEET – Georgia Department of Community Health – December 2015 \(164.8 KB\)](#)
- [FACT SHEET – Indigent Care Trust Fund – December 2015 \(724.8 KB\)](#)

**Healthcare Facility Regulation**

- [FACT SHEET – Healthcare Facility Regulation – December 2015 \(106.5 KB\)](#)

The image shows a screenshot of a website with a 'Fact Sheet Index' section. A red box highlights the 'General' category, which contains two links with file sizes. A red arrow points from this box to the 'General' category in the 'Before' screenshot.

# Structure Your Files

The screenshot shows a content management system interface for 'Fact Sheets'. It features a multi-column layout with three columns. The second column is expanded to show a 'Section Title' set to 'General' with a heading level of 'h2'. Below this, a 'Content type: Related File' section contains a table of attachments:

Attachment	Size
<a href="#">FACT SHEET - Georgia Department of Community Health - December 2015</a>	164.8 KB
<a href="#">FACT SHEET - Indigent Care Trust Fund - December 2015</a>	724.8 KB

The preview shows the rendered content of the fact sheet. It includes a 'Fact Sheet Index' header, a 'FACT SHEETS' logo, and a list of links under the 'General' section:

- [General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids®](#) | [State Office of Rural Health](#)
- [FACT SHEET - Georgia Department of Community Health - December 2015 \(164.8 KB\)](#)
- [FACT SHEET - Indigent Care Trust Fund - December 2015 \(724.8 KB\)](#)

Below this, the 'Healthcare Facility Regulation' section is shown with a link:

- [FACT SHEET - Healthcare Facility Regulation - December 2015 \(106.5 KB\)](#)

# 3. Planning for the Future

---

If you **don't need** it,  
**delete** it.

# Site Reports > Least Viewed

Least Viewed Content +

Site Pages & Index Lists

Other Content Types



There are security updates available for one or more of your modules or themes. To ensure the security of your server, you should update immediately! See the [available updates](#) page for more information.

This report shows the items with the fewest page views over the last 31 days.

Title	Content Type	Page Views in the past 31 days	Published Date
<a href="#">Interim Payments to Governmental Hospitals</a>	Site Page	0	July 19, 2012
<a href="#">Schedule of Key Events FY2004</a>	Site Page	0	July 19, 2012
<a href="#">November 21, 2005</a>	Site Page	0	July 19, 2012
<a href="#">Design and Construction</a>	Site Page	0	June 5, 2015
<a href="#">2013 SHBP Wellness Newsletters</a>	Index List	0	April 25, 2013
<a href="#">Project Status</a>	Site Page	0	July 19, 2012
<a href="#">Statistics Have Faces</a>	Site Page	0	July 19, 2012
<a href="#">Drug/Drug Category</a>	Site Page	0	July 19, 2012
<a href="#">2004 Archive</a>	Site Page	0	July 19, 2012
<a href="#">The State Health Benefit Plan</a>	Site Page	0	July 19, 2012
<a href="#">FY 2007 Interim Rates Medicaid/PCK Outpatient Hospital Program</a>	Site Page	0	July 19, 2012

# 4. Bonus:

## Planning for **your** Future

---

Level Up!



# Content Strategy Certification



- Develop **Personas**
- Map the **Customer's Journey**
- **Write** for the Web
- Analyze **Analytics**
- Create **Accessible Content**
- Perform **Content Audits**



# Recap: What you can do NOW

1. If you **care** about it, **chunk it**.
2. **Structure the files** you want to keep.
3. If you don't need it, **delete it**.
4. Sign up for our **Content Strategist Training**



