



# CONTENT TRAINING

CEIWC, March 2018

## AGENDA

# LET'S DIVE IN

**SITE STRATEGY & PURPOSE**

**CONTENT AUTHORIZING**

**IMPLEMENTATION &  
GOVERNANCE**

**EXERCISE**

**APPENDIX**



# **SITE STRATEGY & PURPOSE**

# WEBSITE PURPOSE

**Reduce customer service phone calls** and **increase the number of policies** by providing **engaging** and **understandable** content that makes **policyholders, agents, claimants, and medical providers** feel **informed** and **confident** so that they can **create safer workplaces.**



# VALUE PROPOSITION

- Provide timely/up-to-date information on Chesapeake Employers news and recent worker's compensation legislation.
- Allow users to have a self-serve digital experience.
- Assist policyholders in creating safer workplaces by promoting safety culture and identifying potential improvements.
- Guide users through key processes, like claims, to ensure clear expectations.
- Educate agents on how/why to sell policies for Chesapeake Employers.



# MESSAGING & VOICE

- Identify the key messages the site needs to get across keeping your site purpose and value prop in mind
  - Experienced, with longevity in the field of insurance
  - Interested in the safety and wellbeing of policyholders & their employees
  - Knowledgeable, with certified legal and medical professionals
  - Versatile (across industries)—“we insure anyone in Maryland”
- Voice
  - Consistent for the organization across the whole site
  - Get oversight from a consistent source (see roles)
  - Attributes (Approachable, Dependable, Knowledgeable, Familiar, Friendly, Trustworthy)

A photograph of a modern office hallway. In the foreground, a large, light-colored concrete pillar stands on the left, and a metal railing runs diagonally across the lower right. A person in a blue shirt and dark pants is walking away from the camera down the hallway. The hallway has a carpeted floor and modern lighting fixtures. The text "CONTENT AUTHORIZING GUIDELINES" is overlaid in white on the right side of the image.

# **CONTENT AUTHORIZING GUIDELINES**

# WEB WRITING PRINCIPLES

## **ACTIONABLE/USEFUL**

Ensure content answers questions and helps users accomplish goals

## **RELEVANT**

Target content for specific audiences (policyholders, employees, vendors, etc.)

## **UNDERSTANDABLE**

Use clear, concise, relatable language that promotes readability

## **SCANNABLE**

Follow best practices for making information easy to find and understand

## **TIMELY**

Keep content up to date and publish new content to keep users coming back to the site

## **CONSISTENT**

Use a style guide and a governance model to ensure content across the site is consistent in format and quality





# HEADINGS & PAGE TITLES

- Use a lot of headings to outline main ideas and organize the information
- Headings should be short and descriptive
- Within a section, try to give all the headings a parallel grammatical structure
- Use an H1 heading on each page
- Use heading levels 1-4 according to a logical hierarchy
  - Don't skip heading levels (e.g. jump from a heading 2 to a heading 4)
- Make all page titles unique, descriptive, and short (recommended maximum length is 65 characters)

# SHORT SENTENCES/PARAGRAPHS

- Write single point sentences and single point paragraphs
- Sentences should ideally be 14-25 words (never over 40)
- Paragraphs should ideally be 100-200 characters (never over 250), or 3-8 sentences (never over 12)
- The first sentence of every paragraph should lead with the main point
- Put the most important information at the beginning of a sentence

# LINKS & CTAS

- Make links descriptive of the link location and unique to the page
- Do not use generic link text like “Learn More” or “Click Here”
- Use clear, active, and consistent language for calls to action
- Use conventional words and phrases for common buttons (e.g. Submit for a form)
- If a link is a download, include the file format of the download in parenthesis as part of the link text (e.g. Download the Annual Report (PDF))



# LISTS & BULLETS

- Use lists to avoid long sentences or paragraphs that would be hard to scan
- Make sure list items have parallel grammatical structure
- Don't mix list items that are links and list items that are just text in the same list



# PLAIN LANGUAGE

- Use active voice over passive voice
- Avoid jargon, unusual acronyms, and internal speak
- Be concise; use short simple words
- Use the common definitions of words
- Avoid wordy and redundant phrases
- Use a readability scoring tool
  - Aim for a 6-8th grade reading level for general audience, and 10-12th for expert/scholar level



# IMAGES

- Use images to break up walls of text
- Use images to illustrate or reinforce points
- Images that contain information should have alternative (alt) text, either via the alt attribute within the image tag or through adjacent text
- Consider providing short descriptive captions all content images (as opposed to decorative images)
- Wherever possible, use authentic images
- Avoid prominent placement of generic stock photos that are purely decorative
- Make sure image are high quality (e.g. not blurry or grainy) and large enough to see the subject well



# MULTIMEDIA (VIDEO & AUDIO)

- All videos need closed captions to capture dialog and a transcript
- Consider adding a figure caption or summary of the video to help provide context
- Videos should not auto play and should have player controls
- Video should be high quality and relevant

# IMPLEMENTATION & GOVERNANCE







# PROCESS

- Determine content to be created/revised
- Define ownership and roles
- Get oversight from a consistent source
- Create a content calendar to set concrete deadlines



# ROLES

- Tasks per role:
  - Writing new content
  - Editing existing content
  - Reviewing content for accuracy (subject matter expert, product owner)
  - Editorial oversight for quality, consistency, messaging
  - Final approval (legal/compliance)
  - Populate content in the CMS
  - Prior to publishing on website – final compliance review
- Possible permissions per role:
  - Contributor: Edit, comment
  - Reviewer: Review, comment
  - Approver: Review, comment, approve
  - Admin: All permissions
  - Migrator: Review, comment, CMS permissions

① Success

# EXERCISE

HP content

Program Finder

Value props

Find campus/country/ build the

Student Journey

Videos / alumni / success / etc

Success call-outs

- blog

- projects

- venders

Request info form

① Accreditation

- program

② Program

③ Program

④ Program

⑤ Program

⑥ Program

⑦ Program

⑧ Program

⑨ Program

⑩ Program

⑪ Program

⑫ Program

⑬ Program

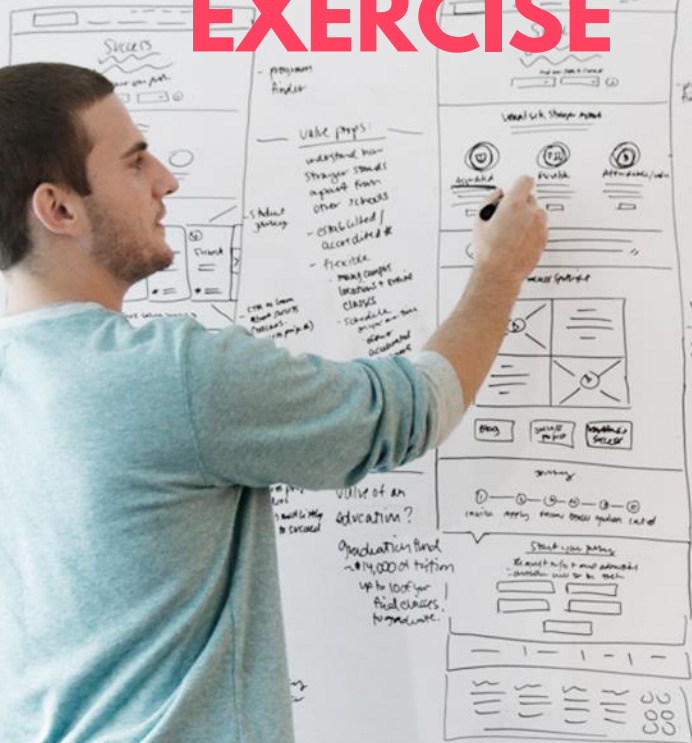
⑭ Program

⑮ Program

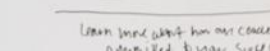
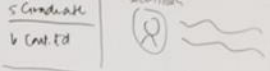
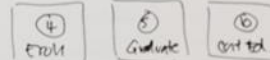
⑯ Program

⑰ Program

⑱ Program



## STUDENT JOURNEY SUCCESS COACHES



Your education  
on your time  
to finish  
find campus  
online  
info form

Request  
info form

## Homepage content

- Program Finder
- Find a campus
- Learn online
- Build your plan
- The Success project
- Blog
- Request info form
- Student Journey
- Success coaches
- Testimonials
- Alumni videos / success stories
- C.R.A.S.
- Request info
- Call (phone #)
- Chat
- Contact us

## Header

- Main nav
- Programs + Degrees
- Admissions
- Tuition + PA
- The Stronger Experience
- Search
- Phone #
- Chat
- Request info

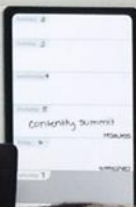
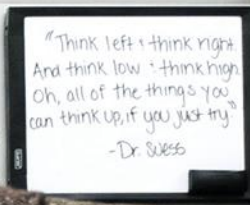
Learn more about how our coaches are  
dedicated to your Success



# EXERCISE EXAMPLE

<b>CORE IDEA</b>	Chesapeake Employers provides excellent customer service.
<b>RATIONAL APPEAL</b>	Our average response time to emails and phone calls is 30% shorter than other insurance companies.
<b>EMOTIONAL APPEAL</b>	Our dedicated claims adjusters will ensure that your claim is handled smoothly and free of stress.
<b>REPUTATION-BASED APPEAL</b>	We've served 21000+ businesses, large and small, all over Maryland for many years.

# APPENDIX





# TOOLS

- <https://readable.io/text/>
- <https://www.plainlanguage.gov/>