

# Effective Web Content Management in the Federal Sector

Drupal GovCon '15

July 22, 2015

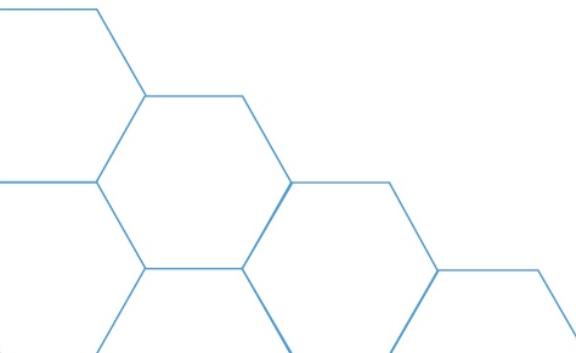
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## Hackpad

This collaborative tool will allow all attendees to share notes on each session.

<https://drupalgovcon2015.hackpad.com>



# Objectives



# Quality Counts!

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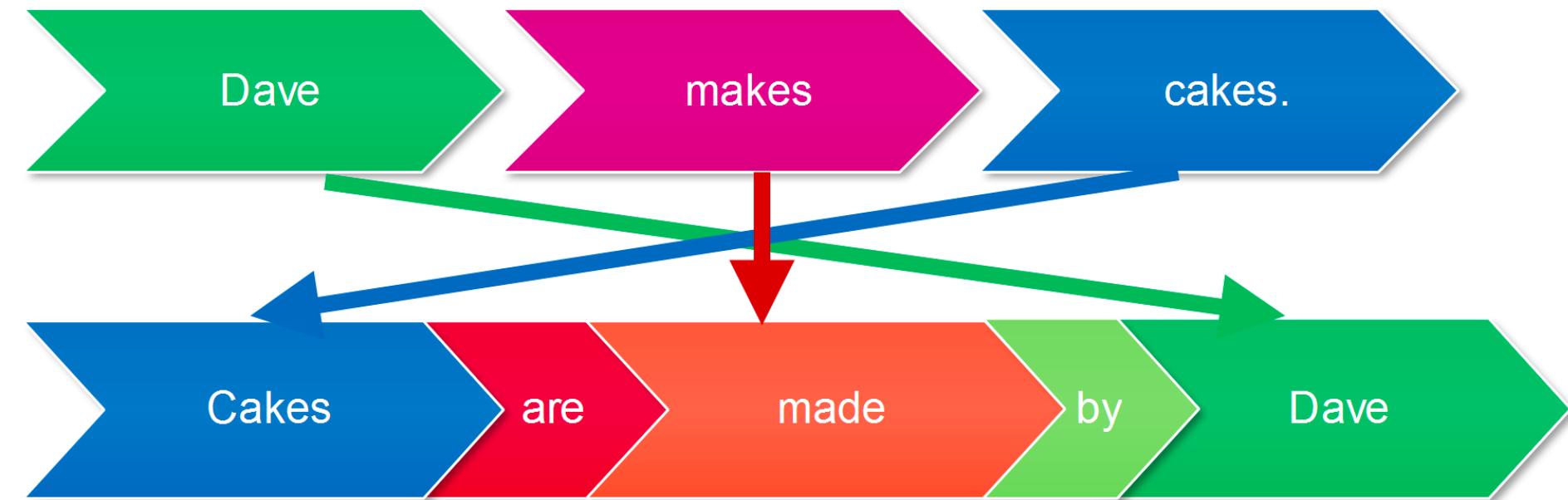
# Mission



# Good Web Content



# Active Voice



# Short Sentence Structure

## Before

When the process of freeing a vehicle that has been stuck results in ruts or holes, the operator will fill the rut or hole created by such activity before removing the vehicle from the immediate area.

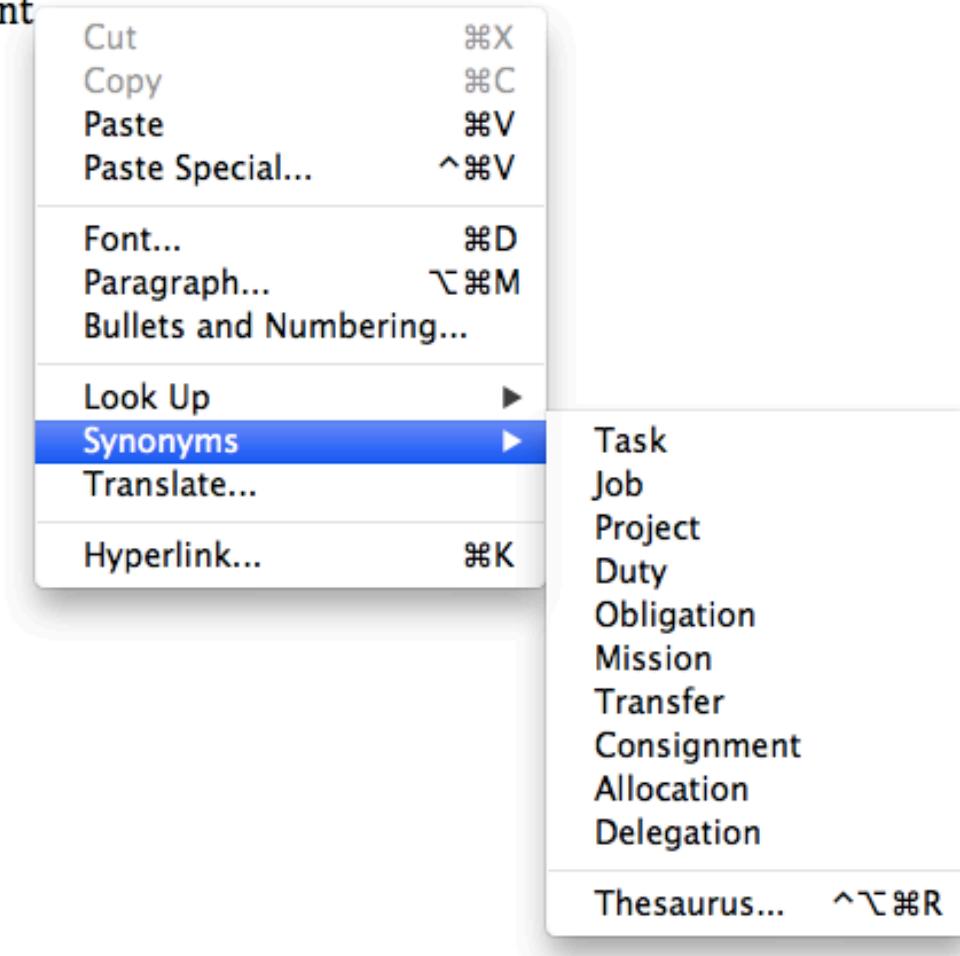
## After

If you make a hole while freeing a stuck vehicle, you must fill the hole before you drive away.



# Short Syllable Words

## Assignment



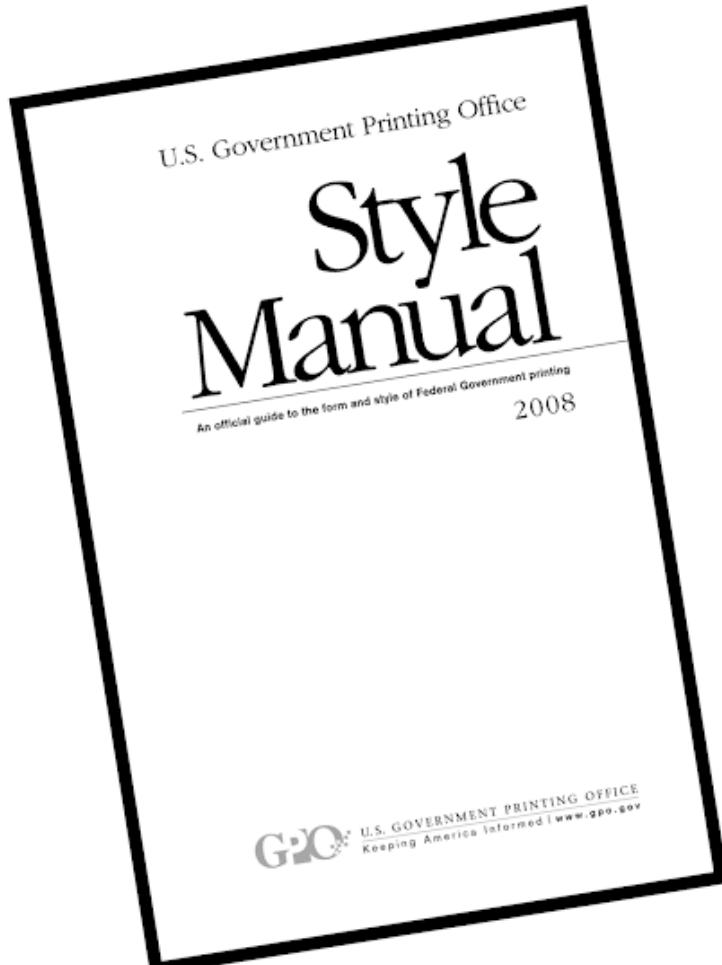
# Inverted Pyramid

Background

Details

Conclusion

# Be Consistent



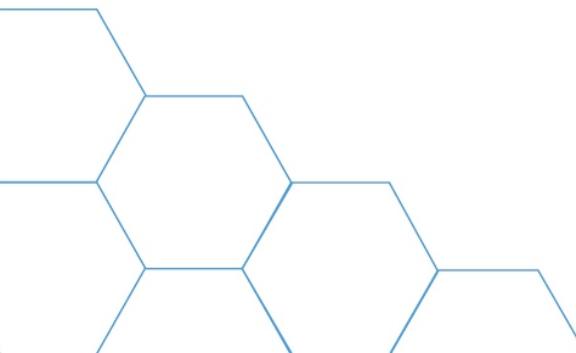
# Use Bullets

Good web content includes active voice, short sentence structure, and short syllable words.

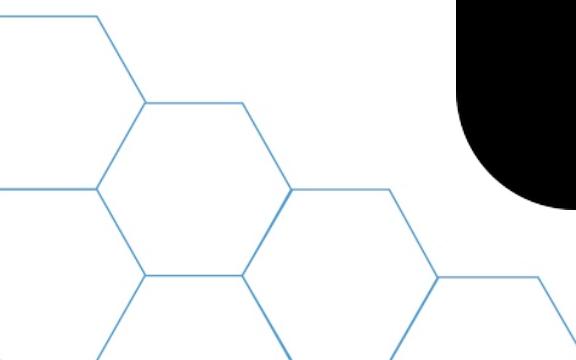
Or

Good web content includes:

- Active voice
- Short sentence structure
- Short syllable words



# Chop Up Long Paragraphs

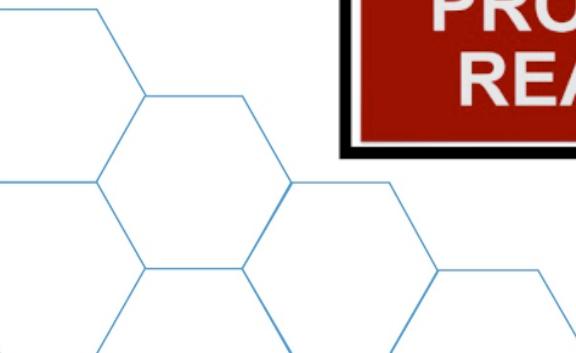
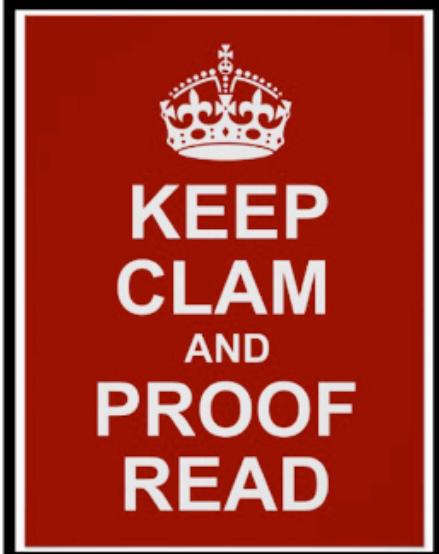
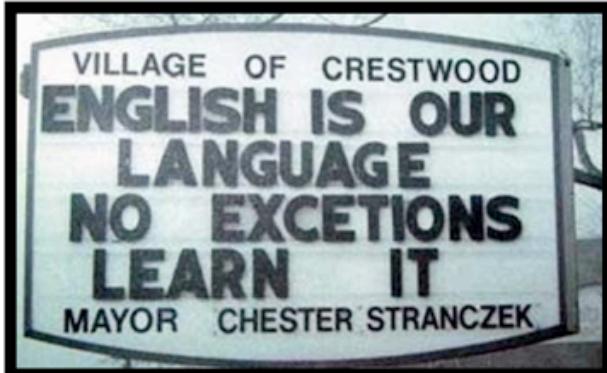


# Ask Yourself...

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# Spell and Grammar Check

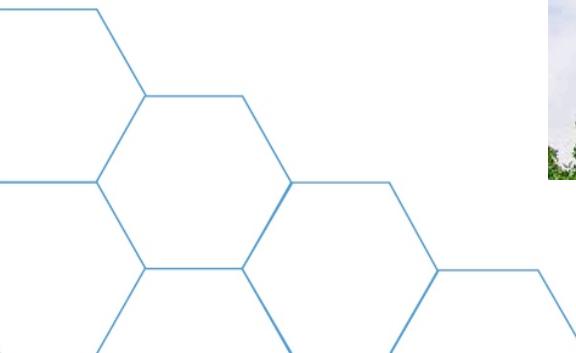
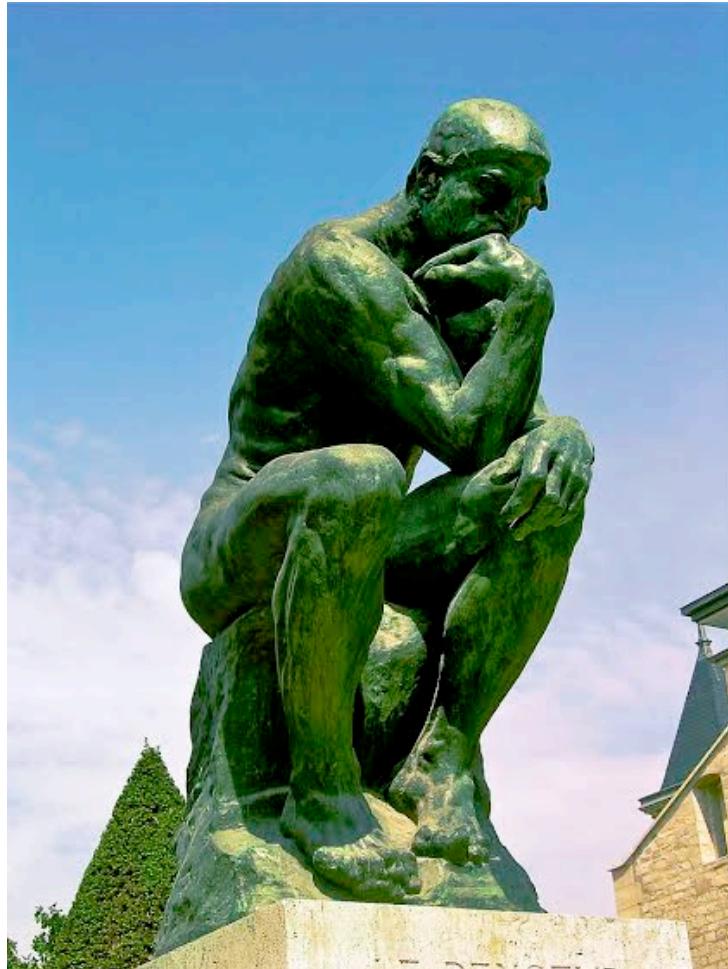


# Readability

Readability Statistics	
<hr/>	
<b>Counts</b>	<hr/>
Words	898
Characters	4292
Paragraphs	77
Sentences	67
<b>Averages</b>	<hr/>
Sentences per Paragraph	4.8
Words per Sentence	10.4
Characters per Word	4.7
<b>Readability</b>	<hr/>
Passive Sentences	4%
Flesch Reading Ease	67.6
Flesch-Kincaid Grade Level	6.4

OK

# Did I Answer the “Why”?



# Acronyms



# Training

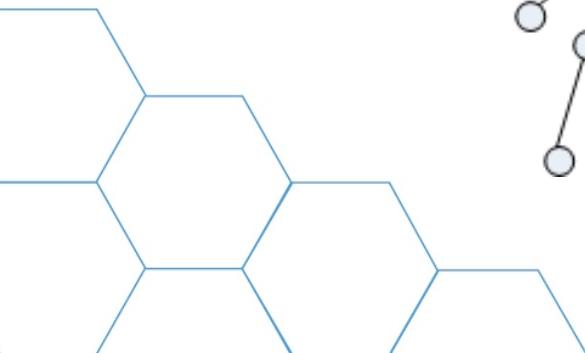
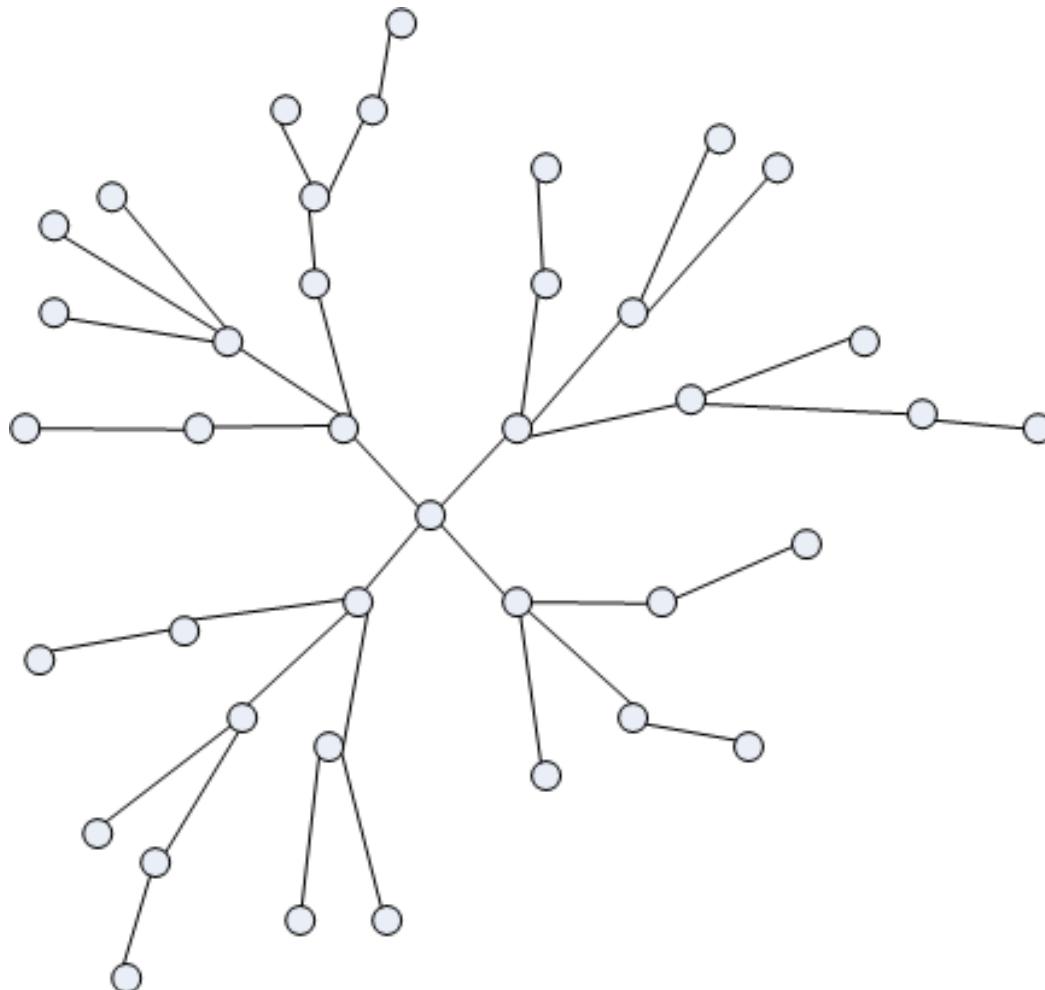
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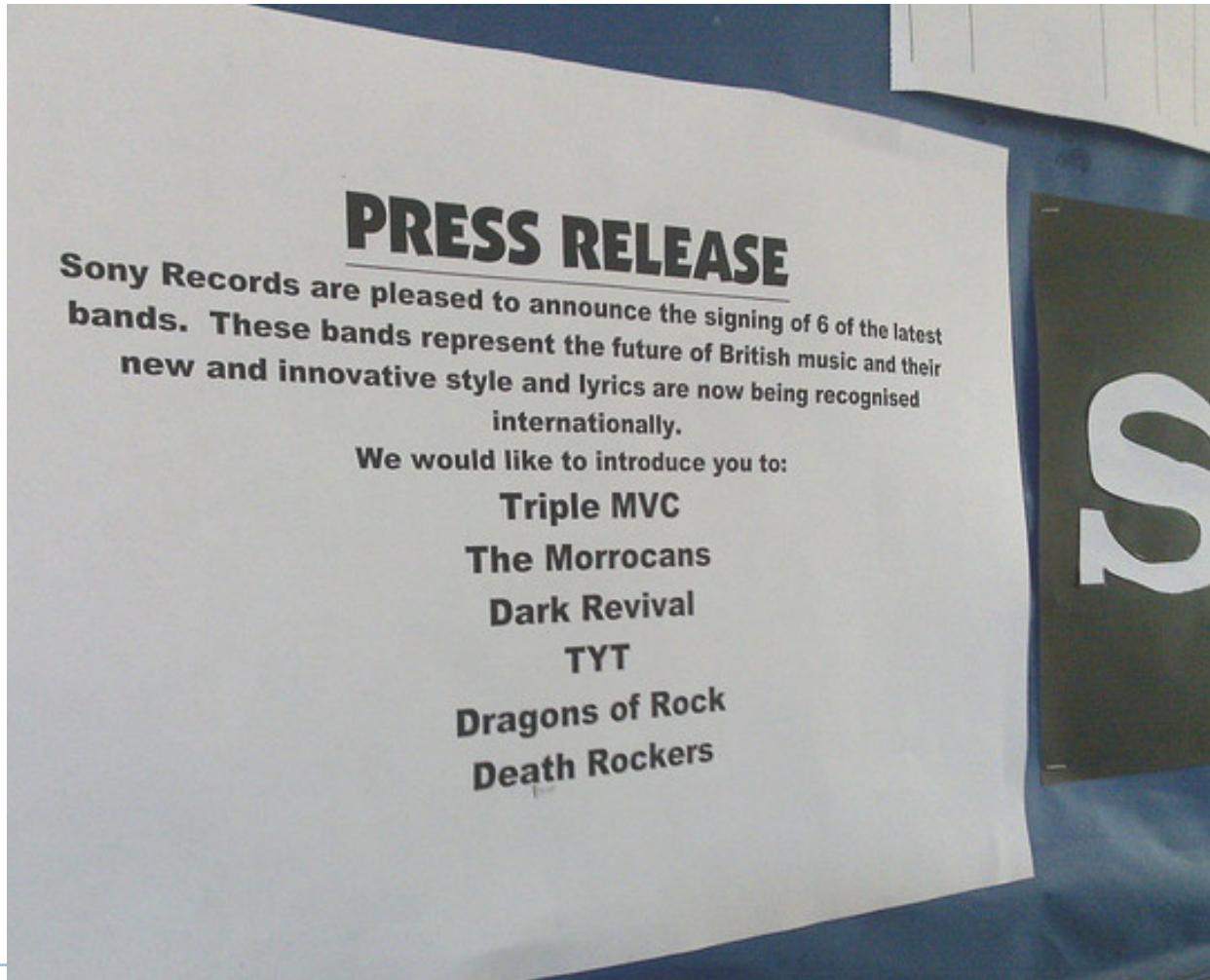
# The End User: The Public



# Connect Your Content!



# Example: Press Content

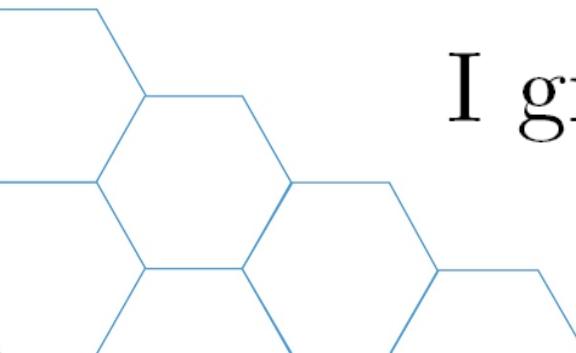


## 1 Greetings

Hello!

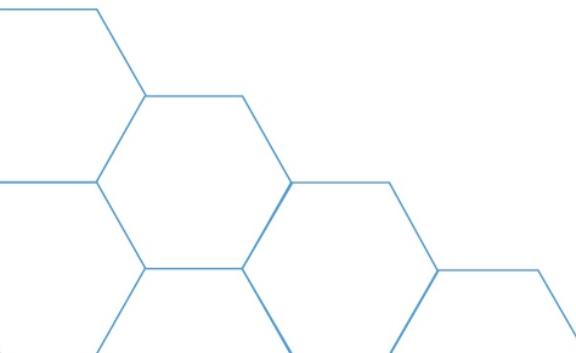
## 2 Referencing

I greeted in section 1.



# Writing Drupal Requirements

- Be Specific
- Make Them Measureable
- Determine the Syntax
  - “The site shall have a machine readable sitemap for all published web pages”
  - “The site shall use Digital Search for the site search”
- Definition of Done
- Code versus content versus Configuration



# Summary



# Questions?

