



U.S. Department of Health & Human Services

Structured Content @HHS.gov

Assistant Secretary for Public Affairs, Digital Communications Division

HHS ASPA - Digital Communications Division

The Digital Communications Division (DCD), part of the office of the Assistant Secretary for Public Affairs (ASPA), leads the development and review of HHS Web content, social media, and supporting technologies.

The DCD staff provides expert consultation on best practices in digital communications, including:

- Plain language
- Section 508 accessibility
- Usability
- New media
- Web analytics
- Search engine optimization
- Information architecture



Aquilent at a Glance

- We move government ahead as the recognized leading provider of digital communications, cloud services and application development.
- Over 30 years of experience in DoD and Federal IT programs
- More than 85 Federal Application Portals & Websites...
 - HHS.gov
 - AHRQ.gov
 - USPS.com
 - MyHealth.VA.gov
 - Stopbullying.gov
 - USA.gov
 - FDA.gov
 - CFTC.gov
- and more than 50 Successful Cloud Projects
 - Navy
 - GSA
 - HHS
 - CMS
- Numerous Customer & Industry Awards



WASHINGTON
BUSINESS JOURNAL



Producing Structured Content at HHS.gov

Our Origin Story
Challenges
The Opportunity
Getting the Green Light



Producing Structured Content at HHS.gov

Content Models and Markup

Drupal's Contribution

Stakeholder Engagement

Early Lessons Learned



Origin Story

- **Interviews with industry experts**
- **Proactive preparation for the future**
 - Device agnostic, future-proof content
- **The hunt for the C.O.P.E. Unicorn**
 - Often a goal, it's seldom realized
- **Decoupling content and presentation**
- **Realization that Siri, Cortana, Wearables
Google Now, OneBox, and Knowledge
Graph are here**



Challenges

Structured Content is hidden.

It's easy to over-engineer.

Change is hard.



Challenges

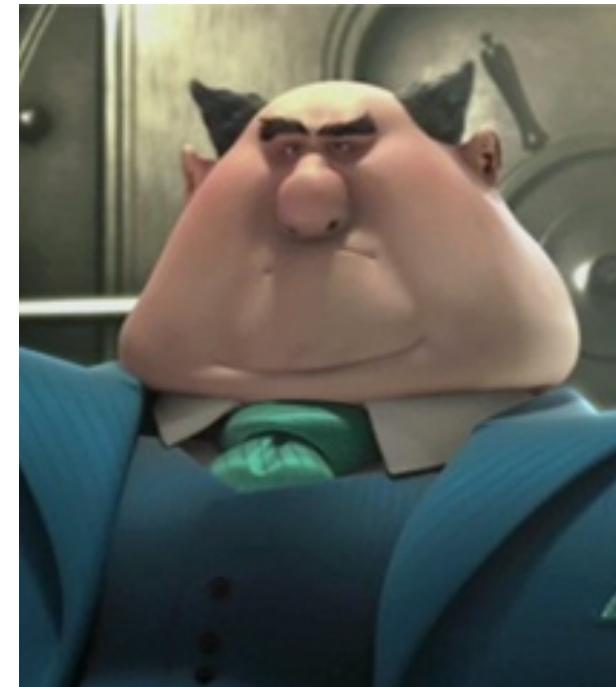
PTSD reactions to words like

taxonomy

governance

metadata

Decentralized content authorship



Exploiting the Opportunity

**New Responsive Design + Migration to Drupal =
Our Golden Opportunity**



Getting a Green Light

- Promised a phased migration
- Cross-functional working group
- Instant gratification
 - Search and social media
- Rapid response to change



Origin Story (review)

Mobile First

C.O.P.E.

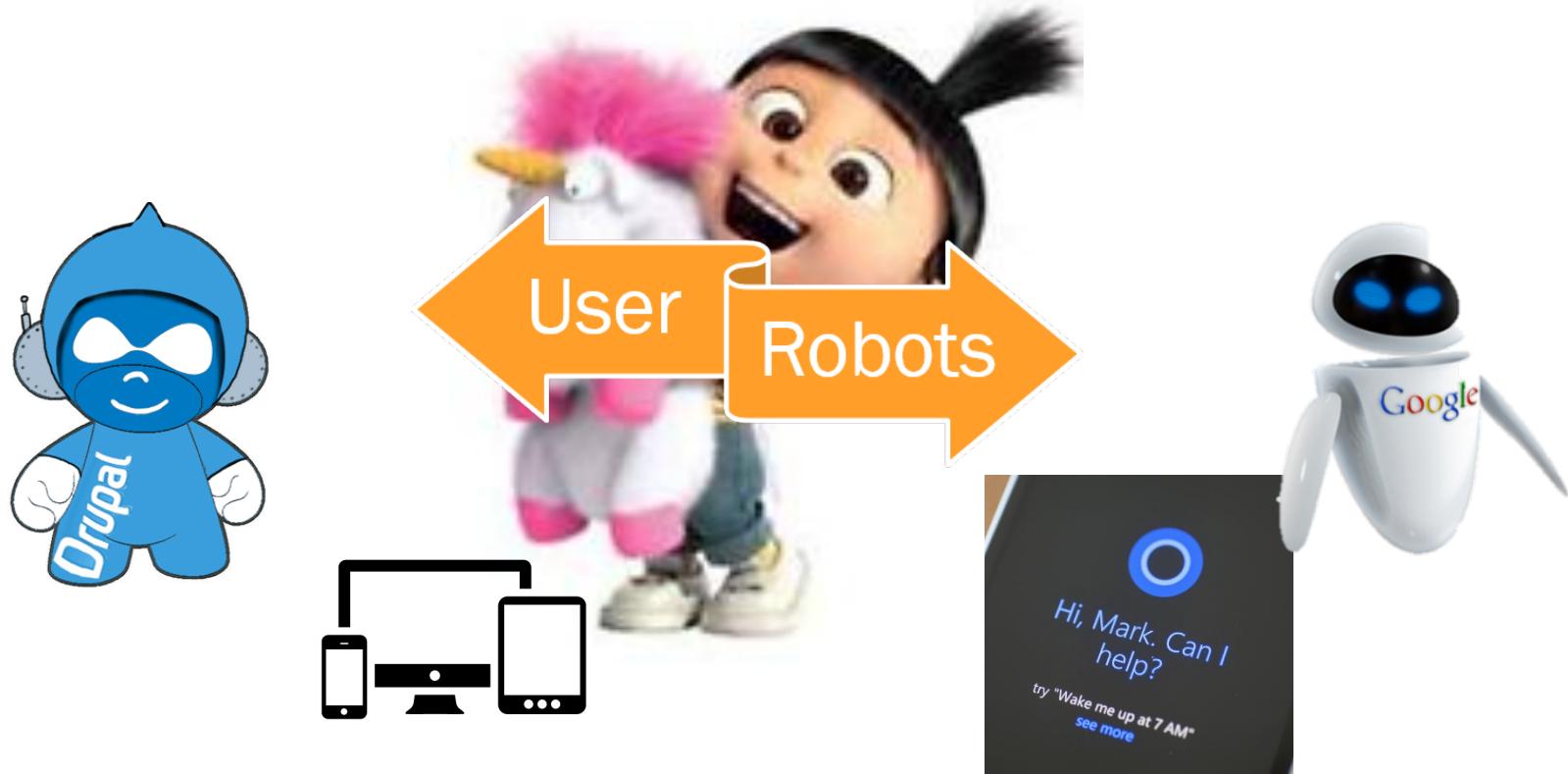
Better control of content message outside of our domain:

How it's *pulled from* our sites as well as how it is *published on* our sites.



Writing for Robots

Controlling the Content Message



Markup and Content Types

Which Markup?

schema.org



Before and After



[HHS.gov](#)

www.hhs.gov/ ▾ United States Department of Health and Human Servi... ▾

The U.S. Department of Health and Human Services (HHS) protects the health of all Americans and provides essential human services, especially for those least ...

You've visited this page many times. Last visit: 5/17/15

Results from hhs.gov



Schema.org

The schema.org logo, which consists of the word "schema" in white lowercase letters followed by ".org" in a smaller white font, all contained within a solid red square.

TANF

TANF stands for Temporary Assistance for Needy Families. The **TANF** program, which is time limited, assists families with children when the parents or other responsible relatives cannot provide for the family's basic needs. The Federal government provides grants to States to run the **TANF** program.

[HHS FAQ: What is TANF?](#)

[answers.hhs.gov/...](https://answers.hhs.gov/) ▾ United States Department of Health and Human Serv... ▾

Markups and Content Types

Which content types?



The Big Star: Article Content Type

Article Content Model Overview

- Title (Required, Only one allowed)
 - ShortTitle (Optional, Only one allowed)
 - FullTitle (Required, Only one allowed)
- Description (Required, Only one allowed)
 - ShortDescription (Optional, Only one allowed)
 - DetailedDescription (Required, Only one allowed)
- URL (Optional, Only one allowed)
- ArticleType (Optional, Only one allowed)
- Dates (Optional, Only one allowed)
 - DatePosted (Required, Only one allowed)
 - DateFirstPublished (Optional, Only one allowed)
 - DateLastModified (Optional, Only one allowed)
 - DateReleased (Optional, Only one allowed)
- SourceOrganization (Required, Only one allowed)



DIGITAL GOV

Content Type: Blogs

Home > Blog > The Affordable Care Act Is Working

Categories

Affordable Care Act (72)

Emergency Preparedness & Response

Sign Up For Blog Updates

Enter your email:

Submit

Subscribe to RSS

Receive latest updates



RSS

Text Resize A A A

Print 

Share 

From the Desk of the Secretary: The Affordable Care Act is Working

September 27, 2014 | By: Sylvia Mathews Burwell, HHS Secretary

On Tuesday, I had the opportunity to talk about the Affordable Care Act  at the Brookings Institution.

When it comes to the Affordable Care Act, it's our belief that the three most important measures are affordability, access, and quality – and that when you consider the law through this lens, the evidence points to a clear conclusion: The Affordable Care Act is working – and families, businesses, and taxpayers are better off as a result.

Four years after President Obama signed the law, middle-class families have more security, and many of those who already had insurance now have better coverage. Fewer Americans are uninsured. At the same time, we're spending our health care dollars more wisely, and we're starting to receive higher quality care.

As a country, we've been wrestling with the question of how to cover the uninsured for more than a century. By the time the Affordable Care Act was passed, tens of millions of Americans were





The Affordable Care Act Is Working

The evidence points to a clear conclusion. The Affordable Care Act is working – and families, businesses, and taxpayers are better off as a result.

[View on web](#)



Web

News

Images

Videos

Shopping

More ▾

Search tools

About 231,000 results (0.38 seconds)

[The Affordable Care Act Is Working | HHS Blog - U.S. ...](#)

[www.hhs.gov/.../...](http://www.hhs.gov/) ▾ United States Department of Health and Human Servi... ▾

Sep 26, 2014 - From the Desk of the **Secretary**: The **Affordable Care Act Is Working**

... On Tuesday, I had the opportunity to talk about the **Affordable Care Act** · Site exit
disclaimer ... **HHS Secretary** Burwell delivers a special address on the **Affordable Care Act** at the Brookings ... Get more information at HealthCare.gov.

Content Type: Article - Titles and Descriptions

Title*

Unique Browser Title <65 characters, <title> tag

Full Title*

Unique Full Title, likely to be the <H1> or Headline.

**Article
Description***

Social and Search Snippet Friendly <160 characters

Detailed Description*

Keyword rich description, may expand on Short Description with no character limit.

TwitterCard (Summary with Large Image)	OpenGraph (Facebook / Pinterest)	Schema.org /article (itemprop =)	Metatag	Field Name	Help Text for Editor	Require d (Y/N)	Allowe d	Field Type	Notes	
<Title Section Container>										
defaults to OpenGraph	og-title	name	ShortTitle	Title	Used for browser title, breadcrumbs, search results and social sharing. Maximum 65 characters, keyword rich.	Y	1	Text	in markup - not a CMS field the conventional meta <title> tag Currently adds HHS.gov	
			headline	FullTitle	Unrestricted full title. Headline on page.					
<Description Section Container>										
defaults to OpenGraph	og- description	description	ShortDescription	Short Description	Used for social, search engine results. Use keywords that start a full sentence (not a string of topics). Succinct and action oriented. Less than 160 characters.	Y	1	WYSIWYG	Rich text to allow for live links and formatting.	
			DetailedDescription	Full Description	Full, keyword rich description - expand on the short description where possible to keep the keywords / call to action at the start of the description. May be used as a summary field.					
		articlebody	ArticleBody	Body			Y	1	WYSIWYG	conventional <body> tag
<Related Multimedia Container>										
defaults to OpenGraph	og-image	primaryImageofPa ge	Image	Image	Image should be minimum 300 x 150 kb and ideally at a 16:9 or 2:1 ratio (landscape) or 238 x 357 for 2:3 (for portraits)	N	M	upload/url	in markup - not a CMS field Identify 'Medium' and 'Large' sizes	
			Thumbnail	Social Image (Thumbnail)	Used for social, search engine results. Image should be minimum 100x100 and a 1:1 ratio.					
		about	Topics	Topics	Categories or keywords	Y	M	Text		
Source Organization										
		creator	SourceOrganization	Operating Division	OpDiv level (CDC, FDA, etc)	Y	1	Dropdown	Controlled Vocabulary - Defaults to HHS Office of the Secretary	
				Created by	Office Level (content owner responsible for review and maintenance)	Y	1	Dropdown	Controlled Vocabulary - Displays On Page	
				DateCreated	Date Created					
						CMS creation date - first Draft	Y	1	Date	
defaults to OpenGraph	og-un (canonical ... article- url)	dateModified	DateLastModified	Date Last Modified	To be modified by editor reviewing or updating the article.	Y	1	Date	If published after creation date, editor can manually change (or backdate). We are migrating 'posted' date as that is required and unlikely to be blank in Displays on page. Used for annual review reports.	
			Url	Url	Automatically generated by CMS					
twitter:site = @hhsgov	publisher (url of hhs FB page)		Publisher	Publisher	U.S. Department of Health and Human Services	Y	1	Default	default global markup - not shown to content editor	

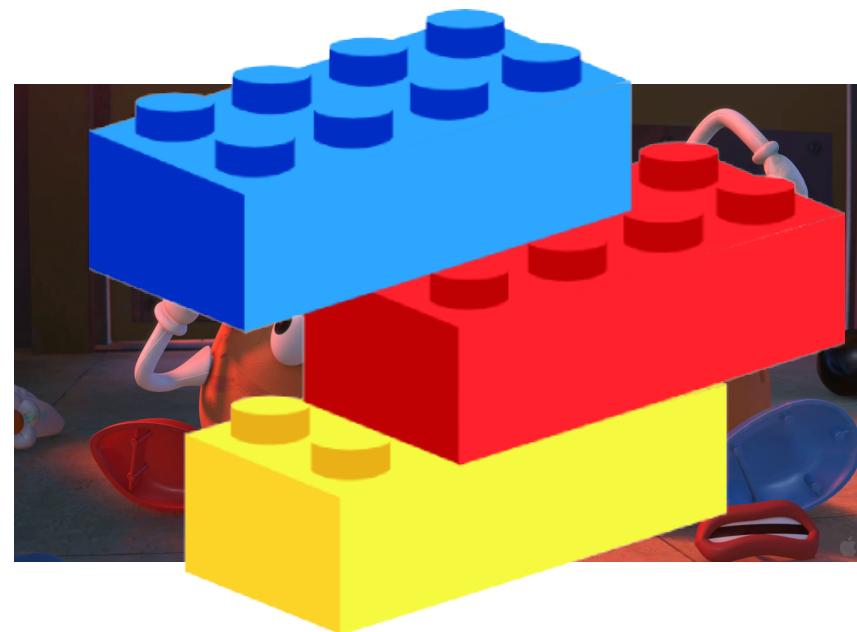
For more GSA Content Type Details:

**[https://github.com/GSA/Open-
And-Structured-Content-Models](https://github.com/GSA/Open-And-Structured-Content-Models)**

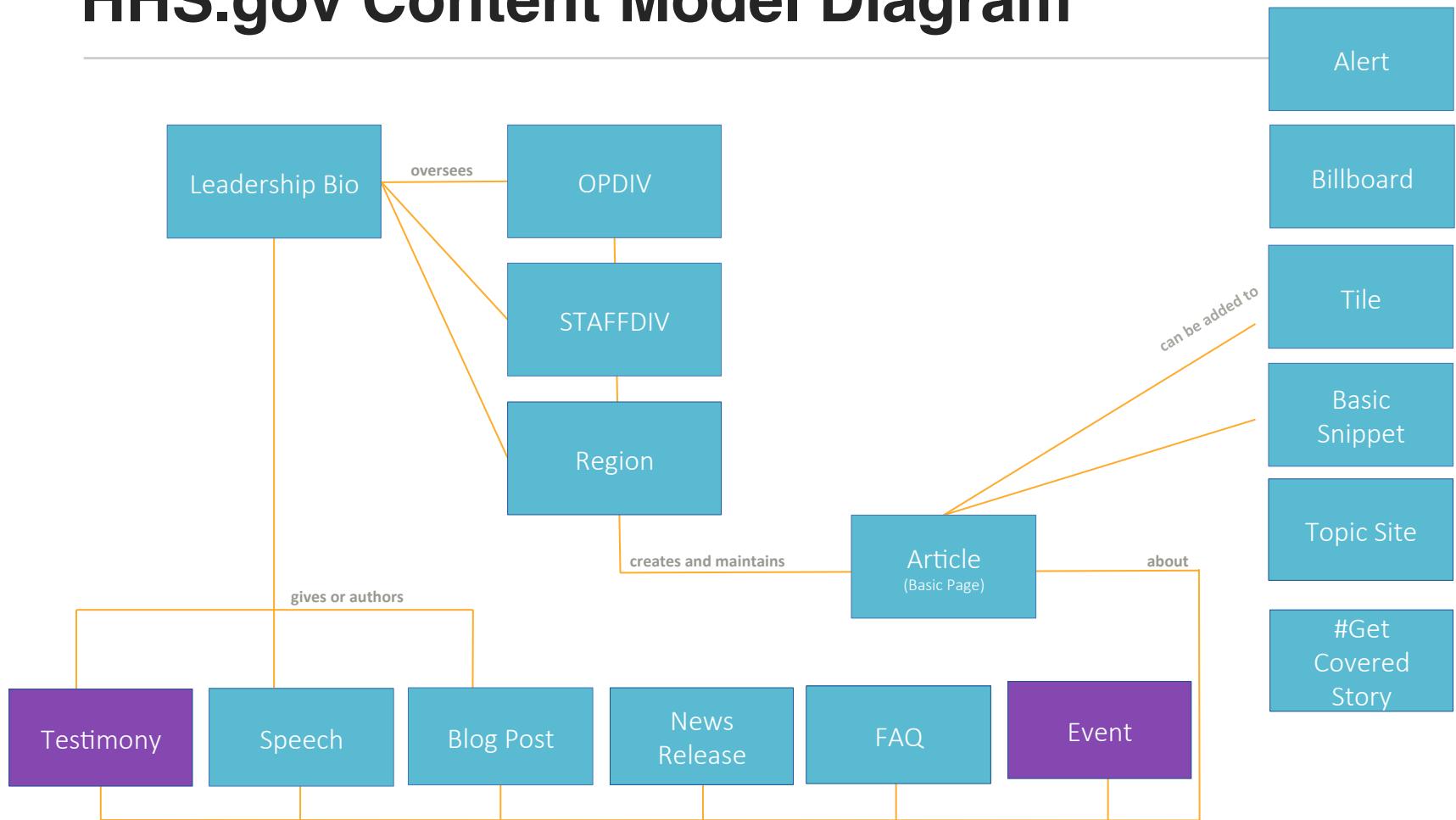


Assembly Required

- A ‘page’ consists of multiple nodes and content types. It is made up of individual elements which can be reused in many ways.
- Content types have rules to their use in order to maintain consistency in design, site structure, and user experience.



HHS.gov Content Model Diagram



Latest Blog Posts

Helping Older Americans Stay Healthy, Involved and Informed



July 13, 2015 | By: Sylvia Mathews Burwell

Thanks to the countless Americans working to improve the lives of older Americans, getting older is truly getting better.

Protecting Your Skin



June 18, 2015 | By: Sylvia Mathews Burwell

There are a number of ways to ensure you protect your skin and prevent melanoma.

[See All Blog Posts from Secretary Burwell](#) +

Latest Speeches

State and Territory Administrators Meeting

July 14, 2015 | By: Sylvia Mathews Burwell

Secretary Burwell gives remarks about the need and support for Head Start and early learning programs to the State and Territory Administrators Meeting.

2015 White House Conference on Aging

July 13, 2015 | By: Sylvia Mathews Burwell

Secretary Burwell gives remarks at the 2015 White House Conference on Aging.

Governance Built In

Content type fields (metadata) matter.

Content type text can appear in many places.

Metadata may control functionality.



Structured Content & Drupal

Structured Content



Drupal

- Taxonomy
- Views and Panels
- Metadata Module



Drupal Metatag Module

Menu settings
Not in menu

URL redirects
No redirects

URL path settings
Automatic alias

Revision information
No revision

XML sitemap
Inclusion: Default (included)
Priority: Default (0.5)

Comment settings
Open

Meta tags  **installing the module**
Content type: article

Authoring information
By admin on 2013-09-23 15:42:25
+0100

Publishing options
Published, Promoted to front page

Browse available tokens.

Configure the meta tags below. Tokens, e.g. "[node:summary]", automatically insert the corresponding information from that field or value, which helps to avoid redundant meta data and possible search engine penalization; see the "Browse available tokens" popup for more details.

Page title
[node:title] | [site:name]
The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page.

Description
[node:summary]
A brief and concise summary of the page's content, preferably 150 characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results.

Abstract
A brief and concise summary of the page's content, preferably 150 characters or less. The abstract meta tag may be used by search engines for archiving purposes.

Keywords
A comma-separated list of keywords about the page. This meta tag is *not* supported by most search engines.

► OPEN GRAPH

► FACEBOOK

► TWITTER CARD 

► ADVANCED

gives you everything you need 

Taxonomy Pilot

Controlled vocabulary normalizing
17 terms *already in use*

HHS Blog

FAQ

News Releases

Alphabetical and non-hierarchical

Categories

Affordable Care Act (71)

Emergency Preparedness & Response (9)

Health Care (71)

Health Data (1)

Holidays & Observances (36)

Medicare & Medicaid (5)

Mental Health & Substance Abuse (6)

Prevention & Wellness (51)

Programs for Families & Children (15)

Public Health & Safety (27)

Research (8)

Show – Don't Tell

Related Blog Posts



[Tax Season: You May Still Be Able to #GetCovered for 2015](#)



[Moving Towards Better, Smarter Health Care](#)



[Celebrating 5 Years: The Personal Stories Behind the ACA](#)



Where we are now . . .



Learned so far . . .



- Take Advantage of Change
- Make Goals Specific
- Know your Roadblocks
- Show Don't Tell
- Drupal helps
 - It likes Taxonomy
 - Encourages Content Reuse
 - It writes markup for you

Thank You!

We will be at
the Aquilent
booth for
continued
discussion.



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