

This guide is intended for those who already have content on the nhsggc.org.uk website and are looking to rebuild their content on the new nhsggc.scot website

Migration is not an automated process and requires content editors to review their content, where required, update or adapt it and republish it on the new site.

There are two key stages to this process:

1. Review your current content
 - a. Make sure it's up to date, accurate and still relevant.
 - b. If easier, take a copy from Umbraco or the live web pages and paste into Word, so you can review in collaboration with your team or service.
 - c. Consider the language and tone of your content and adapt if necessary for the intended audience.
2. Restructure / reorganise your content
 - a. Consider using fewer pages.
 - b. Use expandable / drop down sections to reduce the need for links to further pages, especially if the info is related.
 - c. Ensure you don't have pages with sparse content, for example, only a few lines of text, or one or two hyperlinks.
 - d. There will no longer be a sidebar navigation menu, so consider how your content will flow from your homepage, using buttons and links.
 - e. The Web Team will assist with the changes to design and site architecture, so that we can create pages, ready for you to populate

More detail on each of these stages is provided below.

Details of training and user guides plus online resources will be provided as separate documents.

Stage 1 – Review your current content

Method

For smaller areas of the NHSGGC website with one or two content editors, who can approve changes, using Umbraco to access your current content is perhaps the best method. You can quickly see all your pages, including hidden or unpublished pages that may not be accessible on the live website. You can also review / update the content there first, rather than needing to take a copy.

However, if you have a larger site and more content editors / approvers involved, then you would be best to copy the content to Word. From there you can share updates and collaborate with your team or service colleagues as required.

Analytics / page views

It may assist your review if you have analytics that show which pages are most used, or those that aren't used at all. If you would like a copy of these, then please email webteam@ggc.scot.nhs.uk and include the link to your homepage. This will be used as the parent page for the analytics and will show all linked child pages below it. Please ensure you provide the correct parent page otherwise we will not be able to provide the full report for your entire section of the NHSGGC website.

Check your content

The first content sweep should ensure that the information being provided is accurate, up to date, and still relevant / useful.

Refresh / rewrite your content

We are encouraging editors to consider the language and tone of their information. Whilst some content may be intended for professionals, it is still accessible to the public.

Some of the quickest ways to improve the readability of your content is to:

- apply Plain English best practice - avoid complex words, use shorter words, words with fewer syllables, words appropriate for the reader, and don't over complicate phrasing.
- use shorter sentences and paragraphs
- avoid jargon
- if you use acronyms, you should provide the full version for the first instance on every page, i.e. NHS Greater Glasgow and Clyde (NHSGGC) in the first instance and then NHSGGC
- be consistent across all your pages.
- standardise how things are written – names, dates, times, etc. We've created a 'Style Guide for the NHSGC Website', featuring some of the most used examples. This document will be shared with content editors and a live version of the document will also be available from www.nhsggc.scot/webteam).
- Avoid unnecessary text formatting, including italics, bold, underline, etc.
- Use Headers (H2, H3, etc) to break up content

Following these points will help present all our web content in a more consistent way.

A guide entitled 'Writing for the NHSGGC website' has been produced, which will be issued to all content editors and also available from www.nhsggc.scot/webteam.

Stage 2 - Restructure / reorganise your content

You should try and present your content in as few pages as possible.

Drop down / expandable boxes can help by creating a structure to your content, as well as reduce the amount of scrolling required by users to find what they need.

It's also important that you don't publish pages with only a few lines of text, or small number of hyperlinks. Instead consider creating a useful links page, which incorporates all of them and contains a short sentence for each to describe where users will be directed.

Use buttons / links to jump to related content on other pages.

Please note that there isn't a side bar on the new website, so that means there won't be a sidebar navigation menu showing all your pages. This is to help comply with accessibility and readability (for example, side bars aren't displayed on mobile devices), so if you have one currently, you will need to consider a different way to display your content.

You should remap your content into a wireframe / bullet list using the following as a guide. This will enable the Web Team to assess your requirements and advise how best to present and structure your pages to fit within the new website templates.

This outline illustrates the kind of content typical of a service and does not imply that you must have these same pages. You may not require as many pages, or the type of pages as shown here, but it should give you an idea of how your content outline should be structured.

- Your Homepage
 - Service overview
 - Info for Patients
 - About the condition
 - What we can do
 - How to be referred to the service
 - What to expect at your appointment / hospital stay / what happens afterwards
 - Frequently asked questions
 - Leaflets
 - Info for Staff
 - Training / Education
 - Useful resources
 - About the team
 - Publications
 - Reports
 - Forms
 - Patient Leaflets
 - Where to find us
 - Contact Us
 - Useful resources / links

A more detailed guide to creating a content plan will be provided, and is also available from www.nhsggc.scot/webteam.