GUP content strategy

Creating a content capability for GUP

Ministry of Transport, Communications, and Information Technology – Sultanate of Oman

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1. GUP content strategy overview

1.1. Goals of the GUP content strategy

The goals of our content strategy are to establish a cohesive and effective approach to how we create, manage, and distribute content across the GUP.

This strategy aims to ensure that the content is not only consistent in style and tone but also resonates with and meets the specific needs of our diverse user base. We intend to enhance the user experience by providing clear, relevant, and accessible information, thus improving engagement and satisfaction.

The strategy also includes establishing a set of style guidelines and content patterns to maintain a unified style and ensure a predictable, user-friendly experience. The ultimate goal is to streamline content processes, reduce redundancies, and ensure that content for government services in Oman is both efficient and impactful in serving our audience.

1.2. Target audience

The content strategy will primarily be used by content creators, from both the GUP central team and Service Providers. These content creators will include writers, editors, and designers, who are directly involved in the production and management of content for the GUP and Service Providers own services.

This strategy should be shared with any other external partners or contributors who produce content for our platform, to ensure consistency and adherence to our content goals. In essence, this content strategy is a guide for everyone involved in bringing digital services to life on the GUP, ensuring that every piece of content aligns with the GUPs goals and user needs.

It will serve as a comprehensive guide for them, outlining the principles, processes, guidelines, and templates to follow for creating high-quality content. The training guides included in the strategy will be crucial for onboarding new content creators and ensuring everyone is aligned with the GUP content objectives and standards.

1.3. The importance of user needs

Understanding and addressing user needs is pivotal to the success of the GUP content strategy. By identifying what our users require, prefer, and expect from our content, we can tailor our communication to be more engaging, effective, and user-friendly. Focusing on user needs ensures that our content is not just informative but also resonates with our audience, thereby enhancing user satisfaction and trust in our platform.

1.3.1. User needs profiles

To capture user needs, data should be gathered from a variety of sources, including user surveys, feedback forms, website analytics, and stakeholder interviews. This data is then analyzed to create user personas - semi-fictional representations of our key user segments. These personas encompass demographics, behavior patterns, motivations, goals, and pain points, giving a comprehensive understanding of our audience. This is an on-going exercise that should be enriched by regular analysis of the data and analytics collected on the GUP as the platform grows and matures.

1.3.2. Writing content to address user needs

The GUP has developed user personas to tailor content to address their specific needs and preferences. This involves:

- **Clarity and Relevance**: Ensuring that content is straightforward, jargon-free, and directly answers user queries or provides solutions to their problems.
- **Usability and Structure:** Organizing content in a logical, easy-to-navigate structure, with key information accessible and prominent.
- **Feedback Incorporation:** Continuously refining content based on user feedback, ensuring that it remains relevant and effective over time.

1.3.3. GUP document of user needs

To delve deeper into specific aspects of user needs, a separate document has been created as part of the GUP content strategy. This document covers how to convert problems to user needs around the following:

- **Visibility:** Ensuring that content is easily discoverable and visible to users.
- **Suitability and Adaptability:** Ensuring content is suitable to meet the needs of our diverse user groups and adapts it to different contexts and platforms.
- **Readability:** Focusing on creating content that is easy to read and understand.
- **Accessibility:** Ensuring that content is accessible to all users, including those with disabilities.
- **Transparency:** Maintaining openness and clarity in all content, building trust and credibility with our audience.

By focusing on these aspects, we aim to meet and exceed user expectations, making our platform not only a source of information but also a reliable, user-centric tool for our audience.

1.4. Overview of content organization

The Information Architecture (IA) of the content strategy is necessary to ensure content on the GUP is organized in a logical, intuitive, and user-friendly manner. The IA defines how content is structured, categorized, and navigated, making it a cornerstone for enhancing user experience. A well-planned IA helps users find the information they need quickly and effortlessly, thereby reducing confusion and increasing satisfaction.

1.4.1. Types of content to be published

The GUP content will encompass a variety of content types to cater to diverse user needs and preferences. These include:

- **Service descriptions:** Detailed explanations of the government services offered, including steps, requirements, and contact information
- **Guides and tutorials:** Step-by-step instructions and guidelines to assist users in navigating services or completing specific tasks.
- **News and updates:** Regular updates about new services, changes in policies, or other relevant news that impacts users.
- **Legal and policy information**: Important documents and information regarding government policies, regulations, and legal matters.
- **Multimedia content:** Including videos, infographics and images that make information more accessible and engaging.

To provide detailed guidance on the structure and navigation of our platform, a separate comprehensive document on Information Architecture has been developed. This document includes:

- **Site hierarchy and navigation:** How content is categorized and how users move through different sections of the site.
- **Content grouping and labeling:** Best practices for grouping related content and labeling it in a way that is clear and intuitive.
- **User pathways:** Designing logical pathways for different user tasks, ensuring a smooth and efficient experience.

The Information Architecture document serves as a blueprint for organizing and presenting content on our platform, ensuring that our content strategy is executed in a way that is both effective and user-centric.

1.5. Guidelines and policies

The GUP content strategy and all accompanying documents and training are designed to ensure consistency, accuracy, compliance, and overall quality in our content creation process. While a detailed style guidelines document exists for specific writing and formatting rules, this section highlights the overarching guidelines and policies that govern our content approach.

1.5.1. Key guidelines and policies

- **Compliance with legal and regulatory standards:** All content must adhere to relevant laws and government regulations of Oman. This includes respecting copyright, privacy laws, and any sector-specific legal requirements.
- **Accuracy and fact-checking:** Content should be thoroughly researched and fact-checked. Misinformation or errors can significantly undermine the credibility of the GUP and Service Providers.
- **Cultural sensitivity and inclusivity:** Content on the GUP must be culturally sensitive, avoiding stereotypes or language that could be deemed offensive or exclusionary. It should respect and reflect the diversity of our audience.

- **User-centric approach:** Content should always be created with the end-user in mind, focusing on clarity, relevance, and ease of understanding. Avoid jargon and technical language that might be inaccessible to a general audience.
- **Accessibility:** Adherence to accessibility standards is crucial. Content must be accessible to people with disabilities, including those requiring screen readers, with considerations for alternative text for images, accessible video/audio content, and user-friendly navigation.
- **Ethical standards and transparency:** Maintain high ethical standards in content creation. This includes transparency about the source of information and avoiding conflicts of interest.
- **SEO best practices:** Content should follow SEO best practices to ensure high visibility and searchability. This involves using relevant keywords, meta descriptions, and SEO-friendly URLs. How to write SEO for best practice is covered in the second session of the GUP content strategy training guides.
- **Content review and approval process:** Establish a clear process for content review and approvals to maintain quality control (See section 7 of this document). This should outline who is responsible for each stage of content validation.
- **Data protection and privacy:** Be vigilant about user data protection and privacy. Ensure that content creation and management practices do not compromise user data.

For detailed guidance on writing and formatting on the GUP, please refer to the separate 'GUP Content Design - Style guidelines' document. This document includes specifics on language style, grammar, tone, formatting preferences, and other key aspects of content presentation.

2. Content team structure for the GUP

2.1. The central team

The central team:

- designs all new services
- has sole responsibility for publishing service start pages
- creates the organization page for service providers

MTCIT should review this once the content capability is more established, but for the first year this responsibility should be focused within the central content team.

The central team should also write, publish and maintain any content that:

- is for the general public, for example 'Getting married’
- is written for users who do not have (and are not expected to have) any previous experience or specialist knowledge of the subject

2.2. The service provider teams

Content teams in government departments will be responsible for writing, publishing and maintaining all content aimed at specialists.

For example, service provider teams publish content that:

- is aimed at specific audiences who already have an understanding of the topic, for example lawyers
- assumes the user has some expert knowledge that will allow them to understand the guidance and take action

They also forward requests to the central team when the request is for:

- a new service
- the general public

2.3. Data needed to accurately estimate the number of staff

Data is needed to provide an accurate estimate for team size.

For example, it is necessary to know:

- how many pages each service provider publishes in a single day
- what they publish, for example ‘news stories’
- the number of new services you plan to deliver each year

2.4. How to estimate the number of staff you will need without data

As a general rule, each service provider will need:

- 1 to 2 Content Designers (if they publish 1 to 2 changes a day, and those changes are small – for example fixing grammatical errors, adding a single paragraph, or drafting a press release)
- 3 to 5 Content Designers (if they publish 3 to 5 pages a day, or they are writing content that is more labor-intensive – for example new guidance that is 500 to 1000 words, editing a report of 5+ pages, or writing a start page)
- 10 to 20 Content Designers (if they are publishing 10+ pages a day, and the things they are publishing vary in size)
- plus 1 to 2 Content Leads, to assign work to Content Designers

If you aren't sure, start with 5 Content Designers in each service provider and scale it up or down.

For the central team:

This team has sole responsibility for designing new services and publishing service start pages.

With that in mind: the best way to estimate this is to identify the number of new services that will be designed over the next 12 months, both centrally and in service providers.

If it isn't clear, start with 20 Content Designers in the central team and scale it up or down.

Content teams will also need access to a:

- Data Analyst
- User Researcher (someone who can identify and interview the target audience, then share the findings with your content team)
- Head of Content (to plan the content roadmap)

3. Ways of working

Once a content team have been recruited, a cadence and way of working needs to be set. This includes: setting a schedule of meetings, developing an editorial calendar, planning workloads, giving access to necessary resources and create a workspace.

3.1. Identify the working practices of each team member

Find out when each team member works and the times they usually start and finish their working day. For example, ask them if they have any annual leave planned.

Use this to identify the best times for regular meetings and book in some time for the team to meet each other and discuss ways of working.

3.2. Developing an editorial calendar

Developing an editorial calendar helps to streamline the planning, coordination, and publication of content. Its primary purpose is to provide a structured and visual framework for managing content workflows, ensuring timely publication and alignment with broader organizational goals.

The development of an editorial calendar involves several key steps:

- **Identifying key content themes and topics:** Identify major themes, campaigns, and topics that our content will cover over a set period.
- **Mapping out important dates and events:** This includes national holidays, significant government events, policy updates, or other relevant occasions that our content should align with.
- **Content scheduling:** Assigning specific dates for the creation, review, and publication of different content pieces. This schedule is built around the identified themes and key dates.
- **Resource allocation:** Assigning responsibilities to content creators, editors, and other team members, ensuring clear accountability for each piece of content.

3.2.1. Utilization of an editorial calendar

An editorial calendar is not just a planning tool but also a way of guiding daily content operations:

- **Content co-ordination:** It serves as a central point for coordinating content efforts across different departments and teams.
- **Ensuring consistency and frequency:** The calendar helps maintain a regular content publishing schedule, ensuring consistent engagement with our audience.

- **Adaptability:** While the calendar provides a structured plan, it's flexible enough to accommodate last-minute changes or incorporate timely content in response to unforeseen events.
- **Performance tracking:** It aids in tracking the performance of different content pieces against set objectives, allowing for informed adjustments in future planning.

3.3. Plan your team meetings

You'll need to arrange meetings for:

- planning
- show and tells
- retrospective
- content critiques (crits)
- performance monitoring

Keep the rest of the time as meeting-free as possible so your content team can focus on writing.

3.3.1. Planning

Planning usually happens once every 2 weeks. This is when to assign work, identify the things needed to do the work, and estimate how long it will take to complete.

Planning helps Content Designers to schedule their time and track progress on tasks.

3.3.2. Show and tells

Show and tells should happen once a month. These are forums to share good work to the team and explain how it was done, so the team can learn from each other and improve.

For example, if designing a new service, show the latest designs to the team. Talk about feedback from user research, changes to the content and why the changes were made.

Do not spend lots of time on the presentation deck. Keep the show and tell informal and simply show the prototype (or draft) you're working on.

This helps the content team know what good looks like and get tips on how to solve problems. If a good design is showcased, other team members will remember it and re-use it.

3.3.3. Retrospective

A meeting once every 2 weeks to discuss:

- how the last 2 weeks went
- what went well
- what went badly
- things to change

3.3.4. Content crits

This is an ad hoc meeting called by a writer who is struggling to draft content.

The writer will ask several other writers to join a call so they can draft the content together. This is a way to get support and fix a problem quickly.

The writer should:

- explain the brief
- show the content they have written so far
- talk about the problems they have writing the content

You can arrange a regular content crit once every 2 weeks, but your content team should also call informal crits whenever they need help. They usually last about 30 minutes.

Crits should be supportive, not critical. If a team member is critical, it may make the rest of the team wary of presenting content in future.

3.3.5. Performance monitoring

Your team should meet once a month to monitor content performance.
Each team member should share interesting insights.

For example:

- trends in search queries
- changes in traffic, for example if a service suddenly becomes more popular due to a press release
- feedback from user surveys

Invite an Analyst to present to the team if you have access to one.

3.4. Find a space for your team to work

Find some space in your office for the content team to work. They'll need to be close together so they can support each other.

Create a seating plan and aim to sit the newest team members next to someone more senior, so the new team member has direct access to advice if they need it.

3.5. Create a virtual space so your team can work online

Your team will need:

- an email inbox for content requests
- access to the publishing tool
- access to shared resources, for example, style guidelines
- a channel for instant messaging, for example, Slack or Teams
- a virtual task board (e.g., Trello or a similar tool) to visualize and manage the team's workflow
- an intranet page to provide an overview of the content team's work to anyone in their government department

3.5.1. A channel for instant messaging

Your content designers should have an instant messaging channel for:

- their team
- other content teams in the same department
- content teams working in other departments
- all content staff in government

Instant messaging is quicker than email or phone and people using an instant message waste less time on formality.

Content Designers use these messaging channels to get help and advice. The aim is to get an answer quickly when:

- they cannot get hold of someone for their team
- they do not know the answer to something that is blocking them advancing with their work

Your Content Designers across government will all be following the same guidelines and using the same patterns, so should be treated as one big virtual team. Therefore, the resources to communicate quickly is vital to work efficiently and help to share knowledge and patterns across government.

3.6. Access to a content email inbox

Create a login for each team member to access a content requests email inbox. A senior member of the team should manage this inbox to help assign and prioritize the requests.

3.6.1. Explain when to forward requests to the central team

The Content Designers need to know who owns what content. Service provider content teams must forward requests to the central content team, when:

- someone requests a new service
- the content will be read by the general public

3.7. Access to the publishing tool

Your content team will need access to the publishing tool so they can publish content on the GUP.

Before they are given access to the publishing tool, they should complete a small test to check they have read and understood the guidelines. This helps to create and maintain a consistent writing style on the GUP.

3.8. Access to shared resources

The style guide on the GUP should be published online so that everyone can access it easily.

Share a link to the writing guidelines and content patterns with every team member. Ask them to read the guidelines before they start work.

Explain that they will be tested on the guidelines before they can use the publishing tool.

If the writer fails the test, ask them to review the guidelines and re-take the test until they pass. This helps maintain the quality of content published on GUP.

3.9. Virtual boards to visualize and manage work

The profile of your content team will grow over time and there may be lots of different requests which are difficult to keep track of.

A virtual task board (such as Trello or a similar tool) will help prioritize the requests and monitor progress. As well as give the team a central, transparent view of activities and how they are tracking in real time.

3.10. Introduce the content team on your internal staff website

Create a page for the content team on an internal staff website.
For example, on the staff intranet.

Use this to:

- introduce the content team
- share an email address for content requests

- explain how the content team can help
- give examples of things published by the content team
- explain the value of publishing content online

If the content team has a blog, include some blog posts to showcase work and the impact it has.

4. Roles and responsibilities in the content team

4.1. Content Designers

Content Designers write, edit and review the content. Monitor performance and work with stakeholders to write user needs. They also check the content requests email inbox.

4.2. Content Lead

A Content Lead manages the content team. They will:

- write, edit and review content
- monitor the content requests email inbox
- prioritize requests
- assign work
- advise other content designers
- ask Content Designers to present at show and tells/performance monitoring meeting
- decide the scope of those meetings, for example the content to focus on in a performance review

4.3. Head of Content

The Head of Content:

- oversees all content teams in a particular department
- plans the content roadmap

- recruits and develops staff, with help from the content lead
- promotes the work of the content team
- organizes events for the content community, for example networking and training events.

The content roadmap is the annual plan for new content/services. It looks at:

- new services you will design throughout the year
- the staff you will need to design them
- how to prioritize the services

4.4. Data analyst

Data Analysts provide reports to Content Designers. These reports give insights into content performance.

4.5. User Researcher

A User Researcher will test content with users and share feedback. User Researchers may only be needed for larger projects, for example when designing a new service.

5. Requesting new content

How to request new content or a change to content on GUP.

5.1. Create a process for content requests

Everyone working in a government department should know:

- how to contact the content team for their department, for example the content team in the Ministry for Education
- the information they need to provide when making a request

The easiest way to do this is to create an email address specifically for content requests and share it on internal staff websites, for example the intranet.

This means that you will need:

- one email address for every content team in a government department
- another email address for central requests (that go to the central team)

The departmental teams will identify who owns the content and forward any requests to the central team when necessary.

5.2. Who to approach with a new request

The process for requesting new content is the same no matter who owns it. Send an email to the content team working in your department.

They will:

- identify the audience for your content
- forward your request to the central team (if necessary)

5.3. Promote the content team on internal websites

There are lots of people working in government and not all of them will currently have a working relationship with the content team.

It may be necessary to regularly promote the content team’s work until staff feel comfortable approaching the team with requests.

Start by sending an email to all staff to:

- introduce the content team
- share an email address where they can send content requests
- explain how the content team can help
- give examples of things published by the content team
- explain the value of publishing content online

If the content team has a blog, include some blog posts to showcase the content teams work and the impact it has.

Manage the expectations of staff by including some information about what should be published on the GUP. For example, explain that it must be something that meets a user need.

5.4. Requesting briefs

Content Designers will need some information before they can start writing.

They need to know:

- who is asking for the change
- how to contact them
- the changes they want to make
- the reason for the changes, for example if they have noticed a mistake on the GUP

They also need to know:

- the audience for this content
- a list of high-level user needs – the person making the request will need some support to write these
- subject matter experts who must be involved in sign-off
- a deadline for the changes
- the risk if the changes are not made by the deadline
- evidence explaining why the changes are necessary, for example user research or analytics data (if it can be supplied)

5.5. How to deal with a new request

When a new request comes in:

- contact the person who made the request
- confirm that you received the request
- ask for more information, for example the audience who will use the content
- review data from user research (if available) or analytics to see if the changes are needed
- decide who will make the changes and if they are necessary

If the content is aimed at the general public or is a new service, forward the request to the central content team.

Make sure to include:

- any data that supports the request
- the name and contact details of the person who made the request

Explain that the central team will pick up the request and explain why this is happening. For example, explain that the central team publishes content when it is aimed at the general public.

The central team will then:

- prioritize the request
- assign a writer to work on the request

5.6. If the requested change is small (20 minutes or fewer)

A small request should take up to 20 minutes. For example,

- fixing a mistake, for example a word that is misspelt
- adding or deleting a single sentence, for example if a large number of users send feedback complaining that the sentence is difficult to understand
- changing the keywords in a page summary, for example if an Analyst has identified that the page does not include the correct keywords

A brief is not needed for small changes. Simply make the change and confirm when it is done.

5.7. If the requested change will take longer

If the request will take longer than 20 minutes, ask for a brief.

This will help the content team understand:

- how many writers to assign
- which writers to assign

- how long it will take to do the work
- the urgency of the work
- the value of the work

5.8. If someone requests a new service

Content Designers working in a department should notify the central team as soon as possible when someone requests a new service.

The central team will:

- prioritize the request
- assign a writer to work on the request

The central team is the only team with responsibility for designing services on the GUP. You can review this once your content teams are more established, but for the first year or so concentrate that power centrally.

6. How content is triaged, assigned and approved (workflow)

What happens when the content team receives a request to change content on the GUP.

6.1. The need for a change is identified

When someone requests a change to content:

- the department identifies who owns the content and forwards the request, if necessary, to the central content team
- the Content Lead adds the request to the virtual task board and then assigns a Content Designer to deal with the request
- the Content Designer reviews the request and then estimates the amount of time it will take to do the work

6.2. If the change will take 20 minutes or fewer

The writer can reply to the request, confirming that they will start work immediately. Then they draft the changes. Once they have a draft, it must be reviewed internally by an experienced content designer who hasn't been involved in the work.

6.3. If the change will take longer

Contact the person who made the request and ask them for more information, for example:

- a list of high-level user needs – the person making the request may need some support to write these
- user research, if they have it
- analytics data, if they have access to it
- the audience for this content
- subject matter experts who must be involved in sign-off
- a deadline for the changes
- the risk if the changes are not made by the deadline

Review the information and decide if there is a user need supporting the change. If there is, start drafting the content.

Once you have a draft, it must be reviewed internally by an experienced Content Designer who hasn't been involved in the work. For example, a Content Lead.

They will follow the internal review process (see section 6.1 - 2i) and, if the change involves a service start page or a complex topic, request a fact check review with a subject matter expert.

6.4. Content translation cycle

The GUP will support Arabic and English natively, therefore a translation cycle will need to be factored into the content creation workflow.

The content translation cycle establishes a systematic process for translating content from Arabic to English and vice versa, ensuring that it is accurately and effectively communicated across both languages.

6.4.1. Integration with content creation workflow

- **Content development:** Initially, content is developed in the source language (either Arabic or English). This step involves content planning, writing, and initial approvals.
- **Pre-translation review:** Once the content is created, it undergoes a pre-translation review. This step ensures that the content is ready for translation and is culturally and contextually appropriate for both language audiences.
- **Translation process:** The content is then passed to professional translators (either from within Service Providers own teams or supported by the GUP central content team) who are proficient in both Arabic and English. Special attention is given to maintain the tone, style, and nuances of the original content.
- **Post-translation editing:** After translation, the content is reviewed by bilingual editors to ensure accuracy, consistency, and that the essence of the content is preserved across both languages.
- **Quality assurance:** This step involves a final quality check, focusing on grammar, terminology, and cultural appropriateness. It may involve back-translation techniques for validation.
- **Final approval and publishing:** The translated content undergoes a final review and approval before being published on the respective platforms.
- **Feedback loop:** Post-publication, feedback on the translated content is collected to continuously improve the translation process.

6.4.2. Ensuring synchronization

- **Parallel workflow:** The cycle is designed to run parallel to the content creation workflow, ensuring that the translation process starts immediately after the original content is finalized.

- **Integrated timeline:** The content creation and translation timelines are synchronized in the editorial calendar (see section 3.2), ensuring both versions are ready for simultaneous release.
- **Collaboration tools:** Utilization of collaborative tools and platforms that facilitate real-time communication between content creators and translators (see section 3.5.1), ensuring any clarifications or changes are promptly addressed.

7. Reviewing the content

When to review content, who reviews it, how it works, and what to check.

7.1. Internal reviews (2i)

7.1.1. When to review content

Every content change must be reviewed before it is published. This minimizes the risk of an error going live.

When you finish a draft, tell your content lead. The content lead will assign a reviewer.

7.1.2. Who does the review

The reviewer should be another content designer who has the same level of experience or is more senior. If no one is available, it can be sense checked by someone more junior, but cannot be published until it is reviewed by someone more senior in the content team.

7.1.3. How the review process works

The reviewer will check that your draft follows the style guidelines. They will then notify you when they have finished reviewing and share a list of their requested changes.

7.1.4. How to structure a review

A review must follow this structure:

- identify the section, line, and sentence that must be changed
- explain the change and reasons for it

For example:

WHERE:
Section 2, Heading: How much it costs

CHANGE:
Change ‘How much it costs’ to ‘Fees’. This is consistent with GUP style.

7.1.5. What to check when you are reviewing content

Check that the content:

- should be on the GUP
- doesn’t already exist on GUP
- has a clear user need
- is the right page format

Titles must be:

- clear and specific
- optimized for search
- under 65 characters (including spaces)
- unique within the site (check search results on GUP)
- in sentence case, not title case
- written in simple language that is easy to understand (no jargon)

Summaries should:

- expand on the title without repeating it
- explain the point of the page and make sense in search results
- be written in full sentences (with a verb and a full stop)
- be front-loaded with words users are likely to search for
- be written in simple language that is easy to understand (no jargon)
- explain any acronyms in the title

- be fewer than 140 characters (including spaces)

Body text should:

- begin with what's most important to users (not to government)
- be concise and easy to scan (with sub-headers every 3-5 paragraphs)
- be written in simple language that is easy to understand (no jargon) and easy to understand
- use short sentences (around 25 words)
- define acronyms and abbreviations the first time they're used explain any technical terms
- be shorter than 500 words, if possible

Remember:

- always check the GUP style guide
- bullet points have a lead in line and start with a lower case letter
- numbers are written as numerals (including 1 to 9)
- don't use full stops in abbreviations or acronyms
- describe the destination of any links (don't use 'click here')
- don't use bold*, italics*, CAPS, semicolons, underlining or exclamation marks
- use 'to' in date and time ranges, not hyphens or '/'
- write email addresses in full, in lower case and as active links

7.2. Fact check review

7.2.1. When facts need to be checked

If the content is complex and needs input from a subject matter expert, a fact check review should be requested.

This is when a subject matter expert checks your draft for factual accuracy.

As a general rule, you will usually need a fact-check for a service start page.

7.2.2. If the change is factually accurate

If the content is factually accurate, a subject matter expert needs to confirm that no changes are needed.

7.2.3. If there are factual inaccuracies in the change

A subject matter expert should explain what is wrong in the content and why, for example: “the fee is 150 Rial, not 130 Rial”, rather than supply rewritten content.

They also need to say where the error is, for example: “chapter 2, under the ‘How much it costs’ heading”.

For example:

WHERE:

Chapter 2

Heading: How much it costs

Sentence: ‘the fee is 130 Rial’

INACCURACY:

The fee is 150 Rial, not 130 Rial.

7.2.4. When factual changes are necessary

The factual amendments are incorporated into the new content.

The updated content is sent to be reviewed internally (2i). The internal review can be done by either a peer (someone who has similar experience) or a more senior content designer.

7.2.5. If no factual changes are necessary

The content can be published once reviewed by the content team.

7.3. Publish

The new content is published on the GUP, and then:

- archive the email from the content requests inbox

- move the task card (on the virtual task board) to the 'Done' column
- notify the person who made the request

8. Reviewing: data, analytics and feedback

You can use analytics to understand how your content is performing.

8.1. Assign a data analyst to work with the content team

The content team should have access to a Data Analyst so they can monitor performance and get insights to improve their work.

The Analyst should provide reports on a regular basis, for example once a week. They should also have capacity to respond to ad hoc requests, for example when the content team has identified content that is underperforming, and they need help to improve it.

8.2. What to request from the Analyst

Ask the Analyst to focus on a particular area of content, for example:

- content published in the last week, or
- a new campaign or service, or
- content that is due to be reviewed in the next 2 weeks

You can also ask the analyst to do wider reviews across GUP.

For example:

- GUP pages with 0 pageviews
- GUP pages sorted by the number of people who visit them
- GUP pages that get a large volume of negative feedback

8.3. How to use the analytics reports

8.3.1. Reports for new services or high traffic content

For new services or high-traffic content, ask to see a daily performance report for the first week after it has been published.

Use the report to check that the service is performing well and there are no major problems that need an immediate fix.

8.3.2. Reports for low traffic content

The content team should review low traffic content on a weekly basis (individually) and as a team (monthly). Each Content Designer can ask for a unique report on the content that they own, for example anything that they wrote or update within the last week.

Use the weekly reports to fix minor issues with low traffic content, for example broken links.

For the monthly reports, bring the content team together to share interesting insights.

Example:
When the COVID-19 pandemic started, GOV.UK used the word ‘coronavirus’ to describe the virus. They chose this because it was the family of viruses that included COVID-19.

Data showed that the majority of users actually searched for ‘covid’ or ‘covid19’, which meant that users were struggling to find valuable content on the virus.

GOV.UK changed the style guide to use ‘COVID-19’, to make sure they were using the same words as their users. This kind of insight can help you make it easier for users to find, read and understand your content.

8.4. What you can learn from each metric

The analytics team will use different metrics (measurements) to review performance.

8.4.1. Search queries

This shows what users have searched for on:

- the GUP website
- on search engines, to bring them into the GUP

This is valuable because you can use it to find out:

- the problem a user was trying to solve, for example ‘pay parking fine’
- if the page solving the problem uses the same words

8.4.2. Pageviews

This shows the number of times a page has been viewed on GUP.

For example, the start page for ‘Apply for a Visa’ has had 42,000 pageviews in a single day[1].

8.4.3. Unique pageviews

This shows the number of times a page was viewed in a single visit.

If a user visits a page 5 times during their browsing session, it will show up as one unique pageview in the analytics.

For example, if someone visits page X, then goes to page Y and then page X again, then page X will be shown having 2 pageviews (and one unique pageview).

8.4.4. Entrances

Shows the number of times a page was the first page viewed on the GUP.

For example, ‘Register the birth of a child’ was the first page viewed by 56,000 users[2].

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[1] Statistics is provided for illustrative purposes only and is not related to any particular government portal.
[2] Statistics is provided for illustrative purposes only and is not related to any particular government portal.

8.4.5. Bounce rate

Shows the percentage of users who viewed a single page on the GUP and then left (single page sessions).

This can be a good or a bad thing. It could mean either that:

- the user found what was needed (completed their task) and left
- the page did not answer their question and the user did not have confidence that searching again would help them

To give context to this metric, you should look at survey data for this page.

8.4.6. Average time on page

How long someone has spent viewing a page (on average).

8.5. How to use the metrics to improve content

8.5.1. Find out what words users are using

Search queries will tell you how people are searching for information.

Use the same words that they do. If they use one word, e.g. 'fine', and you use another, e.g., 'penalty', change your words to reflect theirs.

This will make it easier for them to find your content when they search.

8.5.2. Find out what is the most (and least) popular content

Unique pageviews will show your most visited (high traffic) pages.

To see the least popular pages (lowest traffic) sort unique pageviews by pages with the lowest number of views. This tells you:

- Pages that use the wrong keywords (so no one is finding them)
- Pages that you should consider deleting

Note that the analytics report will only show URLs that were visited in the time period (i.e., it will not show up pages which were not visited at all).

8.5.3. Identify pages that need better keywords

If the Entrances/Pageviews percentage metric is low on pages getting a reasonable amount of traffic, then it suggests that users have a need for the page. However, most are having difficulties to navigate their way to get to it so better optimization for search may be needed.

8.5.4. What high bounce rates suggest

Bounce rates should only be viewed against the Entrances metric and not with Pageviews.

A high bounce rate on navigation pages reveals a problem, as it indicates users are not engaging with the page. Changes should be made and the page measured again.

However, a high bounce rate on content pages is not necessarily a bad thing as users could have found the information they came for and did not need to go any further.

8.6. Survey feedback

Every page on GUP should have a feedback survey. This is for users to send feedback about the page.

This is very useful for Content Designers so they can find out what users are saying about the content.

Two potential ways to capture user feedback:

- via a feedback form at the bottom of GUP pages
- by filling out the satisfaction survey at the end of a transaction that started on the GUP

Use tools to manage and analyze users' feedback to find out if users:

- are having technical difficulties (broken links etc.)
- cannot find the information they need
- are struggling to navigate content
- do not understand something

8.6.1. Why it's useful

Feedback can help to understand your users and make informed content decisions.

It's especially useful if lots of users are saying the same thing, or what they're saying is supported by:

- reports from call centers
- feedback from policy colleagues
- searches on GUP
- analytics data

9. Migrating the content to GUP

How to migrate content from Service Providers' websites to GUP.

9.1. Start by installing analytics on service provider websites

Installing analytics on service provider websites is crucial. This data will guide the migration strategy by providing insights into:

- the volume of pages needing migration
- the duration of the migration process
- prioritization of pages (prioritizing high-traffic pages)
- the value of pages (usage and discovery metrics)
- identification of redundant content (avoiding unnecessary migration)

This should be initiated at least three months prior to the start of migration. After this period, 2 Content Designers (one from each team) will analyze the data to decide which content to migrate, delete, or archive. Without analytics, there is a risk of republishing irrelevant, low-quality, or inconsistent content. Accurate staff estimates for migration will be based on this analytics data.

9.2. Estimated number of staff needed to migrate content to the GUP

A more precise staff estimate can be made once analytics are installed. In the absence of such data, it is recommended to begin with the team responsible for designing the initial set of services. This team can be scaled up or down based on the desired migration pace and rearranged so that each service provider migrating to the GUP has adequate Content designer support.

9.3. What to do when analytics data is available

The analytics data should be used to determine:

- content to move to the GUP
- content to delete
- content to archive
- content that needs rewriting
- what people are searching for and not finding (because the keywords need to be updated)
- poorly structured content, i.e., content that answers the user need at the bottom of the page

The following steps should be taken:

- delete pages with no views (unless they must be published for transparency reasons)
- identify pages that can be migrated without changes
- identify content requiring format changes
- prioritize high-traffic content for migration
- identify pages needing a new keyword(s) (i.e., if there are high search volumes on a service provider website for content that exists, but those search volumes do not translate to pageviews)
- identify pages that should be restructured before they move to GUP (i.e., if users are arriving at a page but leaving almost immediately)

Once the content has migrated, the following actions should be taken:

- set up a redirect from service provider websites to the GUP (using the GUP publishing tool)
- ask the National Archive Authority to crawl the service provider website (to keep a record of it)
- delete the page on the service provider's website

9.4. Moving and updating content

MTCIT can move some content to GUP without changing it.

For example:

- news articles
- press releases

For PDFs, infographics and tables, MTCIT can keep the existing content, but change the format.

For example:

- convert PDFs to HTML
- convert tables to plain text (where possible)
- convert infographics to plain text or delete them unless there is evidence of a user need

Where a document is being migrated, MTCIT may be able to keep the document in it's existing format, but change the copy on the page that hosts it.

For example:

- statistical datasets
- social media policy

If a document is not accessible, it should be changed to an accessible format.

The central team will re-write content for.

- organization pages
- people and roles
- guidance

9.5. Migrating content for services onboarded on GUP

Once a service(s) has gone live on GUP. MTCIT should start to migrate content from the service provider website to the new GUP platform. This will prevent search engine results from being cluttered with duplicate content from both GUP and service provider websites.

9.6. Archiving content

MTCIT should ask the National Archive Authority of OMAN to keep a record of all government content moving to GUP.

This keeps the migration process transparent and helps the audience find archived content if they wish to compare it against the new GUP. It also creates a record of archived content in case MTCIT need to re-use it in future.

When a service provider is due to start migration, MTCIT should ask the National Archive Authority to crawl the service provider website and/or specific content identified for migration and create a digital record of it.

Following this, it is advisable to decommission migrated content from the service provider website to prevent search engine result duplication.

10. Removing content

GUP should show only up-to-date and current information that meets a user need. If there's no user need or legal requirement to publish, it should not be on GUP.

10.1. Unpublishing content

If content is unpublished, it will be removed from GUP. Users will not be able to find it. Content should not normally be unpublished from the GUP website, because it may cause confusion for users.

For example:

A user has added a GUP page to their bookmarks. When they click the bookmark, the page has disappeared.

However, a page can be unpublished from the GUP website when:

- the content has been included in another page (make sure you redirect to it)
- the user need is better met elsewhere on the GUP (redirect to it)
- you published it in error, or before you were meant to
- it contains someone's personal details
- it's out of scope for GUP

10.2. Removing duplicate content

Content should not be duplicated across government websites wherever possible. This avoids search engine results duplication issues, user issues of which source to trust, and avoids double work of having to update content in multiple places.

Any content that is put on to the GUP that exists elsewhere should be archived, or the user redirected to that content on the GUP. As covered in section 1.1.5. if unsure if the content is duplicated, request the National Archive Authority to check and create a digital record of it.