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IN SEARCH OF THE PERFECT CONTENT STRUCTURE

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WELCOME!

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AGENDA

1. Welcome
2. What is the perfect content structure?
3. The perfect structure for your website
4. Maintaining and developing a content structure
5. Questions

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CORPORATE **INSIGHT**
DIGITAL SPECIALISTS

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99%

EXPECT IT TO BE EASY TO NAVIGATE

Comprend's Capital Market Survey 2022

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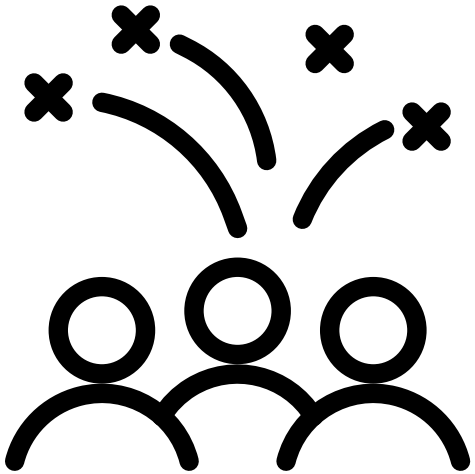
WHEN IS IT TIME TO REVIEW YOUR WEBSITE'S CONTENT STRUCTURE?

- There are too many pages (on all levels)
- No one visits important pages
- Spontaneous comments about improvements
- When data analytics indicate that the structure does not work
- When colleagues can't find the information they are looking for

→That's when it's time to improve the content structure of your website!



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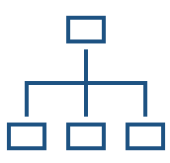
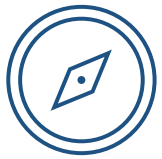
WHAT IS THE PERFECT CONTENT STRUCTURE?

This needs to be resolved...



Classification and hierarchy

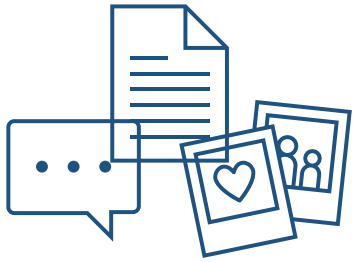
Labels and tags



Navigation and findability

Search

...to successfully guide **visitors** to the **content** they are looking for.



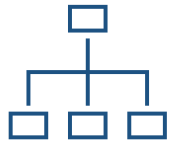
DIFFERENT TYPES OF CONTENT STRUCTURES

Based on process

- Lead management
- Intranet

Based on subject

- A typical corporate website
  - About us
  - IR
  - Sustainability
  - Media
  - Careers



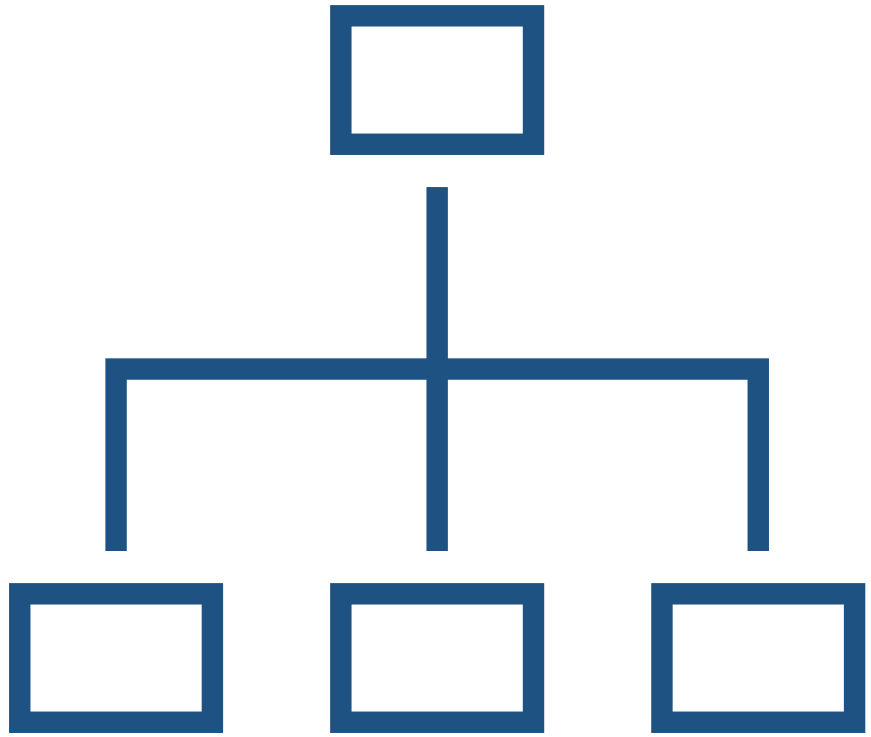
Based on taxonomy

Based on subject

- For example: sustainability information from different parts of the website.

THE PERFECT CONTENT STRUCTURE – WHAT IS IT?

- Our visitors find what they are looking for
  - It's easy to navigate between different sections on the website
  - It's easy to know where you are on the website
  - Consistent navigation and a manageable amount of input
- Our business needs are met
    - Conveys our story
    - Shares information
    - Increase sales/effective lead management
- Search engines must understand the content structure
- Scalable so that new pages can be added easily



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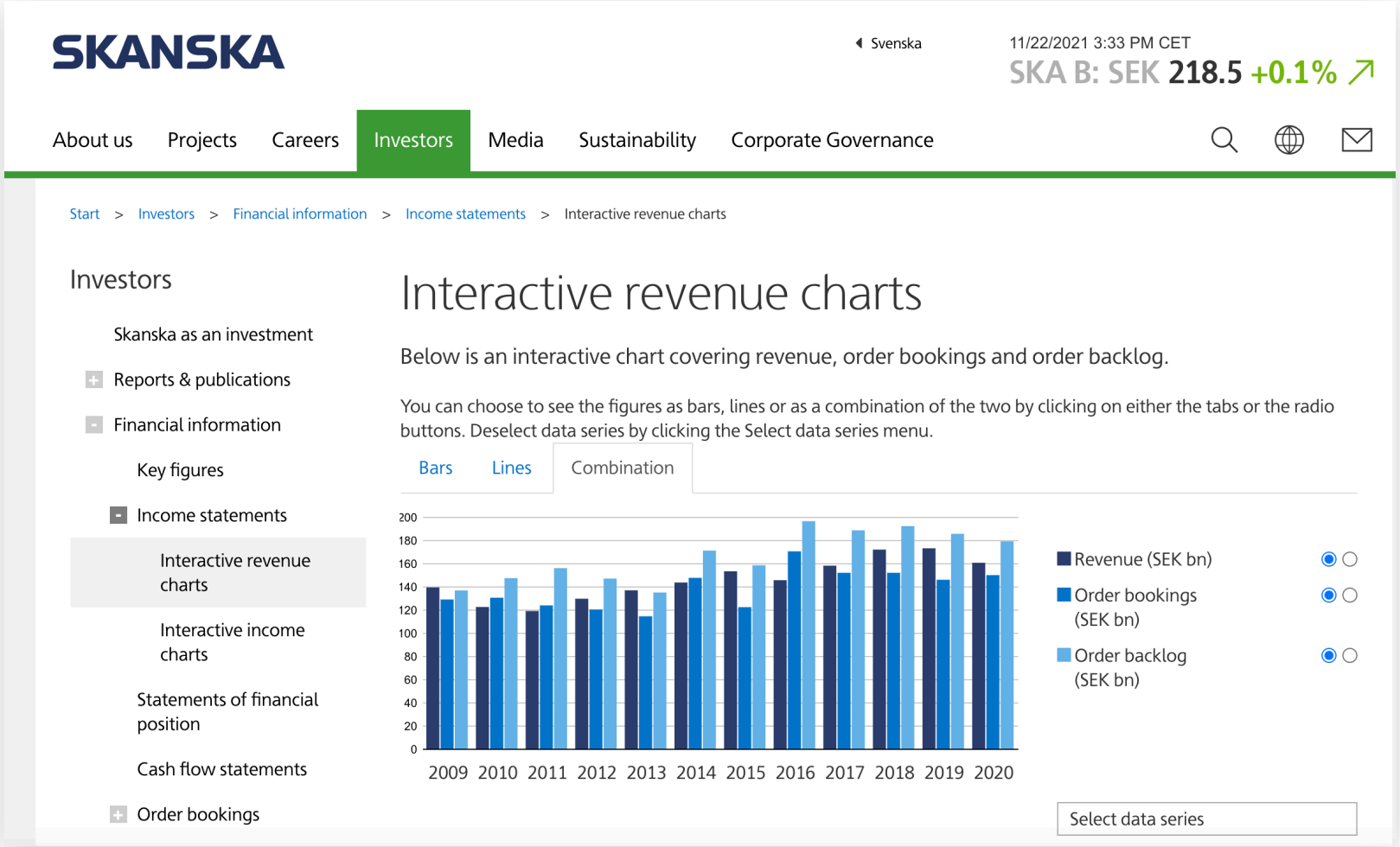
BEST PRACTICE

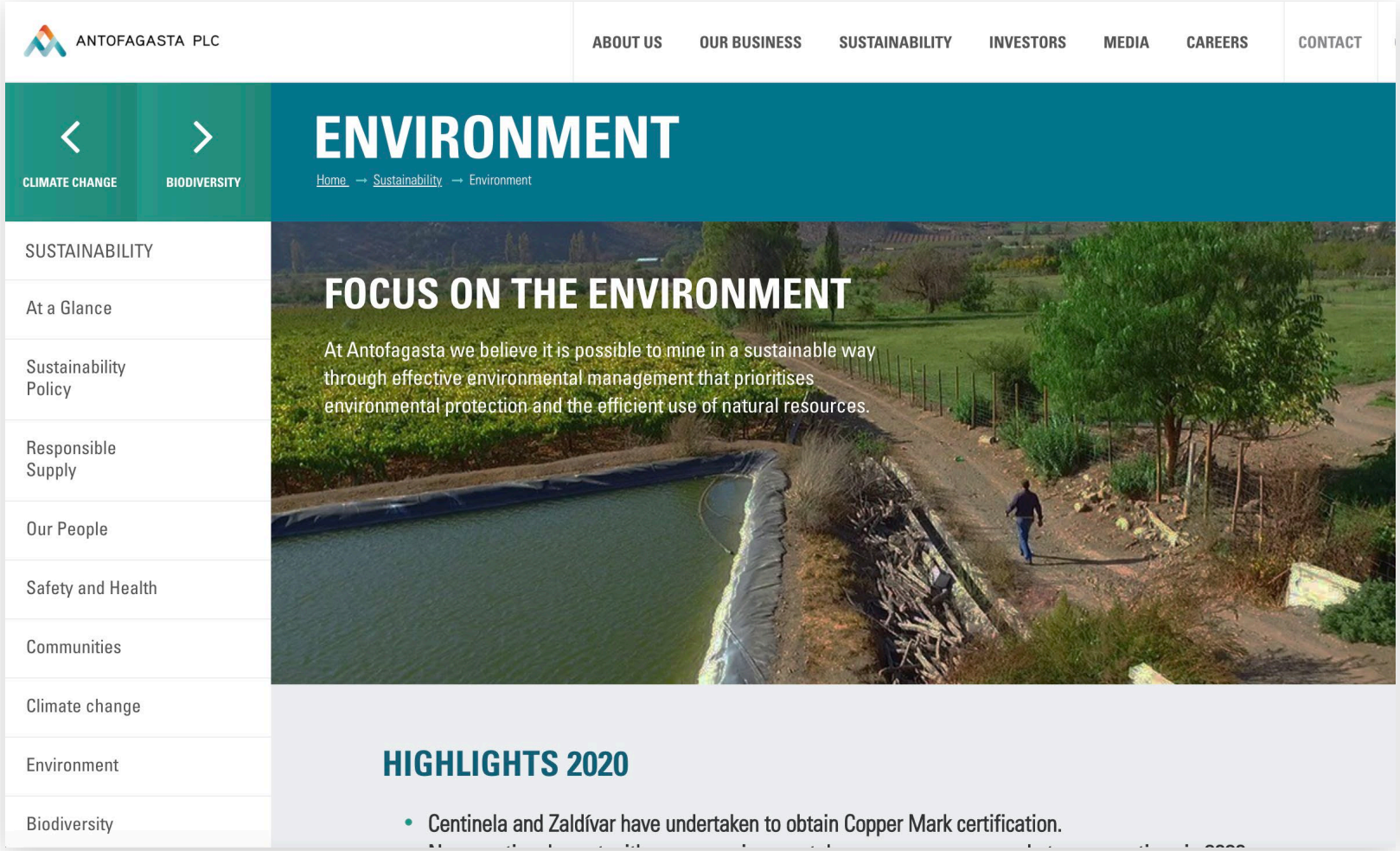
- ✓ Clear and understandable design
- ✓ Expandable navigation on the side
- ✓ Easy to know where you are on the website



ANTOFAGASTA

BEST PRACTICE

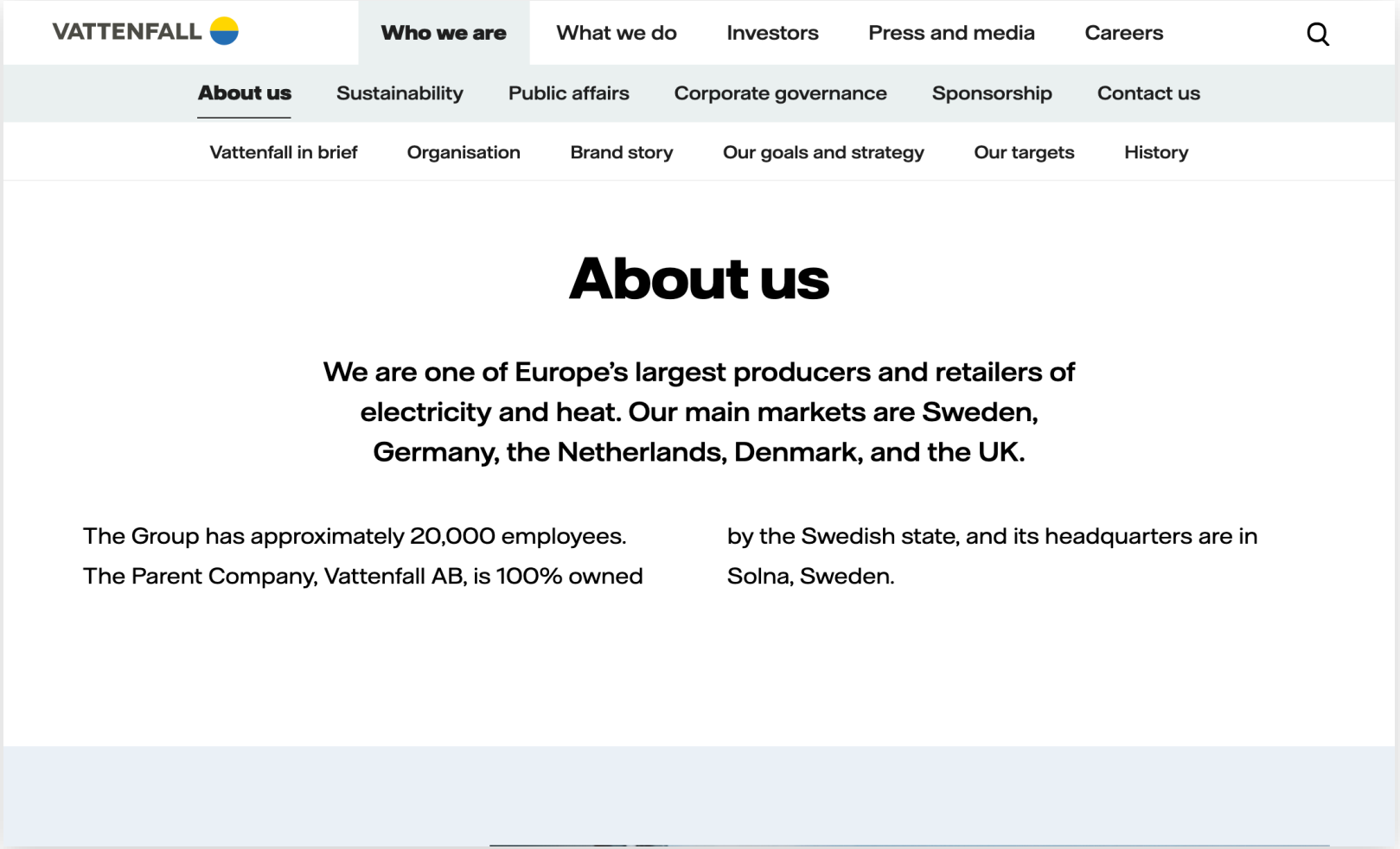
- ✓ Clear and understandable navigation bars
- ✓ Not too many headings in the main navigation bar
- ✓ Good secondary navigation bars



VATTENFALL

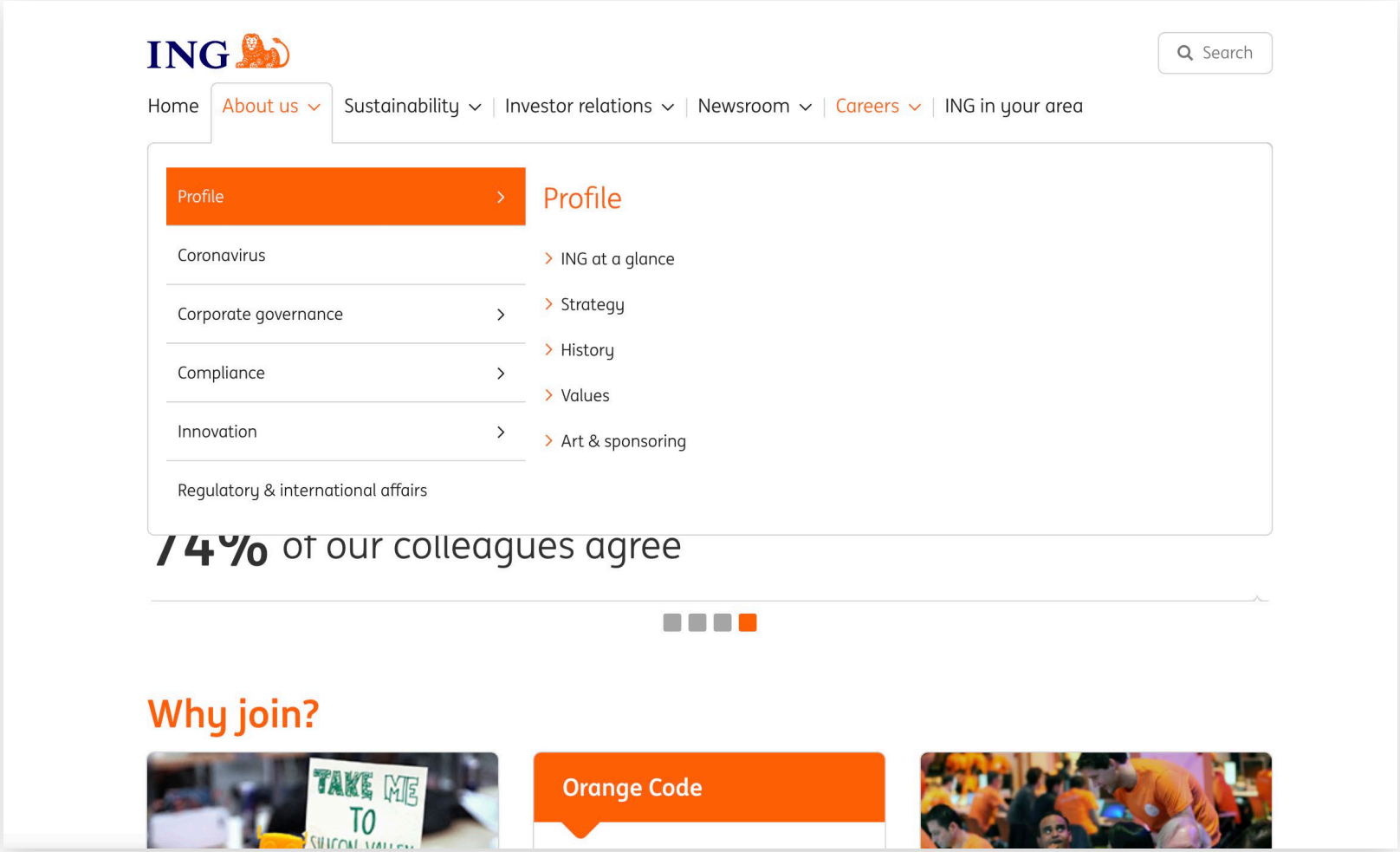
BEST PRACTICE

- ✓ Horizontal navigation
- ✓ Easy to understand where you are and where you can go next



BEST PRACTICE

- ✓ User-friendly navigation
- ✓ Easy to know where you are on the website
- ✓ Smooth transitions between different sections and pages
- ✓ Expands on click



HOVER OR CLICK TO EXPAND THE NAVIGATION? WHAT DO YOU PREFER?

What do you think?

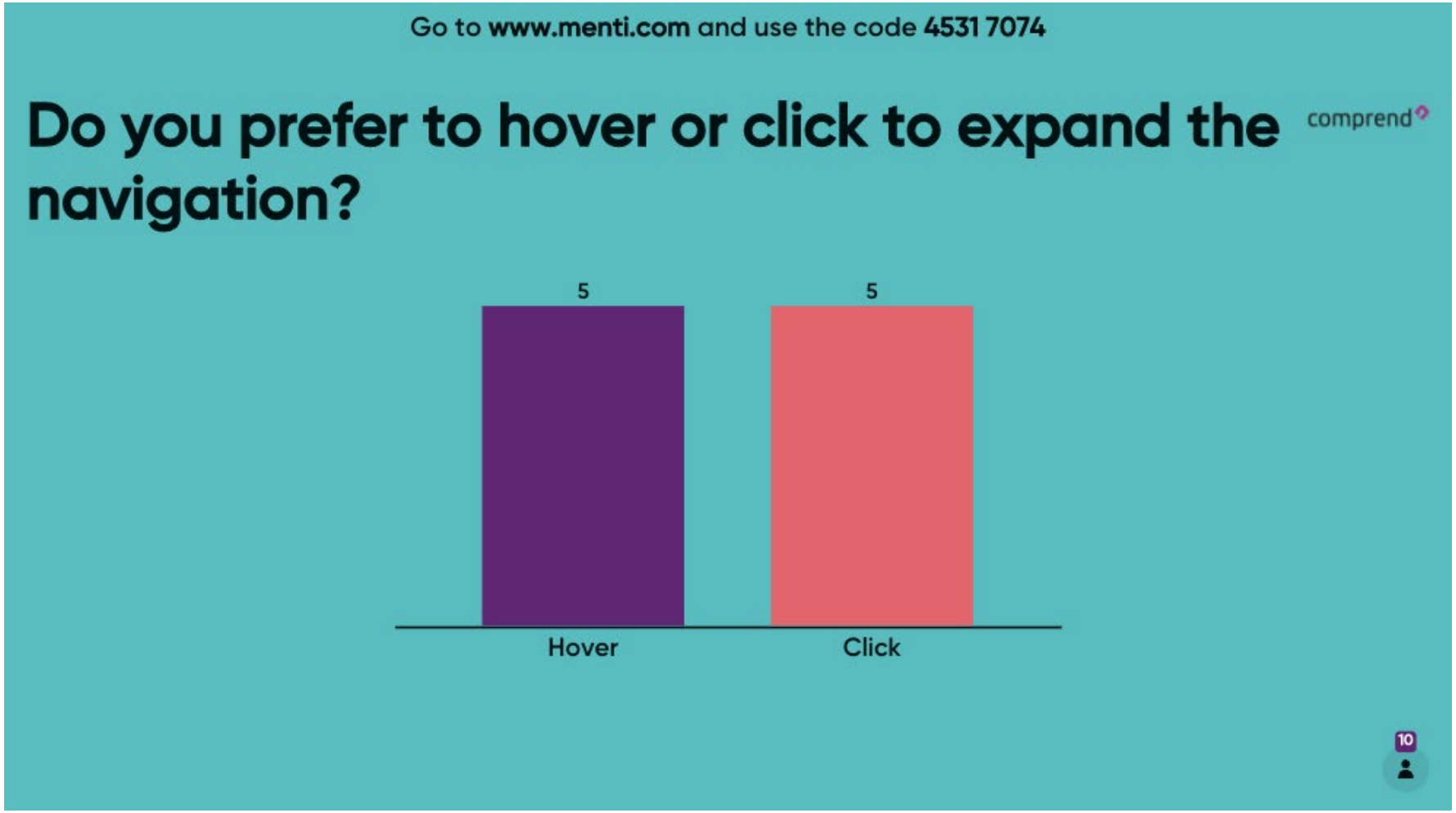
Vote

www.menti.com

Code

4531 7074

eller via QR-kod:



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THE PERFECT CONTENT STRUCTURE FOR YOUR WEBSITE

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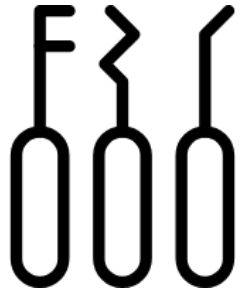
BEFORE YOU BEGIN, CONSIDER THIS

- A content structure is about prioritising information
- Involves all stakeholders
  - Important to have a common view of the purpose, external och internal expectations and priorities
- Prioritises structure before thinking about the design.
- Continues testing and making improvements



THE PROCESS – FROM START TO FINISH

1. CURRENT SITUATION

Overview of the current situation – find out if the structure works well

- Can the data give us insight into potential problems?
- Do we use relevant namings and lables?
- How do similar companies operate?
- How do we experience the structure of our website?

Methods and tools:

- Data analysis
- Heat maps
- User tests
- Benchmarking
- Webranking by Comprend

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2. TARGETS AND PURPOSE

Find out and agree on your WHY

- It is important to know the purpose of the website, otherwise we don't know if it works well.
- Involve all stakeholders!
  - It is essential to have a common point of view about the purpose, external and internal needs and priorities.

Methods and tools:
- Benchmarking
- Impact mapping

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IMPACT MAPPING TO SET PRIORITIES THAT ARE AGREED ON INTERNALLY

We use impact mapping to decide on:

- What is the purpose of the website and who is it for?
- Who are the visitors to your website and how are they prioritised?
- What are their needs and how do we solve them?
- What are our targets and how do we achieve them?

An example of an impact map with the website's purpose in the centre

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3. VISITOR NEEDS AND PRIORITIES

What do our visitors want and what is most important?

- Impact mapping helps us to find the right solutions for visitor needs

- Prioritising helps us know what to do first

Methods and tools:

- Impact mapping

4. CREATE A STRUCTURE

Based on what we know – what structure suits us and our visitors?

- Don't be creative
  - Start with your generic naming, lables and keywords
  - Follow industry standards
  - More shorter or fewer longer pages?
  - Based on visitor expectations and SEO

Methods and tools:

- Card sorting
- Benchmarking
- Octopus/Excel
- Webranking by Comprend

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DEVELOP A STRUCTURE AND NAME THE STRUCTURE VIA CARD SORTING

- Digital or analogue
- Create taxonomies to display content in different ways
- Test at an early stage

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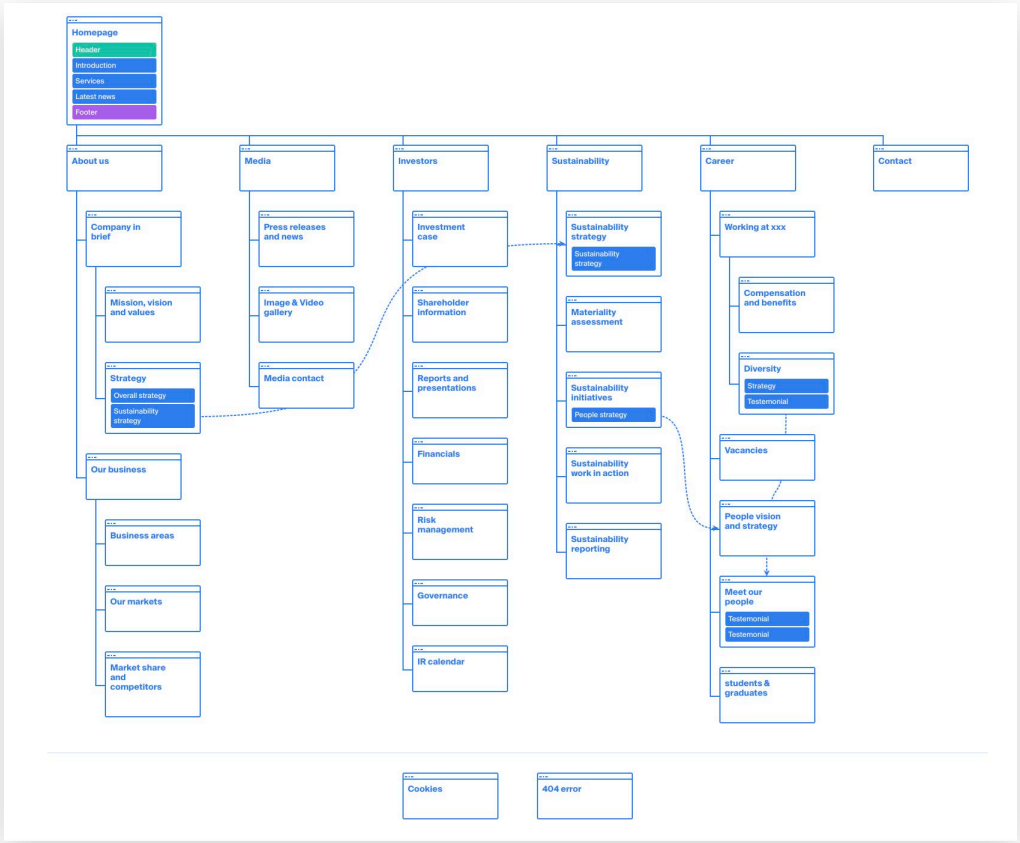
VISUALISE AND DOCUMENT THE STRUCTURE IN OCTOPUS OR EXCEL

A visual sitemap in Octopus



A sitemap in Excel

Column1	Section	Level 2	Level 3	Level 4
Homepage				
	About us	Company in brief	Mission, vision and values	
	About us		Strategy	
	About us			
	About us	Our business	Business model or together with mission and vision	
	About us		Business areas	
	About us		Our markets	
	About us		Market share and competitors	
	About us	Organisation		
	About us	History		
	About us	Acquisitions and divestments		
	About us	Research and development		
	About us	Our brand		
	Press	Press releases and news	Archive	
	Press		News archive	
	Press		Social media hub	
	Press		Blog, magazines	
	Press	Image & Video gallery		
	Press	Media contact		
	Press	Subscribe		
	Investors	Investment case		
	Investors		CEO's review	
	Investors		Outlook and megatrends	
	Investors		Fact sheet	
	Investors	Shareholder information	Share graph	
	Investors		Share capital development	
	Investors		Dividends	

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5. TEST AND OPTIMISE

Time to evaluate and improve.

- Collect and analyse data
- Revisit impact map and compare targets with results
- Regular user testing
- Gather and prioritise suggestions for improvements
- Implement
- Test

Methods and tools:

- Analytics
- Hotjar
- User tests

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MAINTAIN AND DEVELOP THE CONTENT STRUCTURE

5 TIPS – WHERE AND HOW TO ADD CONTENT AND KEEP YOUR CONTENT STRUCTURE USER-FRIENDLY

1. Before creating a new page, consider whether the new content can be incorporated into existing content.
2. If you have decided to add a new page, double check that a similar page does not already exist.
3. Name the page/s so visitors know what to expect. Look at the page names your industry colleagues use for similar namings and labels.
4. Aim for a "flat navigation", making it easy for visitors to access the deepest pages of the website with few clicks.
5. Map out where your new pages can be linked to from other parts of the website - internal links are good for SEO.

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QUESTIONS?
QUESTIONS!

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THANK YOU!

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THANK YOU!