

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

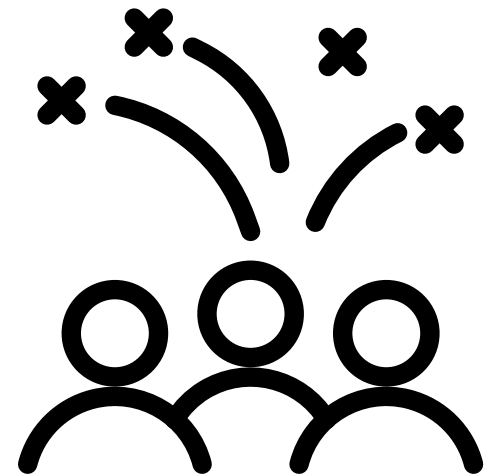
CORPORATE **INSIGHT**
DIGITAL SPECIALISTS

99%
**EXPECT IT TO BE
EASY TO NAVIGATE**

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!

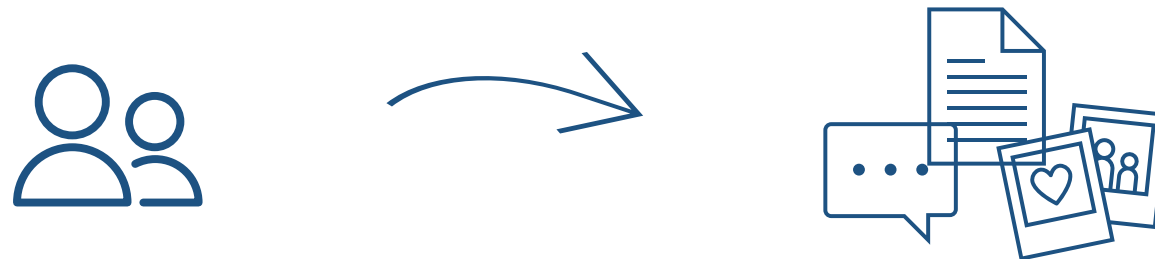


WHAT IS THE PERFECT CONTENT STRUCTURE?

This needs to be resolved...



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



DIFFERENT TYPES OF CONTENT STRUCTURES



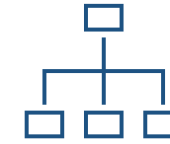
Based on process

- Lead management
- Intranet



Based on subject

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



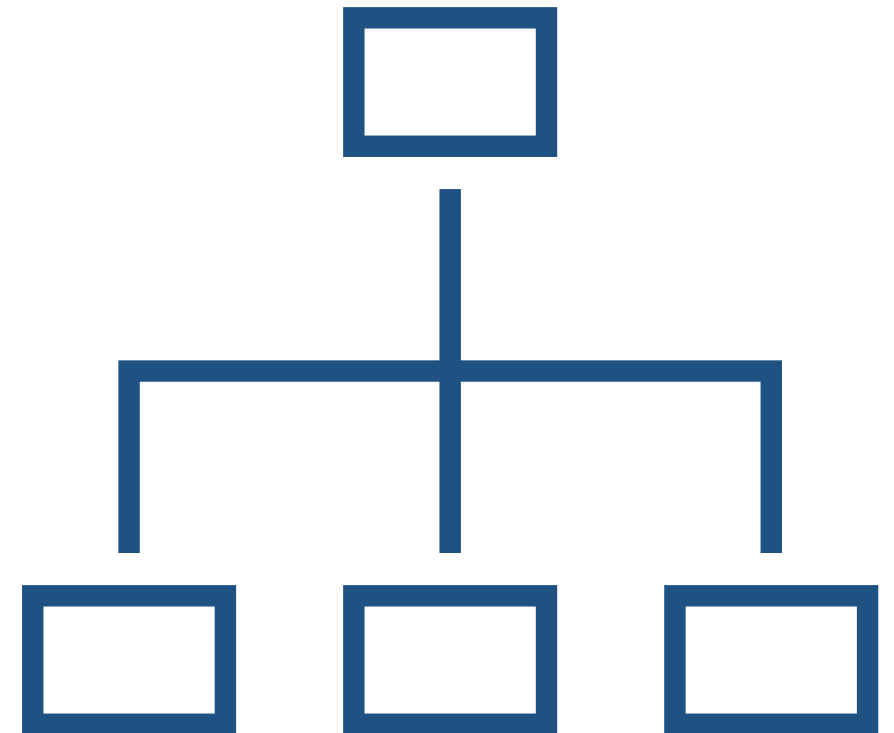
Based on taxonomy

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




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



[Svenska](#)



11/22/2021 3:33 PM CET

SKA B: SEK 218.5 +0.1% 

[About us](#)
[Projects](#)
[Careers](#)

Investors

[Media](#)
[Sustainability](#)
[Corporate Governance](#)

[Start](#) > [Investors](#) > [Financial information](#) > [Income statements](#) > Interactive revenue charts

Investors

- Skanska as an investment
- + Reports & publications
- Financial information
- Key figures
- Income statements
 - Interactive revenue charts
 - Interactive income charts
 - Statements of financial position
 - Cash flow statements
 - + Order bookings

Interactive revenue charts

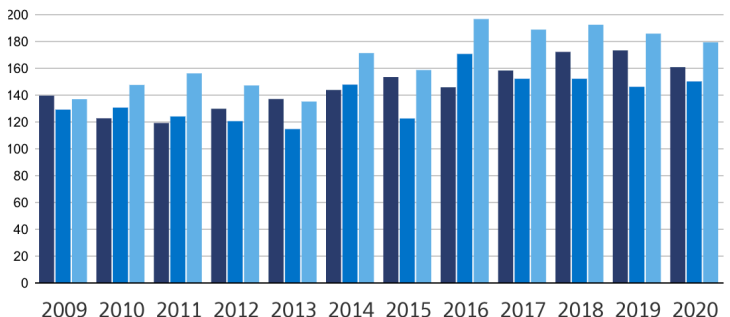
Below is an interactive chart covering revenue, order bookings and order backlog.

You can choose to see the figures as bars, lines or as a combination of the two by clicking on either the tabs or the radio buttons. Deselect data series by clicking the Select data series menu.

[Bars](#)

[Lines](#)

Combination



■ Revenue (SEK bn)

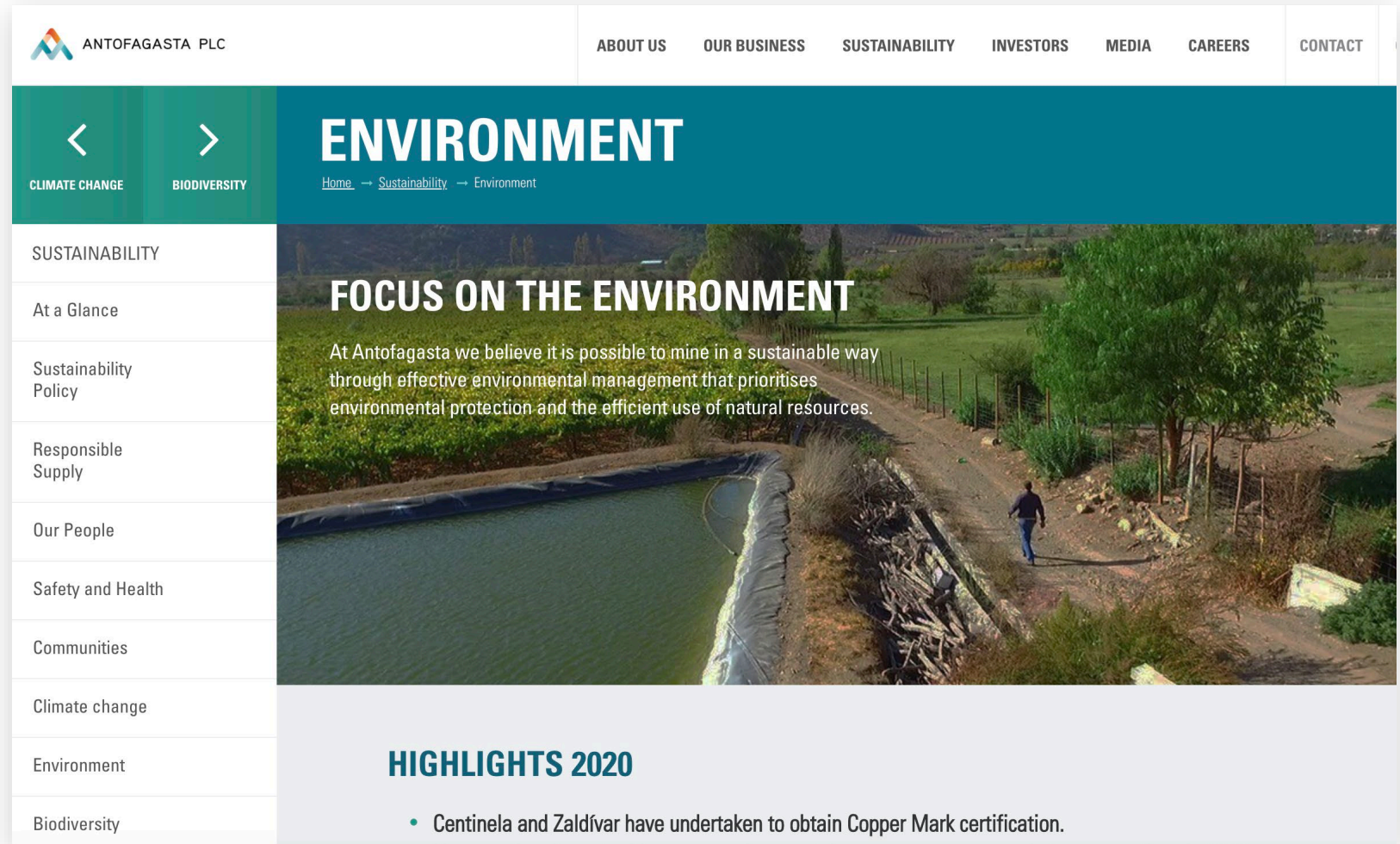
■ Order bookings (SEK bn)

■ Order backlog (SEK bn)

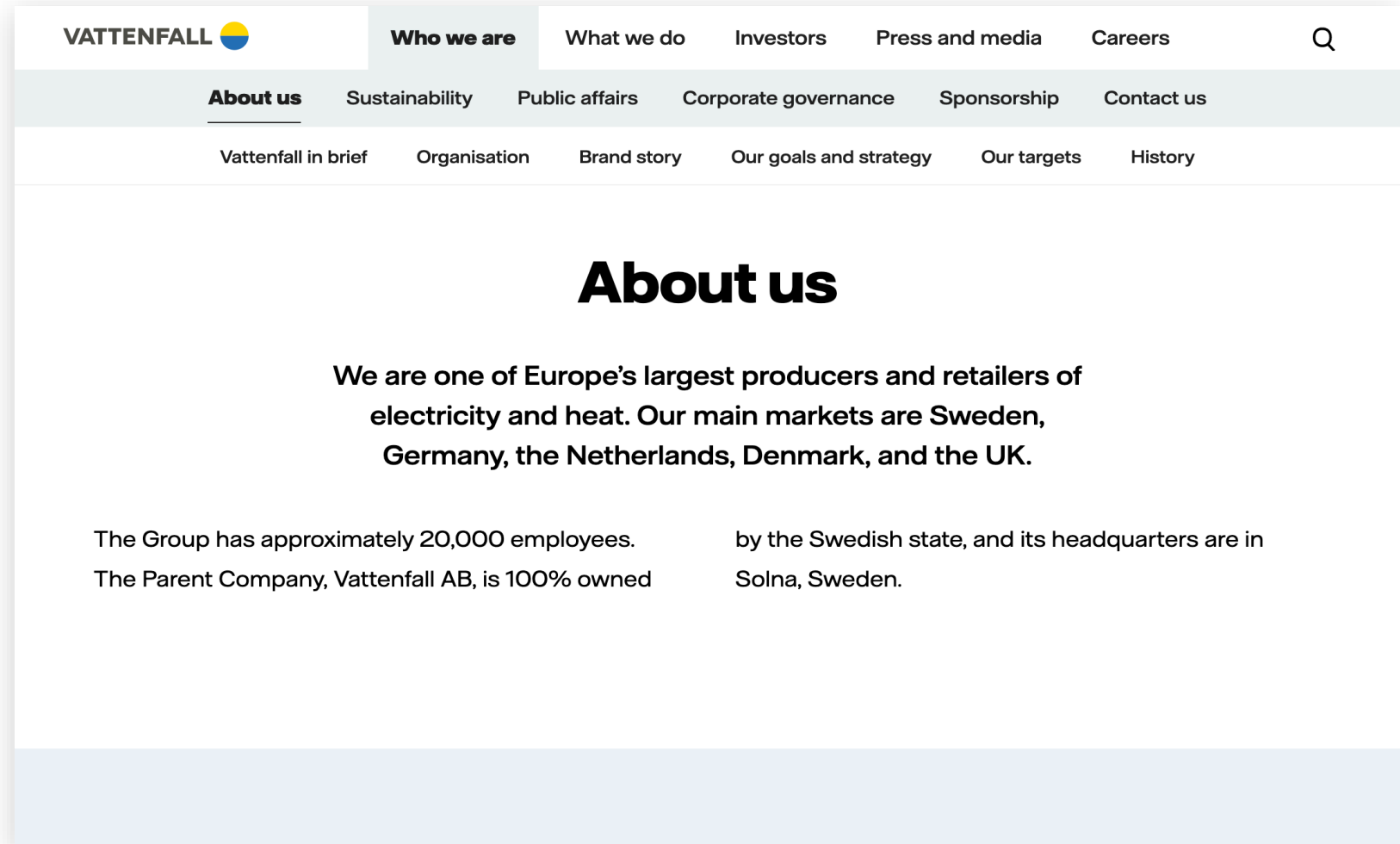
Select data series

BEST PRACTICE

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



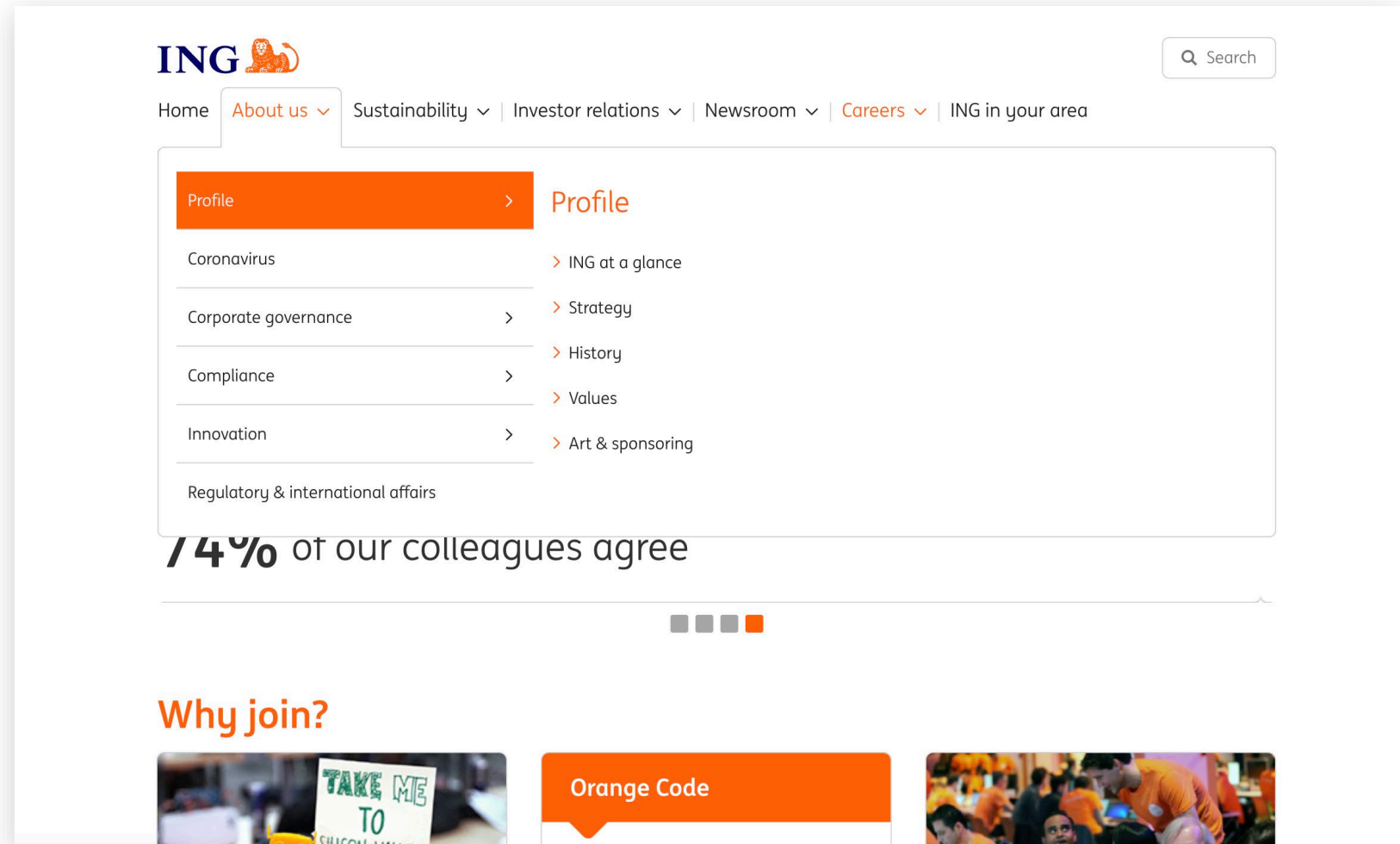
- ✓ Horizontal navigation
- ✓ Easy to understand where you are and where you can go next



The screenshot shows the Vattenfall website's 'About us' page. The navigation menu is horizontal and located at the top of the page. It includes the Vattenfall logo, 'Who we are', 'What we do', 'Investors', 'Press and media', and 'Careers'. Below this, a secondary navigation bar contains 'About us', 'Sustainability', 'Public affairs', 'Corporate governance', 'Sponsorship', and 'Contact us'. A third level of navigation is visible below the secondary bar, including 'Vattenfall in brief', 'Organisation', 'Brand story', 'Our goals and strategy', 'Our targets', and 'History'. The main content area features the heading 'About us' and a paragraph: 'We are one of Europe's largest producers and retailers of electricity and heat. Our main markets are Sweden, Germany, the Netherlands, Denmark, and the UK.' Below this, there are two columns of text: 'The Group has approximately 20,000 employees. The Parent Company, Vattenfall AB, is 100% owned' and 'by the Swedish state, and its headquarters are in Solna, Sweden.'

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?

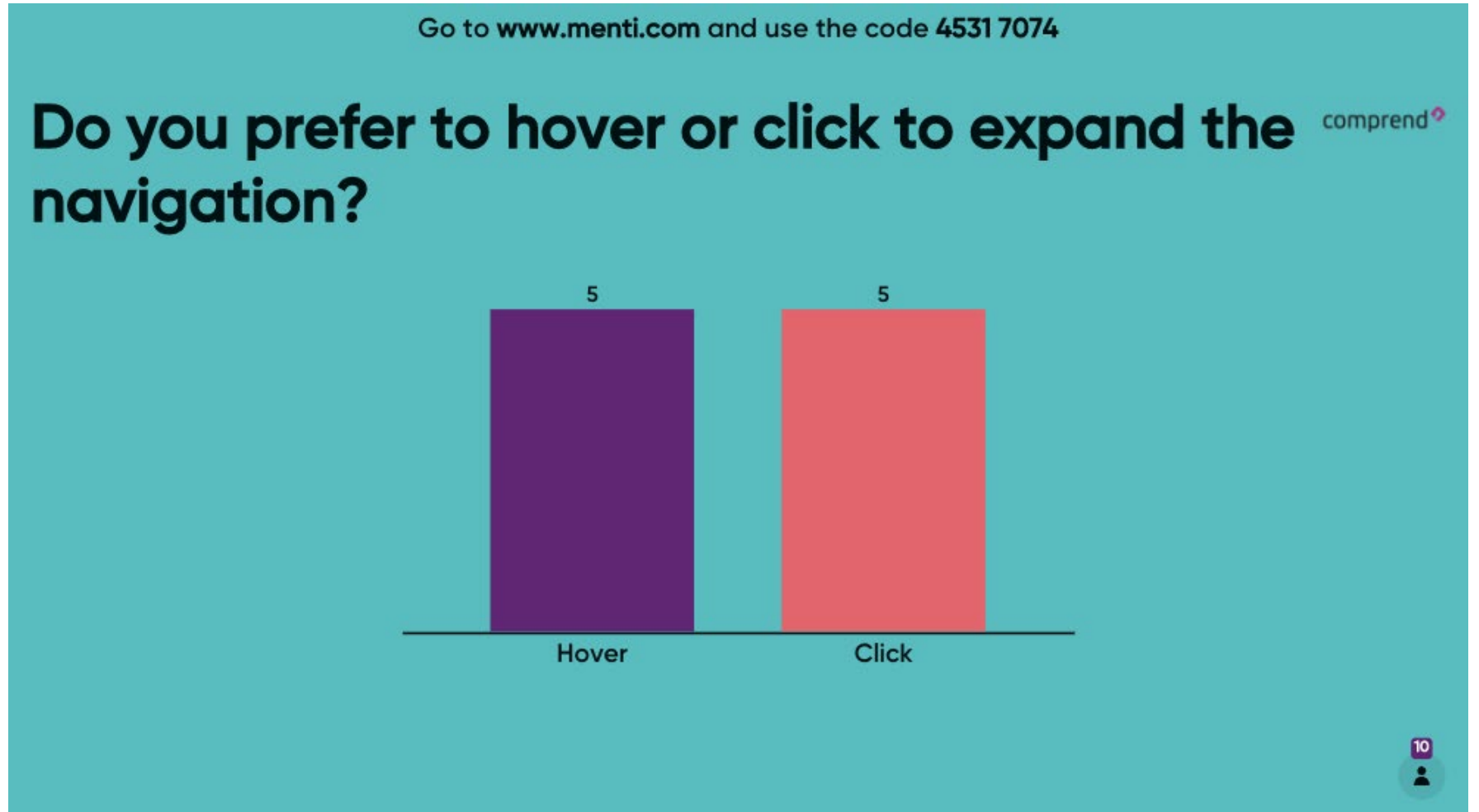
Vote

www.menti.com

Code

4531 7074

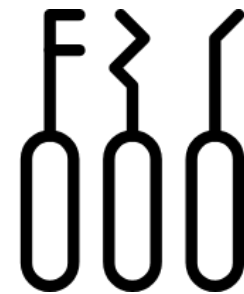
eller via QR-kod:



THE PERFECT CONTENT STRUCTURE FOR YOUR WEBSITE

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

”Do we have a problem?”

Current situation

2

”What is the purpose of our website?”

Targets and purpose

3

”Why do visitors use our website?”

Visitors needs and priorities

4

”How do we meet our targets and the needs of our visitors?”

Create a structure

5

”Did we get what we wanted? How can the website get even better?”

Test and optimise

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

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

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

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, labels 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

DEVELOP A STRUCTURE AND NAME THE STRUCTURE VIA CARD SORTING

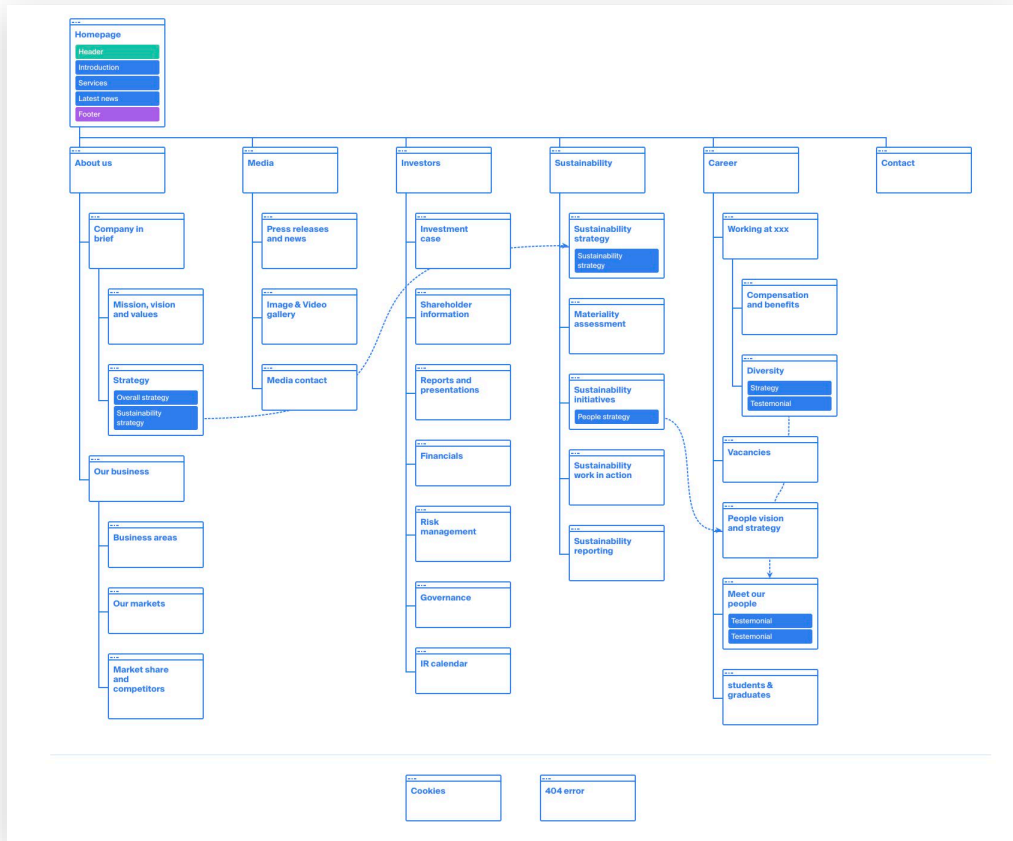
- Digital or analogue
- Create taxonomies to display content in different ways
- Test at an early stage



4. CREATE A STRUCTURE

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 | |

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

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.

**QUESTIONS?
QUESTIONS!**

THANK YOU!



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THANK YOU!