

**Get to the point.**

**Wednesday, June 03, 2015**



## SURF

WiFi Network: **GTA-GUEST**  
Password: **I@mVisitingGTA@47!**  
(Case specific, exclamation point included)

## TWEET

Tweet us **@GeorgiaGovTeam** using **#GaGovTalks** throughout the event!

## LISTEN

Like what you hear? Check out our Content Spotify Playlist!

## BREAK

### **Ladies' Restroom**

Take a left out of the conference room, right at the end of the hall, turn right again, and the restroom is located on your right next to the water fountains.

### **Men's Restroom**

Take a right out of the conference room, take the first left, turn left again, and the restroom is located on your left.

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GOV  
TALKS  
CONTENT

## SPEAKERS

**Nikhil Deshpande** \\ **Keynote Presenter**

Director, GeorgiaGov Interactive



Through his role as Director of GeorgiaGov Interactive, Nikhil manages a motivated team who maintain the content publishing platform for GeorgiaGov and 65 other state agency websites. Nikhil helped lead the recent redesign of Georgia.gov and the move from a proprietary content management system to the open source system, Drupal, hosted in the cloud. He has spoken at multiple engagements across the nation on Drupal, social media, and web management.

Nikhil is also an adjunct faculty member at the Savannah College of Art and Design (SCAD), Atlanta campus, where he teaches Principles of Interaction Design and Social Game Design courses.

**Peter Lee** \\ **Presenter and Panel Moderator**

Editorial Director, GeorgiaGov Interactive



Peter Lee is Editorial Director of GeorgiaGov, a division of the Georgia Technology Authority. His team of writers and content editors maintains Georgia.gov, the official website for the State of Georgia. He also works with other state agencies to develop and improve their websites, offering consultation and insight on how to make their sites more usable.

Peter has more than 20 years of writing and editing experience and has been working with content management systems for 12 years. A graduate of Berry College, he holds a master's degree in communications from Georgia State University and is a Certified Usability Analyst.

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## Kendra Skeene \\ Presenter

Project and Support Manager, GeorgiaGov Interactive



Kendra Skeene is the Project and Support Manager at GeorgiaGov Interactive. She manages projects for the team, and works with other state agencies to build and improve their websites; offering consultation and insight on how to make their sites more usable.

Kendra holds a BFA in Art from the University of Florida (Go Gators!). She has more than 13 years of web design and development experience, and has been leading computer training classes for 11 years. Kendra has worked as designer, developer and content manager with six different content management systems over the years, and the Drupal CMS is her favorite by far.

## Rachael Wheeler \\ Presenter

Web Content Specialist, GeorgiaGov Interactive



Rachael Wheeler works as a Web Content Specialist and blogger for the GeorgiaGov Interactive Team. In addition to contributing blogs to GeorgiaGov, she also works as an SEO technician, sifting through analytics and keyword results to ensure websites can attain their optimal search engine ranking.

Rachael has a Bachelor of Arts degree from Berry College where she studied Visual Communication as well as Journalism. She enjoys film photography and finding cheap brunch in Atlanta.

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## PANEL MEMBERS

**Colleen Jones** \\ **Content Strategy Panelist**  
CEO & Founder, Content Science



With nearly 20 years of experience, Colleen Jones has led strategic initiatives for Fortune 50 companies, government agencies, and boutique brands. She regularly consults with executives to improve their strategy and processes for content.

Colleen also cofounded a content evaluation platform, ContentWRX.

Over the course of her career, Colleen has held leadership roles at the Centers for Disease Control & Prevention (CDC) and Cingular Wireless (now AT&T). At Cingular Wireless, she won several executive awards for leading an interdisciplinary team to improve the customer experience across channels including web, IVR, mobile, and point-of-sale applications.

With an M.A. in technical communication from James Madison University, Colleen is an active member of American MENSA, American Marketing Association, International Association of Business Communicators, and the Association of Computing Machinery. She also founded Atlanta Content Strategy and is a past chair of the executive board for the Atlanta chapter of the Association for Computing Machinery SIG on computer-human interaction.

**Lisa Janak Newman** \\ **Content Strategy Panelist**  
Public Affairs Officer, Georgia Emergency Management Agency / Homeland Security



Lisa Janak Newman has been a public affairs officer for the Georgia Emergency Management Agency/Homeland Security (GEMA/HS) for over 10 years, where she disseminates emergency information before, during and after natural and man-made disasters and national security events. She supports all levels of government during local emergencies and widespread disasters.

Janak Newman is also a project manager for Ready Georgia, a public relations campaign that motivates citizens to be prepared for an emergency by creating a disaster supplies kit, developing a family disaster plan and staying informed about the disasters that may impact them.

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## April O'Neal \\ Content Strategy Panelist

Business Process Manager, McKesson Technology Solutions



April Cain O'Neal is a Business Process Manager for McKesson Technology Solutions, a Fortune 15 healthcare IT company. With 15 years of experience as a Technical Communicator, her transition to the content discipline was a natural fit. Catering to a customer base of more than 17,000, she's responsible for a variety of initiatives including content management, contributions to overall content strategy, and knowledge governance.

Her passion for the craft is evident and contagious. She's convinced that timely, relevant content creates experiences that delight, resulting in

better business.

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## AGENDA

### **10:00 – 10:20 AM Keynote: “Get to the point”**

Nikhil Deshpande introduces us to how successful government websites are handling content by keeping it minimal and relevant to their constituent's needs.

### **10:20 – 11:10 AM Clean up Your Website... and I Mean it (A serious talk about your content)**

Peter Lee will discuss the importance of cutting down content and making it lean and mean. Learn about strategies and tools that will help you determine what content should stay and what can go from your website.

### **11:10 AM BREAK**

### **11:20 – 12:10 PM Content for All: Accessible content is better for everyone**

Kendra Skeene will talk about the value of accessibility and how creating a highly accessible website will increase your website's search engine rankings. Find out how to make all types of content accessible and the accessibility standards and tools offered in the platform.

### **12:20 PM Lunch provided by Siteimprove**

Enjoy lunch with a Siteimprove webinar featuring their web governance software that helps you better manage and maintain your website through quality assurance, accessibility, web analytics, and SEO. As government agencies increasingly look to reduce costs and improve efficiency by encouraging users to access government services online, the need for good web governance tools increases. During this webinar you will learn how Siteimprove's tool can help you whether you're a party of one or manage a large team.

### **1:00 – 1:50 PM Content Strategy Panel with Industry Experts**

Our Content Strategy Panel will be led by Peter Lee and include industry experts from Content Science, McKesson Technology Solutions, and Georgia Emergency Management Agency/Homeland Security. They will be discussing content management in their own fields, and answer questions from the audience.

### **1:50 PM BREAK**

### **2:00 – 2:30 PM SEO Workshop**

Rachael Wheeler will lead our hands-on workshop in SEO, providing all of the steps and tools necessary to creating an optimized website. Use your laptops to walk through adding metadata, summaries, and alt text to your website in the platform.

### **2:30 PM Q&A**

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## CLEAN UP YOUR CONTENT

“Content first.” It’s what connects you to your visitors, building trust for your agency. It’s where you demonstrate your own expertise, establishing credibility for your services. It’s at the heart of creating a successful user experience. And it’s what ultimately matters most to constituents on your website.

**Less is more.** We've been preaching this for some time, and it's been known that web users scan instead of read, but now studies are backing it up with real numbers. Establish a content vetting process and ask “why does this content need to be on the website?”

**Manage what you have.** There's nothing worse than outdated, inaccurate content, and with trust in government at an all-time low, we need practices in place that allow us to continually analyze our content, do some spring cleaning, and keep everything up-to-date.

**Provide relevant, useful content.** What do our constituents care about? Look at your analytics and consider what content is necessary and helps answer questions. Providing information that is both helpful and relevant will keep visitors on your site and lower the instances of calls, emails, and office visits.

## Content Management Resources

- Content Vetting: <https://portal.georgia.gov/interactive/blog/2015-02-10/content-vetting-process-second-guessing-your-websites-content>
- Making content mobile friendly: [http://portal.georgia.gov/interactive/sites/portal.georgia.gov.interactive/files/related\\_files/blog/Getting%20Ready%20for%20Responsive%20%5BAutosaved%5D.pdf](http://portal.georgia.gov/interactive/sites/portal.georgia.gov.interactive/files/related_files/blog/Getting%20Ready%20for%20Responsive%20%5BAutosaved%5D.pdf)
- Web Content: Update It or Retire It?: <http://blog.siteimprove.com/web-governance-blog/web-content-update-retire>
- Text is more important than images on the Web: <http://www.gerrymcgovern.com/new-thinking/text-more-important-images-web>
- Content is critical for web success: <http://www.gerrymcgovern.com/new-thinking/content-critical-web-success>
- 12 Steps to Writing Great Content: <http://blog.newscred.com/article/12-easy-steps-to-writing-great-content-infographic/903da5c392ab41aae83bab96a1548dbf>

### Content Clean-up Tools

- Content Inventory: <https://portal.georgia.gov/interactive/resources>
- Image Optimizer: <http://jpeg-optimizer.com>
- PDF Compressor: <http://smallpdf.com/compress-pdf>
- Content WRX: <http://contentwrx.com/>
- Grammar/Spelling Mistake Checker: [www.grammarly.com](http://www.grammarly.com)
- Content Inventory: <http://www.content-insight.com>

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# MAKE YOUR WEB CONTENT ACCESSIBLE

As web accessibility standards are becoming increasingly pertinent to organizations and mandated for government agencies (Web Content Accessibility Guidelines, [www.w3.org/WAI/intro/wcag](http://www.w3.org/WAI/intro/wcag), and Section 508 standards, [www.section508.gov](http://www.section508.gov)), a huge part of the focus still remains on creating and maintaining **content** that meet these standards. Language, format, images, and multimedia all play a major role and can be the determining factor in a website's accessibility.

Websites that are accessible are better organized and therefore more user friendly. Accessible pages are easier to navigate, convey information in a consistent and logical manner, and render properly on a wide variety of interfaces such as assistive technology devices, PDAs, and smartphones. Even more so, improving your content's accessibility will provide a major lift to your SEO rankings.

## Accessibility Resources

- Using clear and simple language: <http://webaim.org/techniques/writing>
- Adding alternate text to images: <http://webaim.org/techniques/alttext/#basics>
- Using tables for tabular data only: <http://webaim.org/techniques/tables>
- Using semantic markup (mark Headings in your body text, etc.): <http://webaim.org/techniques/semanticstructure>

### Make Your Documents (Word, PDF) Accessible

- Converting your Documents into Web Pages: <http://portal.georgia.gov/interactive/blog/2013-12-03/who-loves-uploading-files>
- Converting from Word to PDF: <http://webaim.org/techniques/acrobat/converting>
- Making your Documents Accessible: <http://portal.georgia.gov/interactive/web-guide/making-your-documents-accessible>

### Make your Multimedia Accessible

- <http://webaim.org/techniques/captions/>
- Audio Transcripts, Video Captions and Transcriptions: <http://portal.georgia.gov/interactive/blog/2015-05-08/accessible-multimedia-providing-greater-accessibility-all>
- Webinar: Accessible Multimedia and Captioning: <http://accessga.org/wiki/Events/Captioning>

### Accessibility and SEO

- How Web Accessibility Can Boost Your SEO: <http://blog.siteimprove.com/web-governance-blog/how-web-accessibility-can-boost-your-seo>
- Webinar: Web Accessibility Can Boost Your SEO: <http://go.siteimprove.com/webinar10a-demand>
- State Website Accessibility Standards: <http://portal.georgia.gov/interactive/web-standards/12-website-accessibility-standards>
- Color Contrast Checker: <http://webaim.org/resources/contrastchecker>

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# BOOST YOUR SEARCH ENGINE OPTIMIZATION

SEO has evolved from simply getting found to improving how visitors engage with your content. SEO is so much more than optimizing for search engines. You need to optimize for users first and foremost, so they actually click through your listing to your website and, once they click through, find the information they need. To keep users satisfied, ensure you're publishing content that's personalized and relevant. You should also make sure your website is intuitive and easy to browse (in other words, accessible by both crawlers and users). Also, don't make visitors look for what they need, provide clear titles and headers. "Search experience optimization" is what SEO should really stand for.

## Top SEO Myths:

### Myth #1: My Homepage Needs a Lot of Content.

Think of your homepage as the gateway to your agency. This is your chance to make a first impression and convey what your agency is all about. Your homepage content should be long enough to clarify who you are, what your agency does, your value proposition, and where visitors should go next. Users should leave satisfied, not overwhelmed or underwhelmed -- and certainly not confused.

### Myth #2: The More Pages I Have the Better.

Logically, you would think that the larger the footprint of your website, the better you would rank, but it's simply not true. First, not everything you publish gets indexed. Second, sometimes pages get indexed, but don't remain in the index. And third, just because you have pages indexed doesn't mean they will point users in the right direction. Unfortunately, those who strive to have lots of pages on their website also tend to overlook the quality of that content -- and realistically, it's difficult to strive for both. The aim should be to publish what is most relevant. Have your content be at its best.

### Myth #3: Microsites and other domains I own that link or redirect back to my site will help my SEO.

The chances of this doing much for your SEO are slim to none. It's like having an election in which you vote for yourself a thousand times, that still counts as one vote. There is not much value in spreading your SEO thin, which is what you do by setting up domain after domain and optimizing each rather than putting all of that love into your primary domain. Why not just add the content to your primary domain and make it the best it can be.

## SEO Resources

- Moz Beginner's Guide to SEO: <https://moz.com/beginners-guide-to-seo>
- Rank Tracker: <http://www.link-assistant.com/rank-tracker>
- Webmaster Tools: <https://www.google.com/webmasters>
- New SEO vs. Old SEO (SEO Infographic): <http://contently.com/strategist/2014/12/02/need-to-know-new-seo-vs-old-seo-infographic>