

## Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session

Who is speaking?



**Adam Good**

Senior Strategist at ParsonsTKO

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# Website redesign planning and process

The work *before* the work!

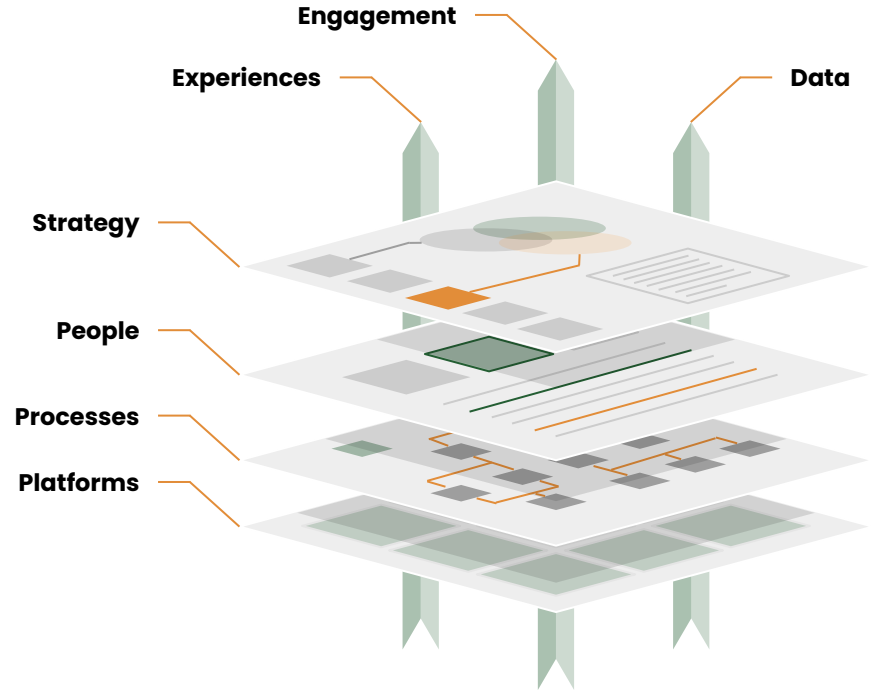
Wednesday, March 9, 2022

# The way we see possibilities

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*Engagement Architecture* ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.





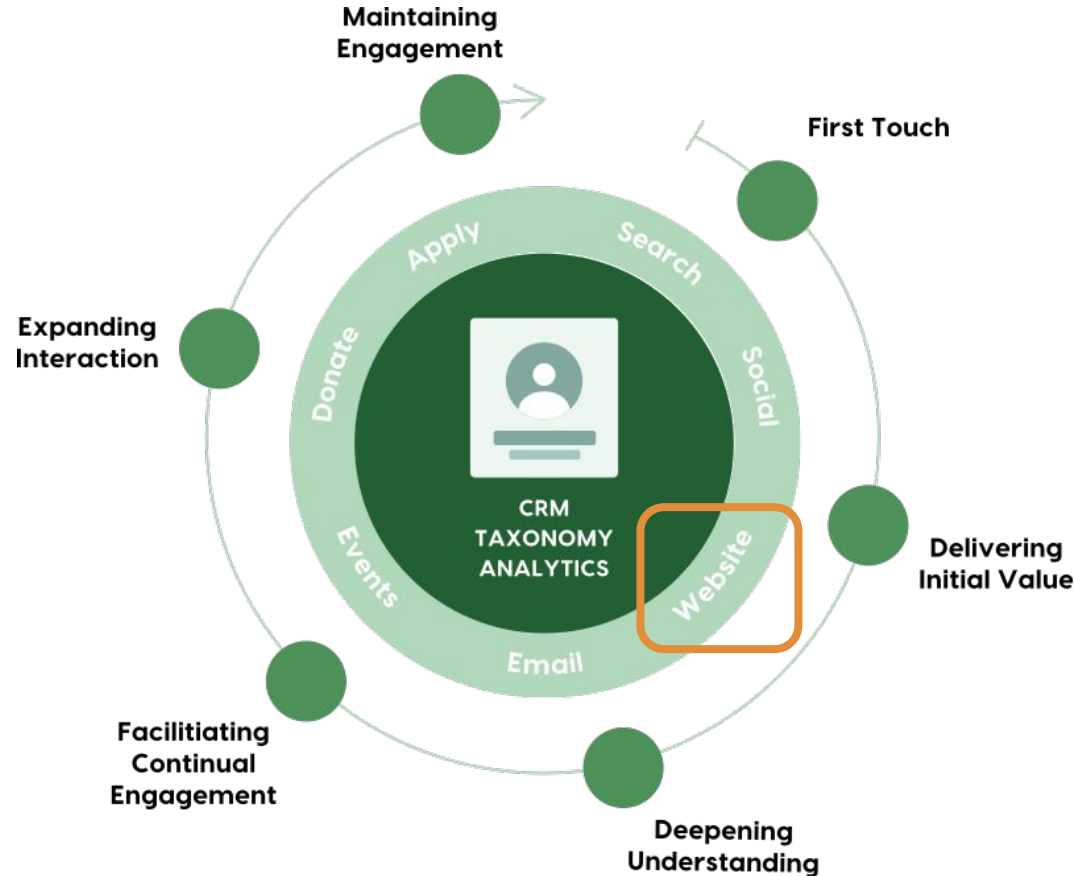
# Elements of success

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1. **Gather** your people
2. **Define** goals, audiences and interactions
3. **Organize** your content
4. **Plan** for integrated engagement

# A reminder!

- Your website is just one part of a complex, holistic engagement platform!
- Keep in mind the other elements:
  - Platforms
  - People
  - Processes
- Involve people beyond “communications”!



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# Gather your people

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# Gathering your people

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- Who are your project champions?
- How are you involving folks across the organization?
- This is your time to begin building a community of consensus!

## **Inputs** on:

- Strategy
- Audience
- Goals
- Engagement experiences

## **Feedback** on:

- Current experience of creating/ managing content
- Current anecdotal user experience
- Overall design

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# Define goals, audiences and interactions

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# Foundations

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## Develop Consensus



- Who are our **audiences**?
- What are **our goals** for influencing each audience?

## Explore Engagement



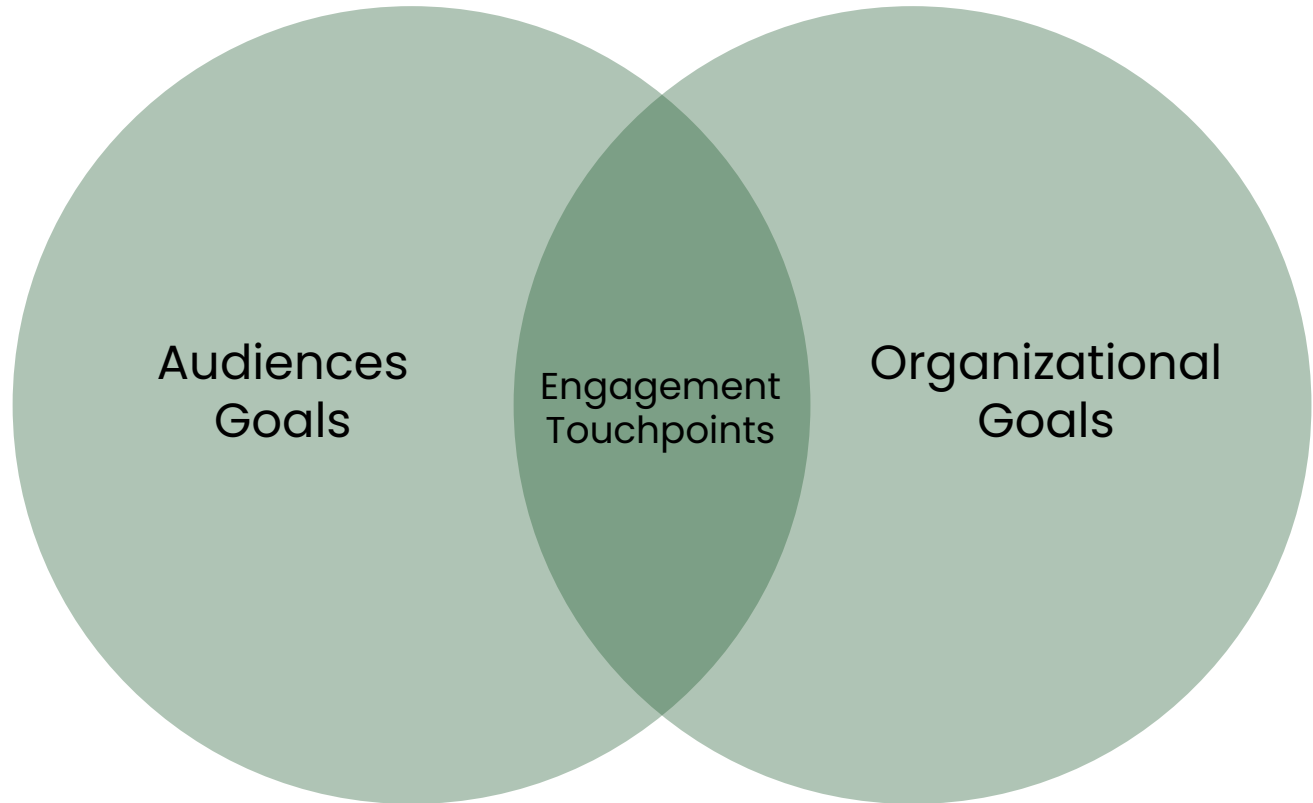
- What are our **audiences' goals**?
- What are the **major touchpoints** or interactions that connect our goals to our audiences' goals?

# Engagement touchpoints

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Audiences interact with your content and organization to **answer questions** and **complete missions** that help them achieve their goals.

**Your organization** wants to help audiences complete these missions while **influencing and building affinity** with these audiences.

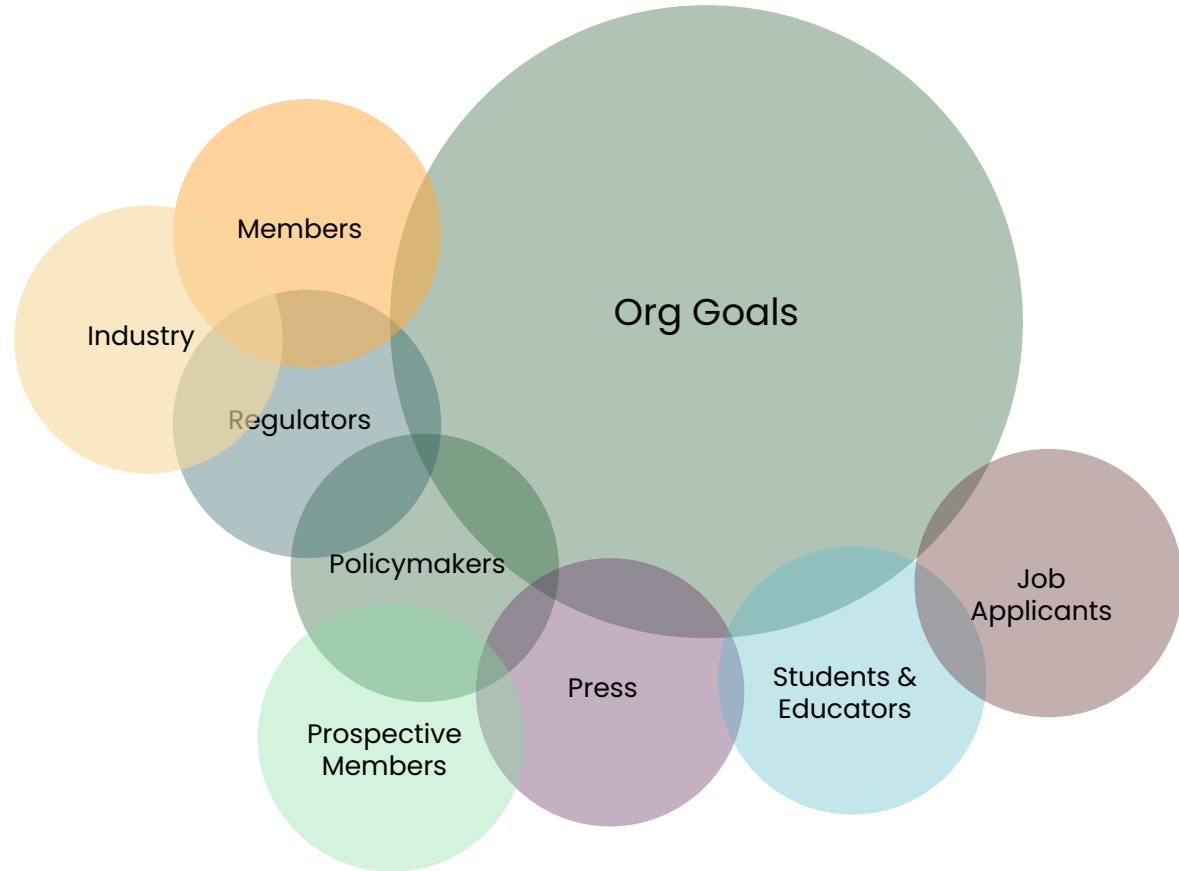


# Overlaps

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We approach website design & outreach marketing by first considering ***what are the touchpoints we need to support.***

Many of your defined audiences may actually **share** the same **touchpoint**, or **desire** the **same content**.



# Our org wants **audiences to ...**

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**We need**

audience

**to**

goal

**We need**

policymakers

**to**

implement our  
policy  
recommendations

Publicly advocate  
for our policy  
recommendations

**We need**

parents

**to**

improve the  
mental  
health of  
their children

advocate for  
mental health  
in their  
schools and  
communities

# The website should help ...

The website should help

audience

do/achieve

goal

with

content /  
engagement

The website should help

policy  
staffers

do/achieve

communicate  
policy  
recommendations  
to policymakers

with

consumable  
policy briefs

access  
to  
experts

The website should help

parents

do/achieve

provide  
activities for  
mental health  
to their kids

with

easy to  
implement  
activities

advanced  
search

topic  
pages

# Taking it from here...

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1. Have you covered all your audiences?
2. Does each of your organization's goals have an audience(s) it can target?
3. Are there any unmet goals in your current site (org or audience?)
4. Where are there overlaps in content and engagement touchpoints?
  - a. Can any content be consolidated?
  - b. Can any content be re-presented to serve different audiences at the same time?

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# Organize your content

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1. Update (or create!) your **taxonomy**
2. Define (or refine) your **content types**
3. Evaluate old content
4. Identify new **opportunities**



# What is taxonomy?

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**A classification system**

for **content, audiences, and data**

that empowers **strategic use**

*within* and *across* the **channels and systems**

of your organization's **engagement architecture**

# Where are your taxonomies kept?

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Taxonomies are...

- Categories
- Groups
- Labels
- Tags
- Metadata
- Segments
- Context
- Lists
- ?



Taxonomies are often **hidden in plain sight**.  
Think about the ways you use or categorize...

Website IA, **menus**, or navigation

**Hashtags** on social media

Emails into **folders**

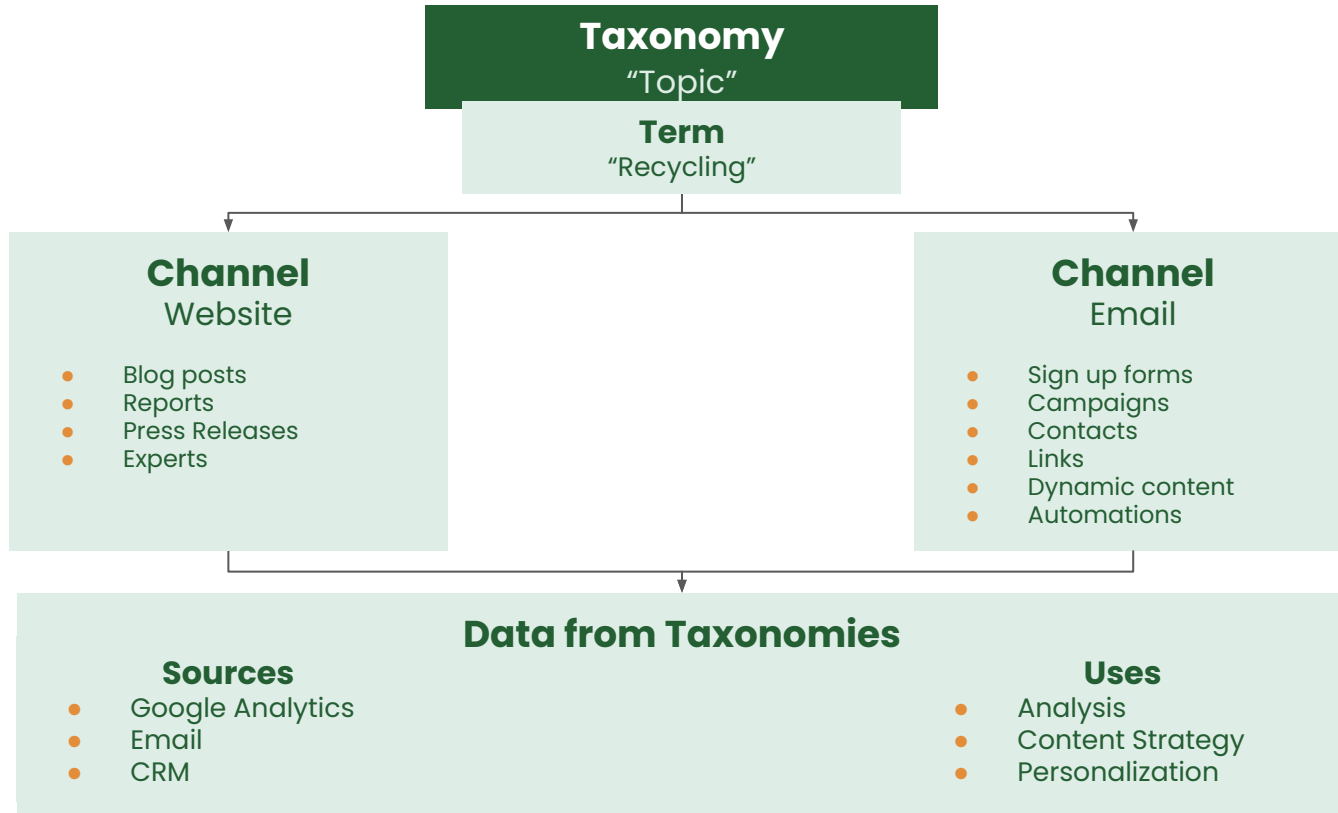
Your **contacts** into related groups, lists, segments

**Project names** across teams

Marketing **campaigns**

Titles or categories of **internal reports**

# Taxonomy on the site and beyond



# Refine your content types

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1. What are your key types of content? Examples include:
  - a. Events
  - b. Blog Posts
  - c. Announcements
  - d. Policy Briefs
  - e. Activities
2. Do your target audiences understand what a given content type is for?
3. How do they find them on your site?
4. Are there any that should be combined?
5. **Remember that internal systems, terms, departments (etc) may not match your audience's language or expectations!**

# Evaluate old content

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1. Does the content serve a purpose?
2. Does it need to be migrated?
3. Does it need to be improved or updated?
4. **Analytics** can help!

# Identify new opportunities

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1. Are there any gaps in **content** or **organization** that you should fill?
2. How can you improve your **content operations** to support the new site and other engagement touchpoints?
3. Will your new site offer **expanded capabilities** that you are excited to use?

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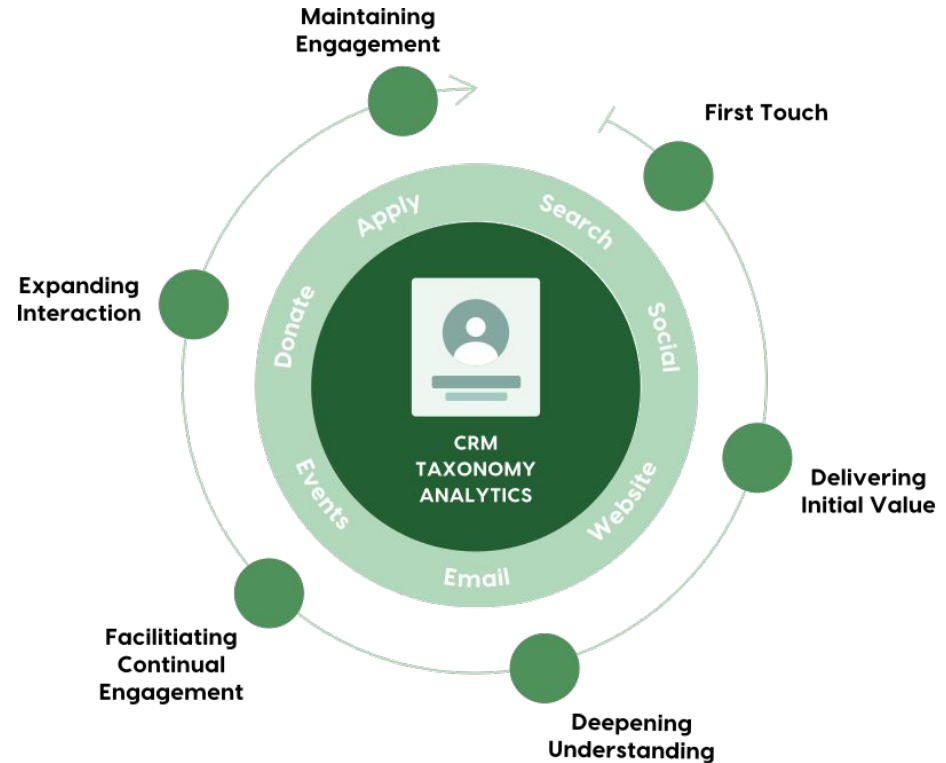


# Plan for integrated engagement!

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# Plan for integrated engagement

1. How are you going to **attract visitors** to your site?
2. How are you going to **convert** and **capture** visitors?
3. How will you **nurture, sustain and deepen your relationships** with individual contacts and groups of contacts?
4. What **platforms, processes and people will be required** to achieve the above?







# Any questions?

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**Would you like to continue the conversation?**

 [linkedin.com/in/asgood/](https://www.linkedin.com/in/asgood/)

 [linkedin.com/company/parsonstko/](https://www.linkedin.com/company/parsonstko/)

**Want to dive in?**

[parsonstko.com/project](https://parsonstko.com/project)

**How did we do?**

Please let us know by filling out our [survey](#).