The Future of Web Content Publishing in Government

And how Drupal fits into the landscape

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Hello! 🖐

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➜ Co-founded Evolving Web in 2007

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➜ Loves teaching Drupal

➜ Lead of the Promote Drupal Initiative

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We help our clients bring their digital experience to life

How web publishing has evolved

Let's us a "CMS"

Let's create a "Platform"

The advent of the "DXP"

Let's put content strategy first

➔ Content organized around **user needs**, not organizational structure

➔ Messaging more **easily adapted, personalized,** and **translated**

➔ Web content **integrated** with digital services

➔ Content is **portable** and **structured**

➔ Content **compliance** is required systematically

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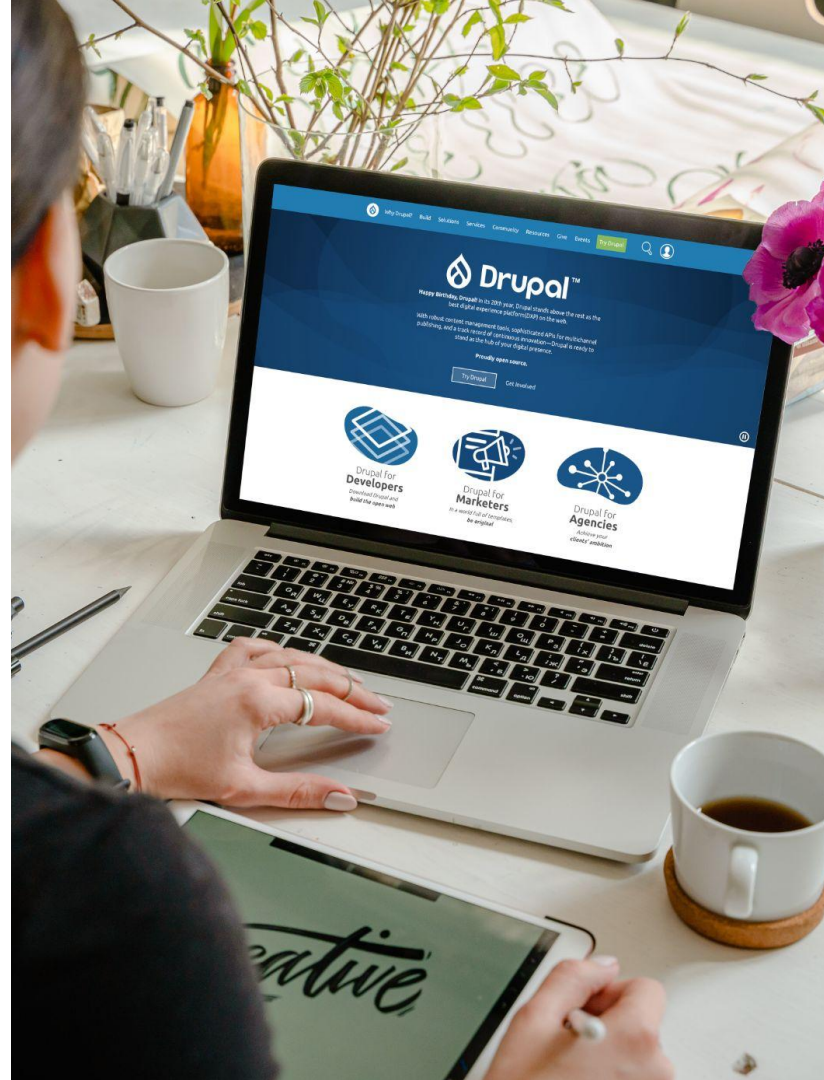
Potential roles of the content editor in the web publishing ecosystem

Content entry & compliance

Subject matter expertise

Content strategy

Web publishing is a tool to **transform content** so that it's optimized **for users**

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A vision for a platform that prioritizes content strategy

Organizations that prioritize content strategy

→ Empower communicators and **content editors**

→ Share best practices for **web publishing**, oriented around content strategy

→ Create a clear **content governance** plan

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PRIORITIZING CONTENT EDITOR NEEDS

1. User-friendly Admin UI

✓ Get oriented quickly
✓ Feel at ease
✓ Use an accessible interface

2. Publishing Workflow

✓ Search, create, and, update content
✓ Preview on different devices
✓ Navigate the approval workflow
✓ Track changes and revert content
✓ Translate content
✓ Reuse content & media

3. Content Compliance

✓ Add metadata
✓ Use predefined templates
✓ Produce accessible content
✓ Follow brand guidelines

4. Flexibility

✓ Create marketing-style content
✓ Use page building tools
✓ Select layout options
✓ Choose style settings

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How you can use Drupal as a content strategy platform

Content modeling
Views, Fields, Layouts, etc.

System operations
Toolbar, logging, users, permissions, roles, caching, extension mechanism, etc.

Content authoring
Content entry, revisions, basic workflows, multilingual, etc.

Content delivery
HTML delivery (Twig) + multi-channel publishing through web services (JSON:API, REST)

4 FOUNDATIONAL CAPABILITIES

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Content modelling

➔ Structured content means that we can give content editors control, while ensuring accessibility and brand compliance

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Content modelling

→ Migrate API means that we can also integrate other data source into our content model

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Content delivery

→ Using Drupal templates for content delivery means that we take advantage of built-in features like metatags
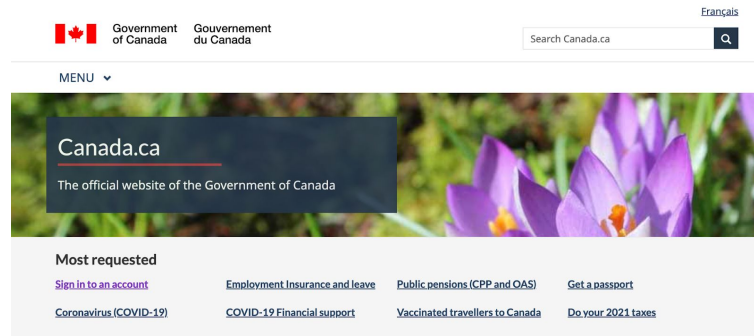
Content delivery

→ We can use Search API to add a layer between the content model and delivery

Content delivery

→ Content can be delivered by API to an app or decoupled front-end for a multi-channel experience

Content delivery

→   Content can be delivered by API to a hybrid decoupled front-end to create interactive components, so end-users can manipulate content

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Content authoring

→ The content authoring interface affects your content strategy, you have the flexibility to adapt it
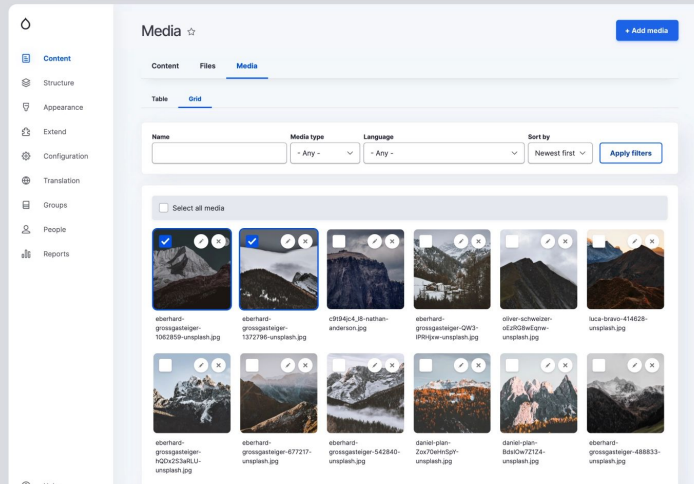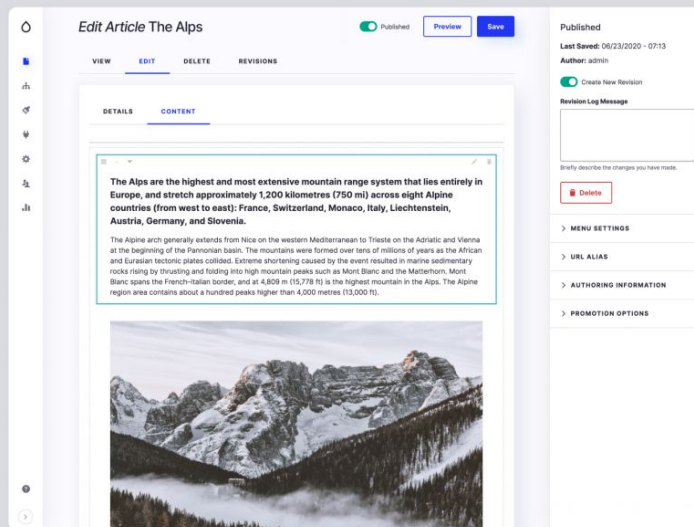
What is challenging in the government context?

Flexibility

→ It's easy to change content, but hard for non-developers to change configuration

→ Customizing the content editing UI and moderation workflows takes time

→ It's easy to add too many:

· Content moderation states

· Content, paragraph, block types

· Modules

→ Page building tools that are too flexible lead to inconsistent content
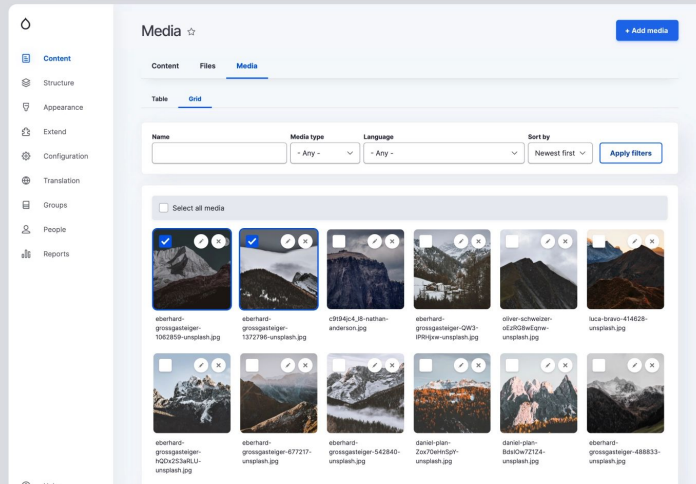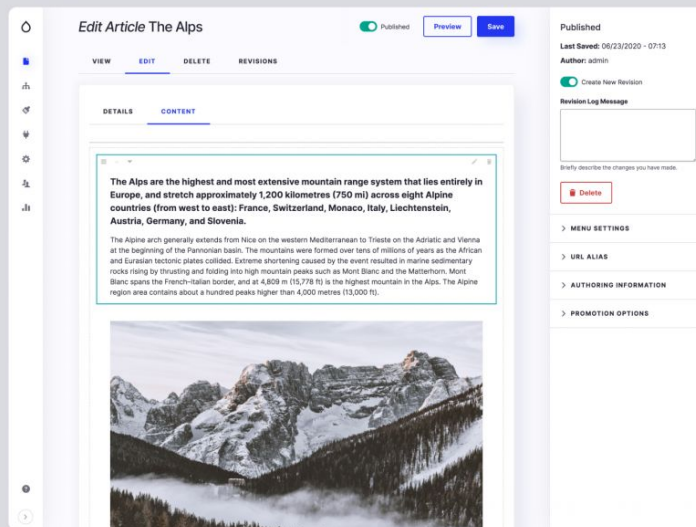
Standardization

→ There's more than 1 way to do things in Drupal

→ Two Drupal websites can have the same theme and modules, but very different content structure

→ Standardizing retroactively is hard

Library Website   Municipal Website
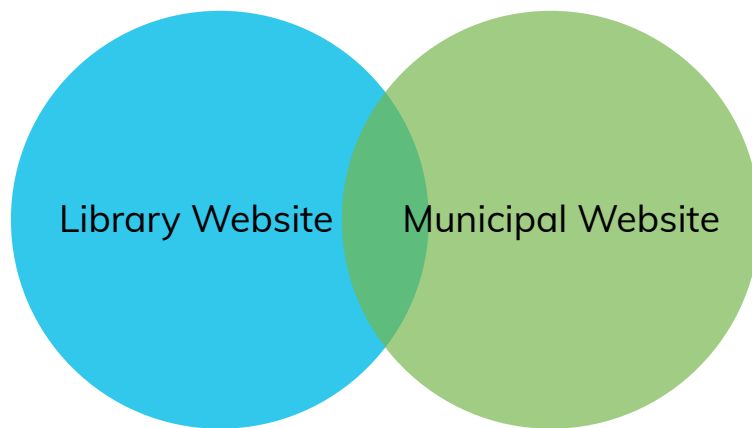
Content personalization

→ As we adapt content to the needs of users, we often end up with more content variations

→ This leads to duplicate content that's hard to manage
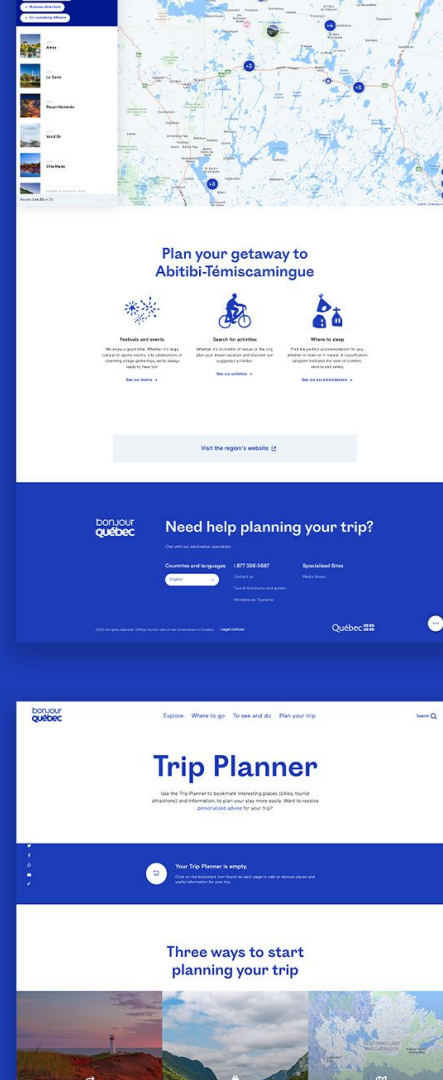
Legacy content

→ Migrating content to Drupal doesn't automatically make it compliant or standardized

→ Hand-crafted HTML takes work to convert

→ Changing how content editors work takes organizational change

→ Sometimes content is hard to change because there's a legal requirement for it to be published

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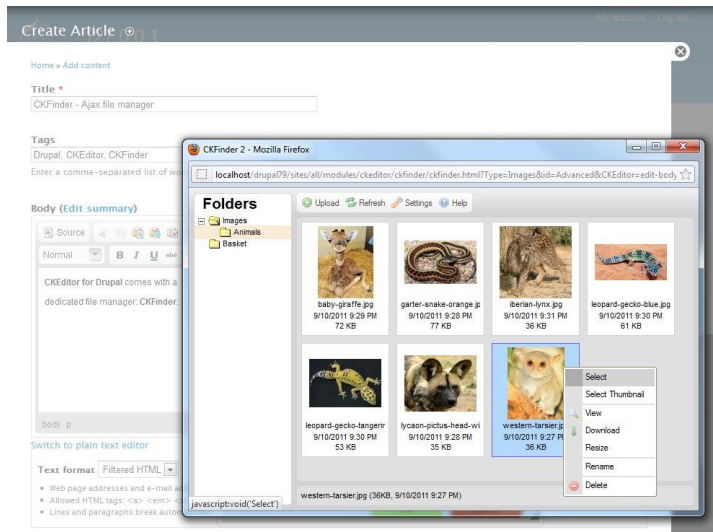
Change management

→ It's hard to solve the whole problem at once
→ Use smaller projects to iterate and innovate

Converting a website into a content strategy platform

Get content experts involved in the process

→ User experience workshops, requirements gathering, and content governance planning

→ Creating meaningful taxonomies and structured content

→ Treat those who think about content as first-class users
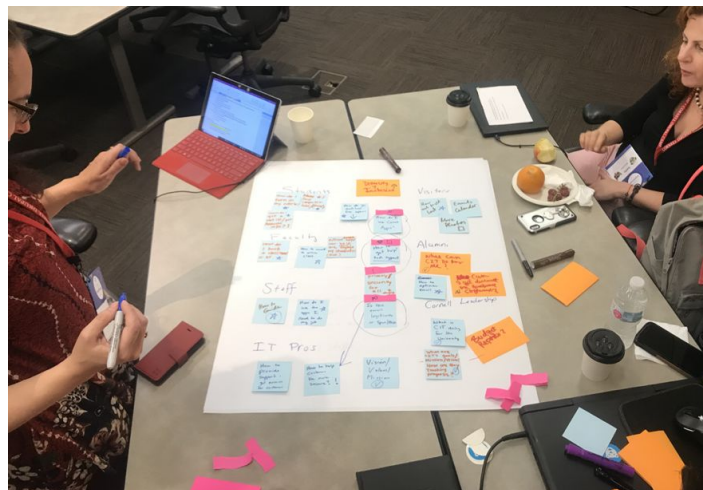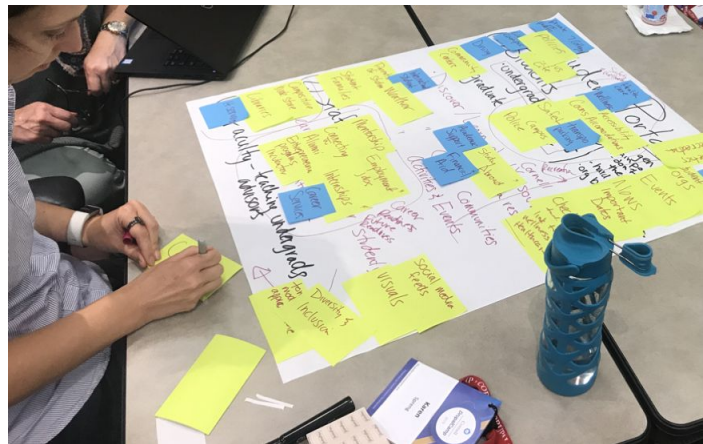
Build documentation that's driven by content needs

➔ Don't just explain how to add content - but why to use a content type and who the audiences are

➔ Use real examples

Section Navigation Card / Subsection Navigation Card

Implementation: Use a Book to store all the pages in a report. Each book will have a homepage, which can include the "Section Navigation Card" component as a paragraph to highlight specific sections of the report on an ad-hoc basis. We suggest setting up a Link field with a link text required, or Entity Reference field for the CTAs, so that the label can be customized, avoiding a "Read More" type link.

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Content governance

→ Create the content governance plan and editorial calendar to support your content structure

→ Build content governance into roles, permissions, and workflows

→ Create views that make it easier to review and update content regularly

Transition

Transition

| Step 1 | Step 2 | Step 3 |

Transition

Transition

Transition

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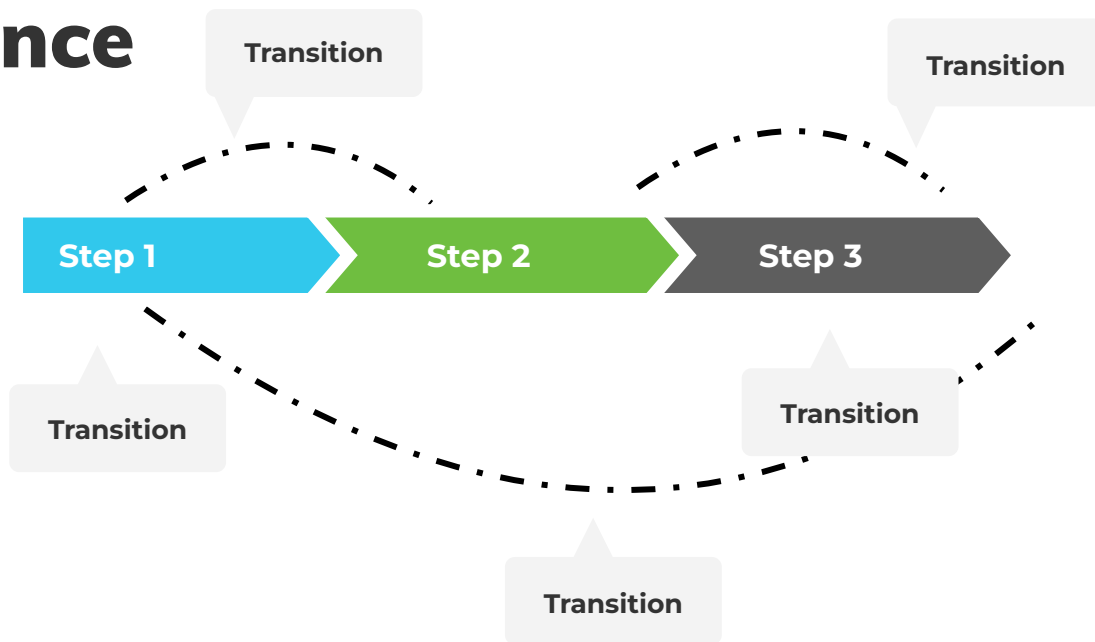
Invest in cleaning up legacy content

→ Take the time to convert blobs of HTML to structured content

→ Use migration as an opportunity to transform content in bulk

→ Don't hoard content or custom-coded elements

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What Should I Do Next?

Individual contributor: Web publisher

1. Learn about the content types, fields, and metadata available

2. Understand how content is used beyond the page you're editing (content listings, on-site search, social media, Google Search)

3. Help create a content style guide and usage guidelines

4. Help identify content patterns that could be standardized

Individual contributor: Developer

1. Learn CMS best practices - Drupal training is available!

2. Make deliberate decisions about content structure

3. Create best practices within your team

4. Get involved in contributing

Leadership in each department

1. Learn about modern content publishing models that work

2. Make training available for your team

3. Give developers time to contribute/share solutions

4. Find easy wins where structured content will bring users value - ask developers and web publishers

5. Create a content governance plan

6. Hire digital strategist to help plan for the future

Want to learn more Drupal?

Upcoming Courses

➜ [Advanced Module Development](#) (August 9- 25)
➜ [Drupal 7 to Drupal 9 Migration Workshop](#) (August 29 - September 7)

Start a Training Track in September

➜ [Complete Drupal Education](#)
➜ [Site Builder Track](#)
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Keep in touch! 🖐

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