

# The Future of Web Content Publishing in Government

Prepared with ❤ by Evolving Web



## And how Drupal fits into the landscape



# Hello! 🖐️



## Suzanne Dergacheva

Co-founder and Drupal Practice Lead  
Evolving Web

- Co-founded Evolving Web in 2007
- Drupal themer, developer, project lead
- 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



A photograph of a cluttered desk with various items including a calculator, a keyboard, a pen holder, a small potted plant, and several papers. A white rectangular box is overlaid in the center of the image, containing the text "Let's us a 'CMS'".

**Let's us a "CMS"**

A photograph of two women with dark curly hair, wearing black long-sleeved shirts and black pants, standing in a server room. They are both holding and looking at white tablets. The room is filled with rows of server racks on the left, which have blue and red lights. The floor is covered in a grey and blue patterned carpet. The background shows glass partitions and wooden doors.

**Let's create a "Platform"**

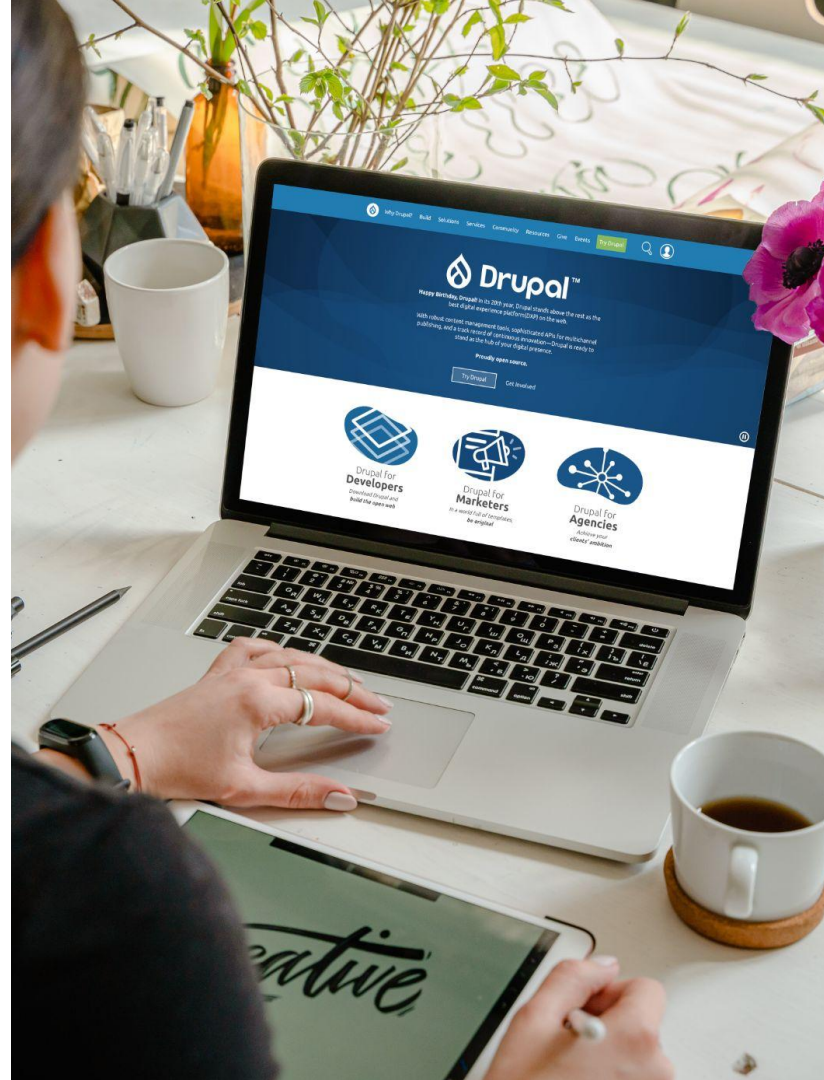
A close-up photograph of a person's hands. The right hand, with pink nail polish and a ring, holds a silver smartphone. The left hand, also with pink nail polish and a ring, is positioned near a laptop keyboard. The background is a wooden desk. A white rectangular box is overlaid in the center of the image.

## 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

## VISION

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







**A vision for a platform  
that prioritizes  
content strategy**

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# 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



## PRIORITIZING CONTENT EDITOR NEEDS







# **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**

# Content modelling

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

## TYPOGRAPHY

MINI-TITLE / LORA

## Main Header

DOB-HEADER / LORA

### Sub-Header

INTRO-EXCERPT / LORA

The Ontario Securities Commission (OSC) is an independent Crown corporation that is responsible for regulating the capital markets in Ontario.

BODY-TEXT / FIRA

The history of the OSC dates back to 1928 when the Ontario government introduced the Security Frauds Prevention Act. The act mandated the registration of all brokers and salespersons and prohibited trade without this requirement.

In 1931, the Honourable George A. Drew was appointed the first Chair of the Security Frauds Prevention Board, the agency responsible for enforcing the act, and he became known as the "one-man regulator."

BLOCK-QUOTE

“

"At every level, our work is informed by our commitment to a multidisciplinary approach to policy issues, a global perspective and an emphasis on top-quality research and teaching."

Jane Smithsonian, Project Manager, OSC

TEXT-CARDS

### Join Our Team

These are exciting times in securities regulation. Evolving markets mean new ways of thinking and new ways of addressing complex challenges. Every day at the OSC is an opportunity to learn, innovate and grow professionally in a supportive, stimulating workplace.

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## COLOR PALETTE

PRIMARY



SECONDARY



TERTIARY



LINKS (PRIMARY/SECONDARY CTA COLOURS CAN BE UPDATED AS PER SECTION OF WEBSITE)



Our powers are given to us under the [Securities Act \(Ontario\)](#), the [Commodity Futures Act \(Ontario\)](#) and certain provisions of the [Business Corporations Act](#). We operate independently from government. We are funded by fees charged to market participants. We are accountable to the Ontario Minister of Finance.

ICONOGRAPHY



IMAGERY (LIFESTYLE / VARIOUS GENDERS • ETHNICITIES / FRIENDLY / PROFESSIONAL / HIGH-RES / WARM / WIDER IMAGE CROPS)





# Content modelling

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

## Search active and expired resolutions

Resolutions that have been forwarded to Alberta Municipalities for consideration.

SEARCH BY KEYWORD

Search by Keyword...

SUBJECT STATUS SPONSOR(S) YEAR

Subject Status - Any - Year

Filter

279 resolutions

Export current view to Excel

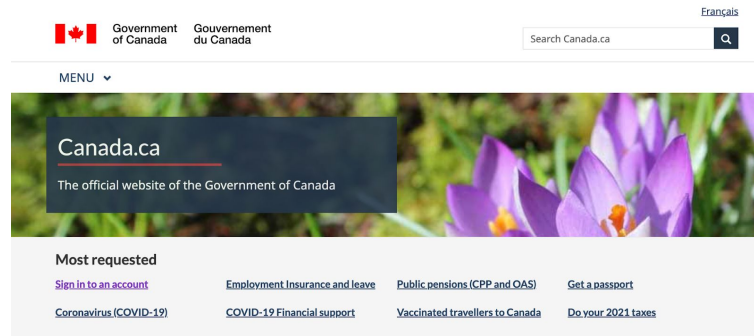
SORT BY: Years descending

TITLE	SUBJECT	STATUS	SPONSOR(S)	YEAR
Advocacy of a National Early Learning and Care Program	Economic	Adopted - Active	Lethbridge, City of	2021
Elder Care Model	Social	Adopted - Active	Strathmore, Town of	2021
Long Term Care	Social	Adopted - Active	Strathmore, Town of	2021
Responsibility of Ambulance Service Delivery	Social	Adopted - Active	Airdrie, City of, Chestermere, City of, Okotoks, Town of, Strathmore, Town of, Turner Valley, Town of	2021
Provincial Commitment to Transition to an Extended Producer Responsibility for Household Hazardous Waste Program	Environment	Adopted - Active	Alberta Urban Municipalities Association	2021
Provincial Health Restriction Decisions	Governance	Adopted - Active	Lac La Biche County	2021
Advocacy on Financial Measures	Governance	Adopted - Active	Calgary, City of	2021
Alberta Supports and Children's Services Closure to Walk in Clients	Social	Adopted - Active	Westlock County	2021

1 2 3 4 28 NEXT →

# Content delivery

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



<https://buyandsell.gc.ca> ⋮

[buyandsell.gc.ca](https://buyandsell.gc.ca) - Buyandsell.gc.ca

Buyandsell.gc.ca is the Government of Canada's open **procurement** information service to find tender opportunities, pre-qualified suppliers, contract awards ...

<https://buyandsell.gc.ca> > for-businesses > the-procurem... ⋮

[The Procurement Process - Buyandsell.gc.ca](#)

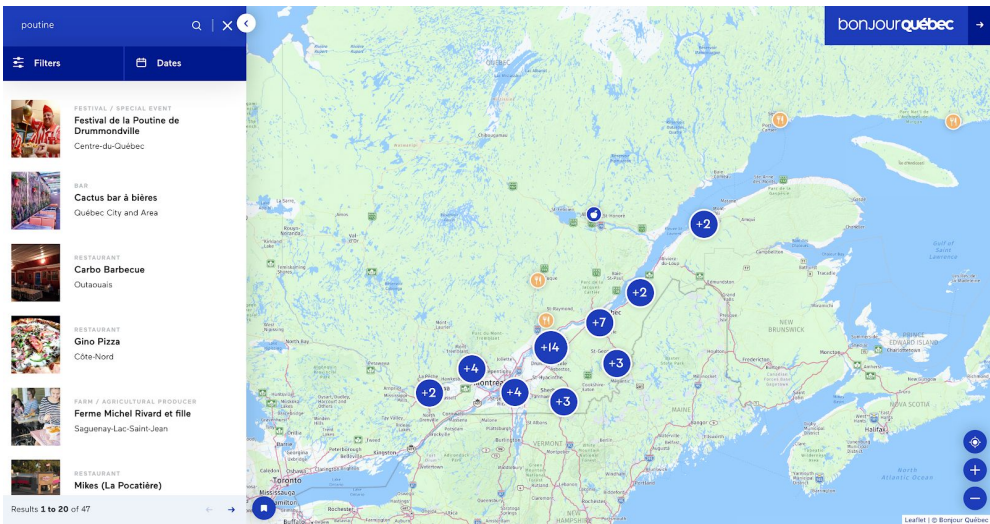
Oct 16, 2020 — The competitive process aims to get the best value for **Canadians** while enhancing access, competition and fairness. The majority of contracts ...

# Content delivery

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

Content

Label	Machine name	Property path	Type	Boost	Operations
<input type="text" value="Category"/>	<input type="text" value="field_category"/>	field_category	Integer ▾		<a href="#">Remove</a>
<input type="text" value="Contact"/>	<input type="text" value="field_contact"/>	field_contact	String ▾		<a href="#">Remove</a>
<input type="text" value="Content type"/>	<input type="text" value="type"/>	type	String ▾		<a href="#">Remove</a>
<input type="text" value="Date"/>	<input type="text" value="field_date"/>	field_date	Date ▾		<a href="#">Remove</a>
<input type="text" value="Location"/>	<input type="text" value="field_location"/>	field_location	Fulltext ▾	1.0 ▾	<a href="#">Remove</a>



# Content delivery

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





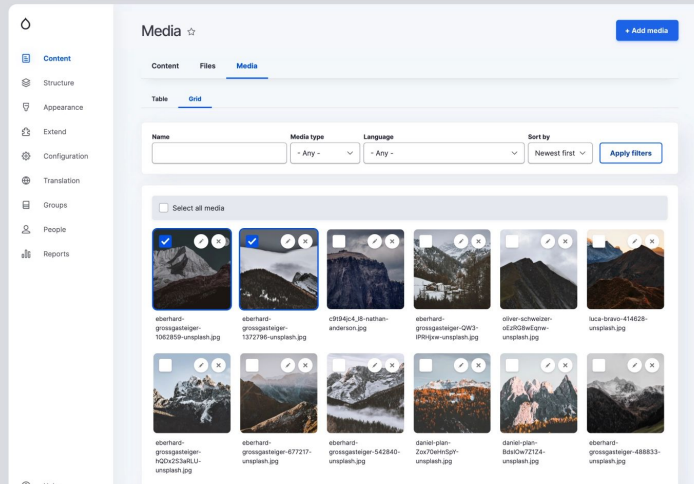
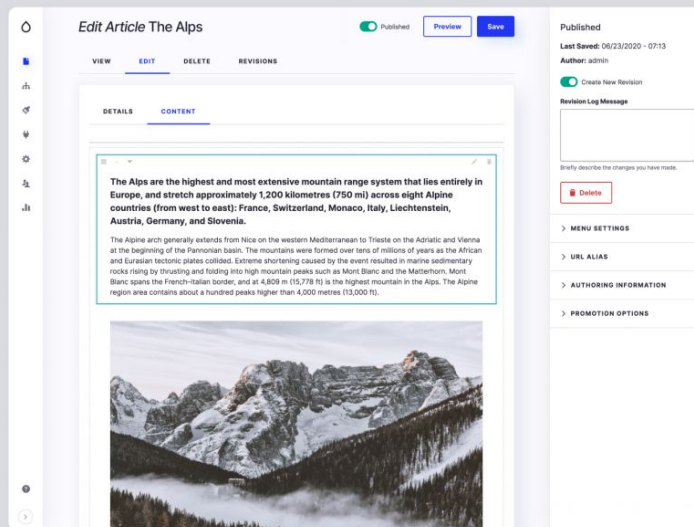
# Content delivery

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

The screenshot displays a user interface for managing content. At the top right, there are links for 'Expand All' and 'Collapse All', along with 'Down' and 'Up' arrow icons. On the left, a vertical sidebar contains two expandable sections: 'BRIDGE YEAR' (marked with a plus icon) and 'FRESHMAN YEAR' (marked with a minus icon). The 'FRESHMAN YEAR' section is active, showing a text input field with the placeholder 'Add your notes'. Below this field are two buttons: 'Save note' and 'Cancel'. The main content area below the sidebar shows a card for a course titled 'Spanish for a Medical Caravan in Ecuador'. The card has a 'Spanish' tag, a 'Move to...' dropdown menu, and a trash icon. The course description reads: 'SPA 204 is an advanced Spanish course focusing on health and medical topics. Its main purpose is to put students in contact with the health care situation in the indigenous communities of Ecuador. During the first 6 weeks of the semester, students will learn about those topics and will get ready for a medical mission that will take place during Spring Break. The last 6 weeks will be dedicated to research and reflection.' At the bottom of the card, there are two tags: 'SPA 204' and 'NONE'.

# Content authoring

- The content authoring interface affects your content strategy, you have the flexibility to adapt it



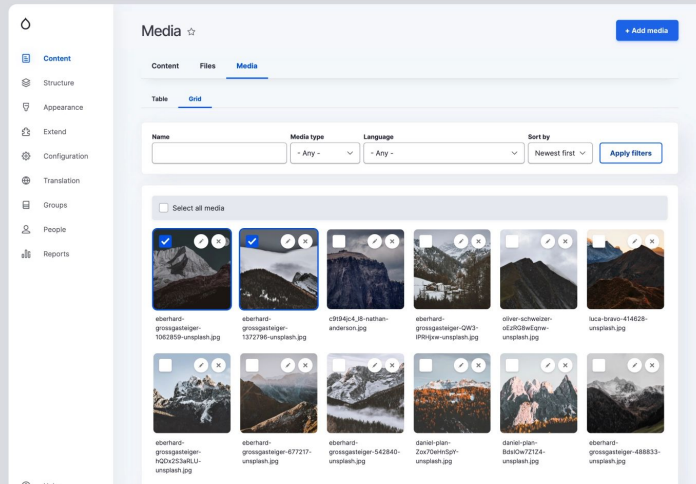
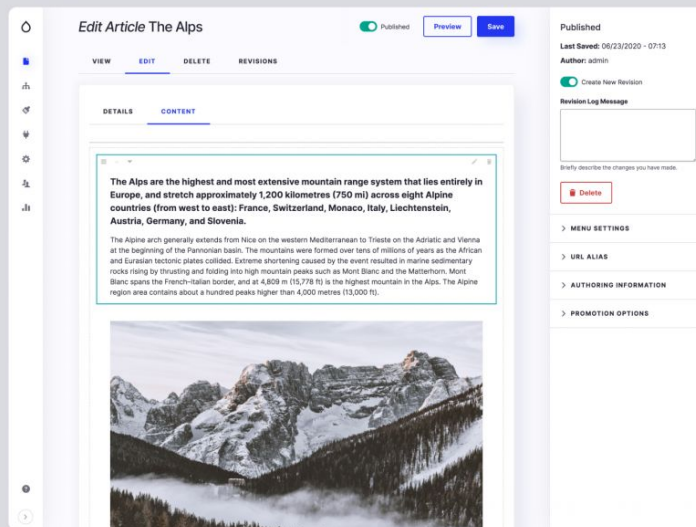


**What is challenging in  
the government  
context?**

## CHALLENGES

# Flexibility

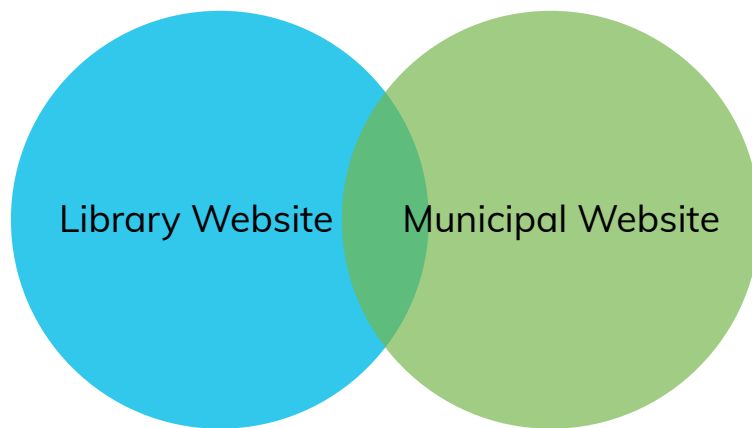
- It's easy to change content, but hard for non-developers to change configuration
- Customizing the content editing UI and moderation workflows takes time
- It's easy to add too many:
  - Content moderation states
  - Content, paragraph, block types
  - Modules
- Page building tools that are too flexible lead to inconsistent content





# Standardization

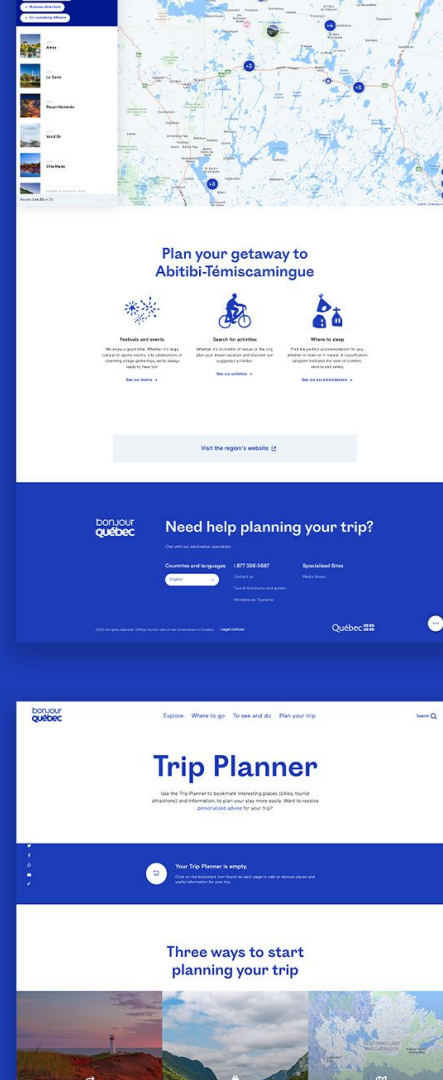
- There's more than 1 way to do things in Drupal
- Two Drupal websites can have the same theme and modules, but very different content structure
- Standardizing retroactively is hard



## CHALLENGES

# Content personalization

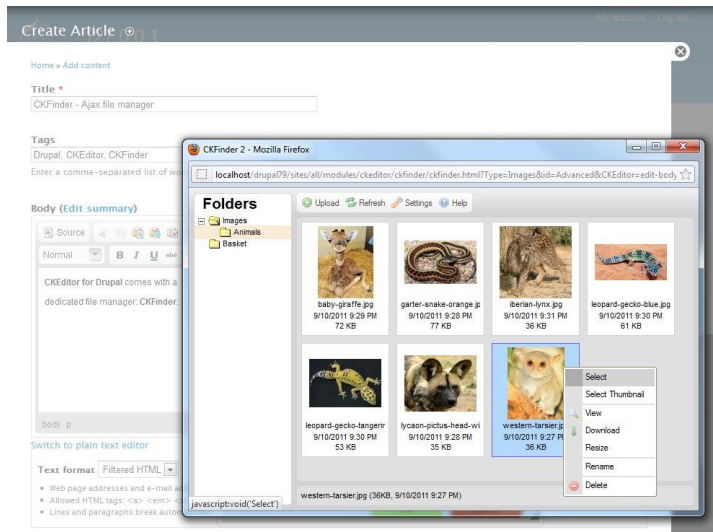
- As we adapt content to the needs of users, we often end up with more content variations
- This leads to duplicate content that's hard to manage



## CHALLENGES

# 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



## CHALLENGES

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# Change management

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





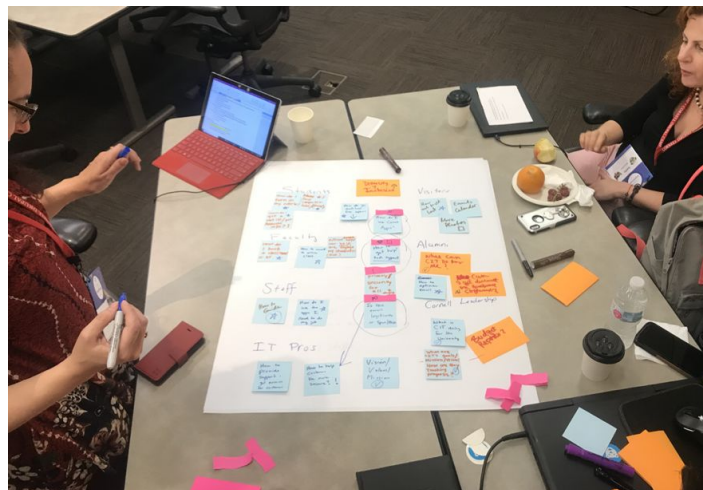
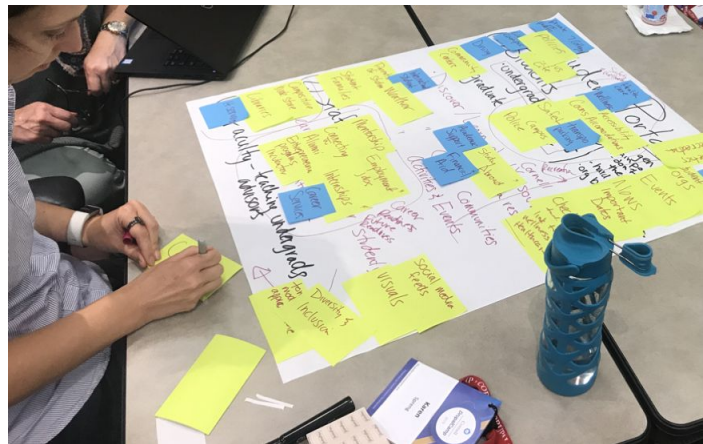


# Converting a website into a content strategy platform

## NEXT STEPS

# 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.

#### Card with a Primary Call to action

##### Section heading goes here

Summary of the section. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat.

Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat ultricies, et faucibus arcu condimentum sed.

[Link to the section](#)

#### Card with Primary and Tertiary Calls to action

##### Section heading goes here

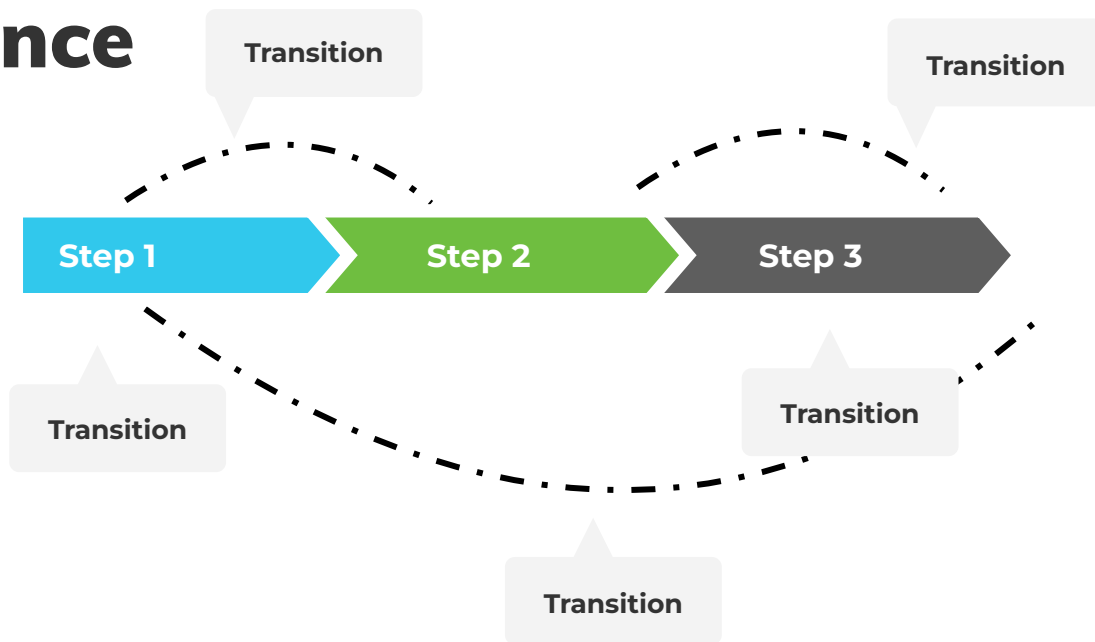
Summary of the section. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat.

- [Link to the sub-section](#)
- [Link to another sub-section](#)
- [Link to a third sub-section](#)

[Link to the portal page section](#)

# 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





# 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





**What Should I Do Next?**

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# 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

KEEP LEARNING

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# 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](#)
- [Front-end Track](#)
- [Back-end Track](#)



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# Keep in touch! 🖐️

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