



Content Structure Tactics to Help Overcome Governance Challenges

Become UNGOVERNABLE



Become ungovernable



Hello! (belated)



Who: Sabina Leybold

What: VP, Web & Digital Experience at Inperium/Apis Services

Previous: Lead Content Designer at JAKALA

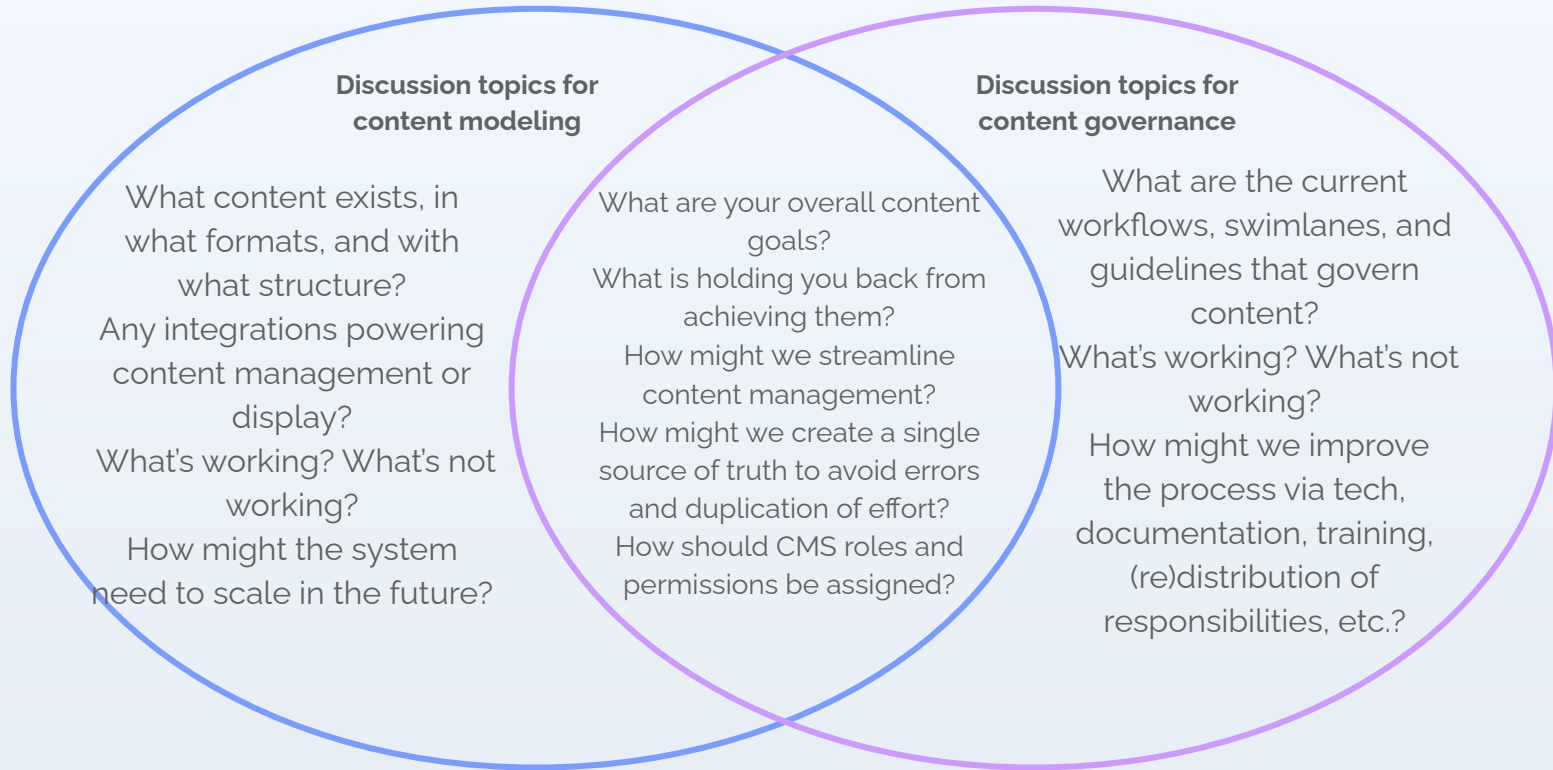
When: In the industry since 2018

Where: Philadelphia, PA

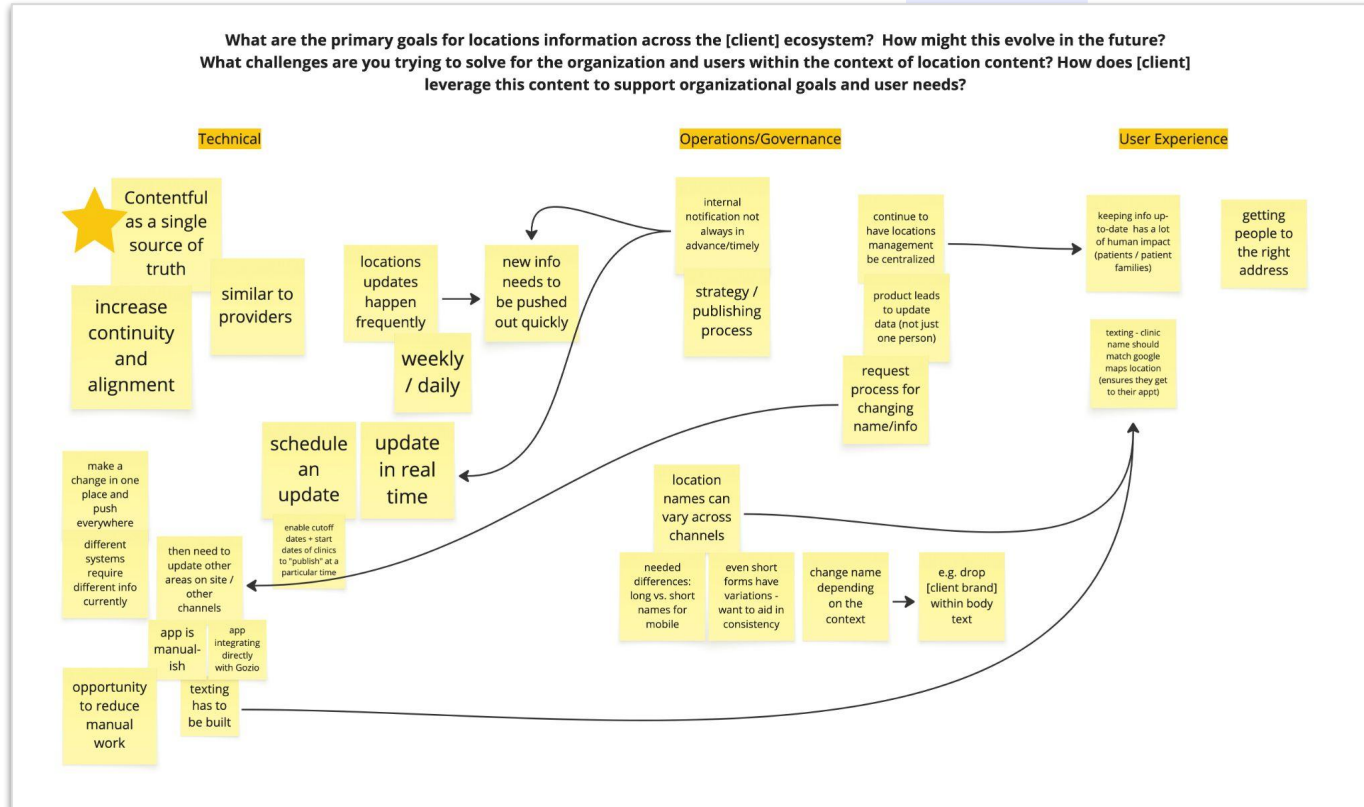
Why: I love problem solving for both editors and end users & believe AX greatly impacts UX

How: IA, UX, and structured content for higher ed, healthcare, manufacturing, and nonprofit

Use content modeling as an opportunity to rethink *everything*



Identify ongoing content challenges and their sources



Decontextualize content to increase consistency

"Since redundancy is the enemy of content models, every attribute must reflect something unique..."

By thinking of content as 'data,' teams can produce more sustainable content that doesn't rely on context and that serves a good purpose in multiple situations."

- Adam Conn, "Nine best practices for content modeling," Uniform blog

What kinds of information may be reused (or not) across the Locations pages?

Sidebar vs. featured location section

currently inconsistent - rich text vs. auto generated

user feels like bottom should match top - it SHOULD be consistent

wanted contact us sidebar to be more flexible

B2B vs B2C pages

information is displayed differently even though it's the same template

B2B campaign pages mirror B2C pages but with more research

ideally contact us locations are the same

should have same contact info, but e.g. CTA focus might be different

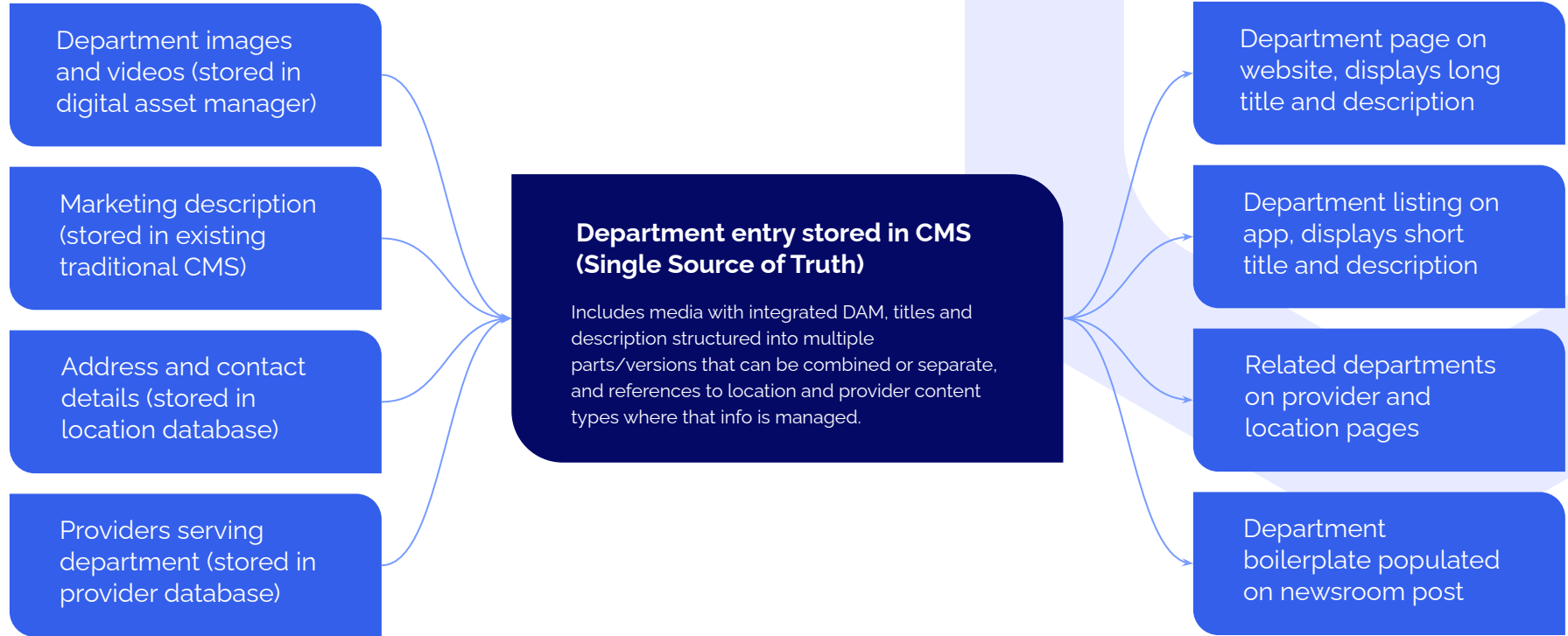
Amenities

- Chapel
- Family Resource Library
- Language and interpreter services
- Onsite pharmacy
- Pastoral care
- Social work
- Wi-Fi and internet access

these are usually location specific

exceptions: wifi, pastoral care, social work

Create a single source of truth for content and data



Scaffold content entry with guidelines and constraints

Strategic field types

Consider using more rigid field types over entering free text when possible, e.g., a dropdown list of parking options or a Boolean selection of whether to display a template-standardized CTA.

Help text

Write clear, informative help text for fields that address known issues, questions, or miscommunications and make standards or best practices accessible at a glance, supporting content consistency.

Consistent field names

Ensure common field names are consistent across content types in the system to avoid confusion and promote reusability, e.g., choose whether to use a "slug" or "URL" field, and stick with it.

Validation rules

Build in relevant field validation rules to reduce error and clarify content needs, e.g. restrict references to certain content types or create rules for text strings, such as URL fields starting with `https://`.

Meaningful field names

Name fields meaningfully based on the content they'll contain, e.g., distinguish a "summary" from a "value proposition" field by the type of description, not its location or styling on a detail page.

Editing permissions

Break down user roles to be as granular as needed, including by content type, sections, or individual fields. Translator roles should be split from other editors and limited to localized fields or entries.

Anticipate—and architect for—change

Areas to understand:

- How did this content come to be?
- How often does it change?
- What challenges come up when it changes?
- Which business priorities drive content changes?
- Do changes follow any predictable patterns?

Naming conventions to support sponsor changes			
Field name	Department Official Name* (imported from Epic)	Department Short Name*	Department Sponsored Name or Nickname
Field description	Full name ex: [Hospital System]™ Pediatric Cardiology and Cardiothoracic Surgery	Short name- ex: Cardiology and Cardiothoracic Surgery	Familiar or sponsored name ex: The Heart Center OR The John Smith Heart Center
Usage	Dept page, News descriptions: on first mention	Dept page, News descriptions: second mention onwards Providers: dropdown/search	Dept page: subtitle News descriptions: sponsored name used instead of short name for second mention onwards, nickname to be used as desired for variety/tone

3	Field ID	Field Type / Appearance	Field Description	Field Help Text
16	clinicContact	Reference / Many / Card	Contact info for clinic	Add contact details for this clinic. If preparing for a move, you can select multiple (e.g. current and upcoming) and manage the cutover via publish/unpublish scheduling in the Clinic Contact entry.

Build in review-oriented features

Highly regulated industries may have specific requirements, even if the process isn't well-documented.

How can your content model work harder so review is easier?

7	format	Text / Short / Dropdown	Field for the format of this item	Select the format this item is. This is a field for internal searching and reuse, not for site users.
8	category	Text / Short / Dropdown	Field for the category of this item	Select the category this item belongs to. This is a field for internal searching and reuse, not for site users.
9	audience	Text / Short / Dropdown	Field for the audience of this item	Select the audience this item is for. Currently this is only a field for internal searching, but may be used publicly in the future.
12	PEID	Text / Short / Single Line	Identification number for patient education	Enter the patient education ID number. This will not display to site users.
13	author	Text / Short / Single Line	Author of this item	Enter the name of this item's author. This will not display to site users.
14	dateCreated	Date and Time	Date this item was created	Enter the date this item was created. This will not display to site users.



Let's chat.
