TOOLKIT2

Identifying and Grouping Content for the Website

Identifying and Grouping the Website Content

Content plays a very important role in a website and can contribute to the popularity, success and effectiveness of a website. In the context of website, content refers mainly to *Information and Services* being offered through the website. Good quality and up to date content can be the single most factor for drawing visitors to the site. However, in the whole process of developing Government websites, very little importance is generally given to content planning and its readiness. Oftentimes, even after the website is ready, it lacks in content. And when content is prepared in a rushed manner, the quality is very often compromised resulting in incomplete and inconsistent information. Content planning is therefore a very important activity and should begin from the day the department decides to go for its website. Content Managers play an important role in the activity of Content Identification, Grouping and Uploading on the website.

This toolkit is a guiding document for the departments to plan and prepare the content for the website. It provides a step-by-step approach to identify, classify the content and categorize them based on the target end users of the website[1].

Pre-requisite:

The Content Managers have been identified, designated and notified by the Department (*Refer Toolkit 5 ePrastuti-Governance Structure*)

How is this activity is carried?

Workshops for Content Mangers are conducted for this activity. These workshops are activity based. *(Refer Toolkit 7 : Workshops, Trainings and Certification)* **(Footnotes)**

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[1] Outcome of Toolkit 1

1. Step-by-Step approach for Identifying and Grouping Content

Table 1 below provides the summarized approach for identifying and grouping the department (and its constituent organisations) content. This is done by conducting Workshops for Content Managers that are activity based.

Steps	Activity	Outcome
Step 1	Each Content Manager will be required to enter the basic details and their Area(s)of Work allocation as per the Job Chart *Refer: Activity -Questionnaire 1 (A)*	The basic details of the Content Manager are captured along with their areas of work allotted as per the Job Chart.
Step 2	The second step would be to list the different functions performed against each area of work mentioned above. *Refer: Activity - Questionnaire 1 (B)*	Listing of functions under each of work.
Step 3	The next step would be to detail the different Information and Services that are generated under each function. Specify as "Information" or "Service" *Refer: Activity Questionnaire 1 (C)*	Under each of the above listed functions, the different information and services generated will be listed.
Step 4	Against each Information and Services listed above, decide the intended target end user for whom the information or service is meant for. (i.e., if it is targeted for citizens then it is a G2C Information/Service)	The Information and Services are further categorised as G2C,G2G,G2B,G2E
Step 5	Grouping of Information and Services as G2C/G2G/G2E under each Area of Work	All Information and Services are grouped as belonging to G2C/G2G/G2E/G2B categories

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2 Directorate/Commissionerate/Missions/Societies

1. Step-wise details are as follows:

Step 1: Basic details and Area of work as per the Job Chart

Each Content Manager will be required to enter the basic details and their Area(s)of Work allocation as per the Job Chart. A few examples of areas of work in Education Department is placed below:

Examples of Areas of Work: RTI, Admission Counselling, Schemes Monitoring

Step 2: List different functions performed against each area of work

The different functions performed under each area of work are listed. If the areas of work are more than one, the functions performed under each of them need to be listed.

Eg: Under the RTI (Area of Work), the different functions are:

(i)   Disposal of RTI

(ii)   Transferring of RTI Petitions

(iii)   Placing to the Appellate Authority

Step 3: List all Content (Information and Services) that are generated

List all the types of Information and Services that is generated under each of the functions as listed above. First list them and then decide if it of "Information" type or "Services"

Listing all contents that are generated in the various functions:

1. Status of RTI Petitions

2. Disposal Status

3. Figures and Statistics

4. Number of RTI Petitions received/disposed/sent for second appeal within one year

5. Proactive disclosure

6. Details of SPIO

7. Online RTI application

8. Online submission of petitions

Now, decide if the listed Content is 'Information' or 'Service':

1. Status of RTI Petitions- Information
2. Disposal Status - Information
3. Figures and Statistics- Information
4. Number of RTI Petitions received/disposed/sent for second appeal within one year - Information
5. Proactive disclosure- Information
6. Details of SPIO - Information
7. Online RTI application -Service
8. Online submission of petitions –Service

Step 4: Decide the Intended Target End User for each Content Type

The content (Information and Services) identified at 3 above need to be grouped under the appropriate target end users.

Sl. No.	Functions under the Area of Work "RTI"	Information/Service	Target end users for the Information/Service
1	Status of RTI Petitions	Information	G2C
2	Disposal Status	Information	G2C
3	Figures and Statistics	Information	G2C and G2G
4	Number of RTI Petitions received/disposed/sent for second appeal within one year	Information	G2C and G2G
5	Proactive disclosure	Information	G2C and G2G
6	Details of SPIO	Information	G2C
7	Online RTI application	Service	G2C
8	Online submission of petitions	Service	G2C

Step 5: Grouping of Content -Target End User Wise

Target End User	Information	Services
G2C	Status of RTI Petitions	Online RTI application
	Disposal Status	Online submission of petitions
	Figures and Statistics	
	Number of RTI Petitions received/disposed/sent for second appeal within one year	
	Proactive disclosure	
	Details of SPIO	
G2G	Figures and Statistics	
	Number of RTI Petitions received/disposed/sent for second appeal within one year	
	Proactive disclosure	
	Details of SPIO	
	Figures and Statistics	
	Number of RTI Petitions received/disposed/sent for second appeal within one year	

Similarly if there are Services targeted for Business users, group them under Government to Business (G2B). If there are Services targeted for NGOs then they need to be grouped under Government to NGOs (G2N)

The functions targeted for Employees within the department will be Government to Employees (G2E).

Step 6: Rank the Grouped Content in order of its importance

Target End users	Information	P	Services	P
G2C	Status of RTI Petitions	1	Online RTI application	2
	Disposal Status	2	Online submission of petitions	1
	Figures and Statistics	4		
	Number of RTI Petitions received/disposed/sent for second appeal within one year	5		
	Proactive disclosure	3		
	Details of SPIO	6		
G2G	Figures and Statistics			
	Number of RTI Petitions received/disposed/sent for second appeal within one year			
	Proactive disclosure			
	Details of SPIO			
	Figures and Statistics			
	Number of RTI Petitions received/disposed/sent for second appeal within one year			

Activity: Content listing and Categorization

Blank Sheets of paper are provided where participants are required to provide the details as per the following format.

Questionnaire 1

A. Enter Basic Details

Name of Content Manager:

Name of Section:

Name of Department/Directorate:

Areas of Work Allocation (As per the Job Chart and may be multiple):

1.

2.

3.

B. Enter the functions or activities performed under each area of Work.

Note: If there are more than one Area(s) of Work being dealt, then the functions under each of them need to be listed down separately as shown below:

Area of Work 1

Functions:

1.

2.

Area of Work 2

Functions

1.

2.

C.   Content Managers will write the list of Content that is generated in their unit of work that they feel is important to be placed on the Website.

List the Content (Information and Services) generated under each of the functions listed. This may be in any order.

Area of Work	Functions	List down all the Content (Information and Services)generated against each function
Area of Work 1	Function 1	1. 2. 3. 4.
	Function 2	1. 2. 3. 4.
	Function 3	1. 2. 3. 4.
Area of Work 2	Function 1	1 2. 3. 4.
	Function 2	1. 2. 3. 4.

D. Now against the Content listed, decide if the content is of 'Information' type or 'Services' type.

Information: This Content will be mostly targeted at information seekers

Services: Services offered by the department can be categorized as Government to Citizen(G2C), Government to Government (G2G), Government to Employee (G2E), Government to Business(G2B)

Area of Work	Functions	List down all the Content (Information and Services)generated against each function	Decide if the Content is 'Information' or 'Service'
Area of Work 1	Function 1	1 2. 3. 4.	
	Function 2	1. 2. 3. 4.	
	Function 3	1. 2. 3. 4.	

E. Decide the Target audience for each

Area of Work	Functions	List down all the Content (Information and Services)generated against each function	Decide the if Content is 'Information' or 'Service'	Decide the Target Audience for each
Area of Work 1	Function 1	1 2. 3. 4.		
	Function 2	1. 2. 3. 4.		

F. Now Group them Target Audience Wise and rank them in the order of priority

Area of Work	Functions	Target Audience	Information	Services
Area of Work 1	Function 1	G2C		
		G2G		
		G2B		

Outcome of Activity of Toolkit 2

- All Content (Information and Services) generated within the department (and its associated organizations)as per Job Structure and Functions are identified and are grouped as per the Target End Users the Content is meant for.

- Ascertain if the above are in line with the Vision, Mission of the department.

- This will need to be placed by the Website Information Manager to the Project Steering Committee of the Department for approval and finalisation.