



Energy for
generations

DIGITAL IDENTITY FRAMEWORK

How to use our digital brand effectively in communications



CONTENTS

INTRODUCTION

This Digital Identity Framework has been created to provide the building blocks to deliver Group digital strategy by documenting the procedures and guidelines for digital projects. This Framework will allow ESB to plan and manage the evolution of its digital presence in a co-ordinated and controlled manner.

The Digital Identity Framework provides the Group with a lean digital philosophy, through the seven principles that define how ESB communicates with its audiences online. Following on from this philosophy, the Framework provides a detailed roadmap that will help each business plan its online initiatives. This roadmap covers the lifecycle of a digital project, providing guidelines and documentation for each stage of this lifecycle.

2 OUR PHILOSOPHY

USER NEEDS

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LESS IS MORE

CONSISTENCY NOT UNIFORMITY

CONSTANTLY GROWING



THE 7 PRINCIPLES

These seven principles define how ESB should communicate with its customers. They are the core values of every channel. These principles have been developed as a touch point for every project and help ESB Group focus decisions and assist in creating a consistent experience for users.

USER NEEDS

The needs of the user have to be at the core of everything that ESB Group creates. To put the user first, the organisation must understand their needs and support their goals. It should foresee how users are likely to use a product, but also test and iterate to ensure its proposed solutions are valid. ESB must create interfaces that are easy and enjoyable to use.

It is important to remember that the user comes before stakeholders. ESB must not allow the design and development process overshadow the need to focus on specific people, their characteristics, and how the product will fit into their lives.



A UNIFIED EXPERIENCE

Creating a unified experience across all ESB channels will help increase brand recognition and loyalty. Users view the brand as a unified entity and expect its values to be delivered across all channels. By using the same visual patterns, language and a consistent approach across all platforms this will be achieved.



DESIGN FOR ALL

The ESB brand and messages have to be accessible to all audiences. By making the conscious effort to apply a user-centred approach to all digital communications, the group can ensure that users get the best-possible experience. ESB can achieve this by:

- Designing for all devices and emerging technologies.
- By maintaining the highest accessibility standards.
- Creating simple and intuitive interfaces and ensuring that its solutions are as inclusive and legible as possible.
- Developing a responsive framework so the sites is accessible from all devices while also presenting a consistent visual design.



LOCAL/GLOBAL

ESB must maintain the essence of its Irish roots but speak to a global market. This means avoiding Irish clichés when creating content and selecting imagery.

The ESB message must appeal on a local and global level and speak to users from all regions.



LESS IS MORE

ESB Group should aim to display only what is necessary. By removing clutter, ESB can help instil confidence in its brand and create a smoother user experience. A focus on simplicity should apply across all processes. When creating content the goal should be to keep messaging short and to the point.

In terms of devising a site structure, ESB must keep in mind that a concise navigation helps the user find the information they're looking for easily. A minimal user interface limits distractions and helps ESB focus on the smaller details. It is important to understand audiences before deciding which content is relevant to them and how to visually present it.



CONSISTENCY NOT UNIFORMITY

These guidelines have been created as a framework for a unified presence across all digital communications. However, it's important to recognise that these are intended as guides not as a rule book. ESB cannot predict every circumstance but can ensure that its underlying approach is consistent across all platforms.



CONSTANTLY GROWING

This framework is designed to be constantly growing and evolving. ESB can learn from users through testing and iterating its solutions. As technologies evolve, the group must adapt and change with them. It's also important to share. The team at ESB must share ideas, feedback and failures and its combined learnings to help create better user experiences.



3 INFORMATION ARCHITECTURE & UX

INFORMATION ARCHITECTURE

USER EXPERIENCE

NAVIGATION

CONTENT MATRIX

WIREFRAMES

TEMPLATES, FEATURES AND FUNCTIONS

USER TESTING

DEFINE FUNCTIONAL SPECIFICATION



INFORMATION ARCHITECTURE

Information Architecture (IA) refers to the process of categorising and structuring information, labelling groups of content and organising navigation systems and search systems. The goal is to organise this information in a sustainable way in order to help users find information and complete tasks.

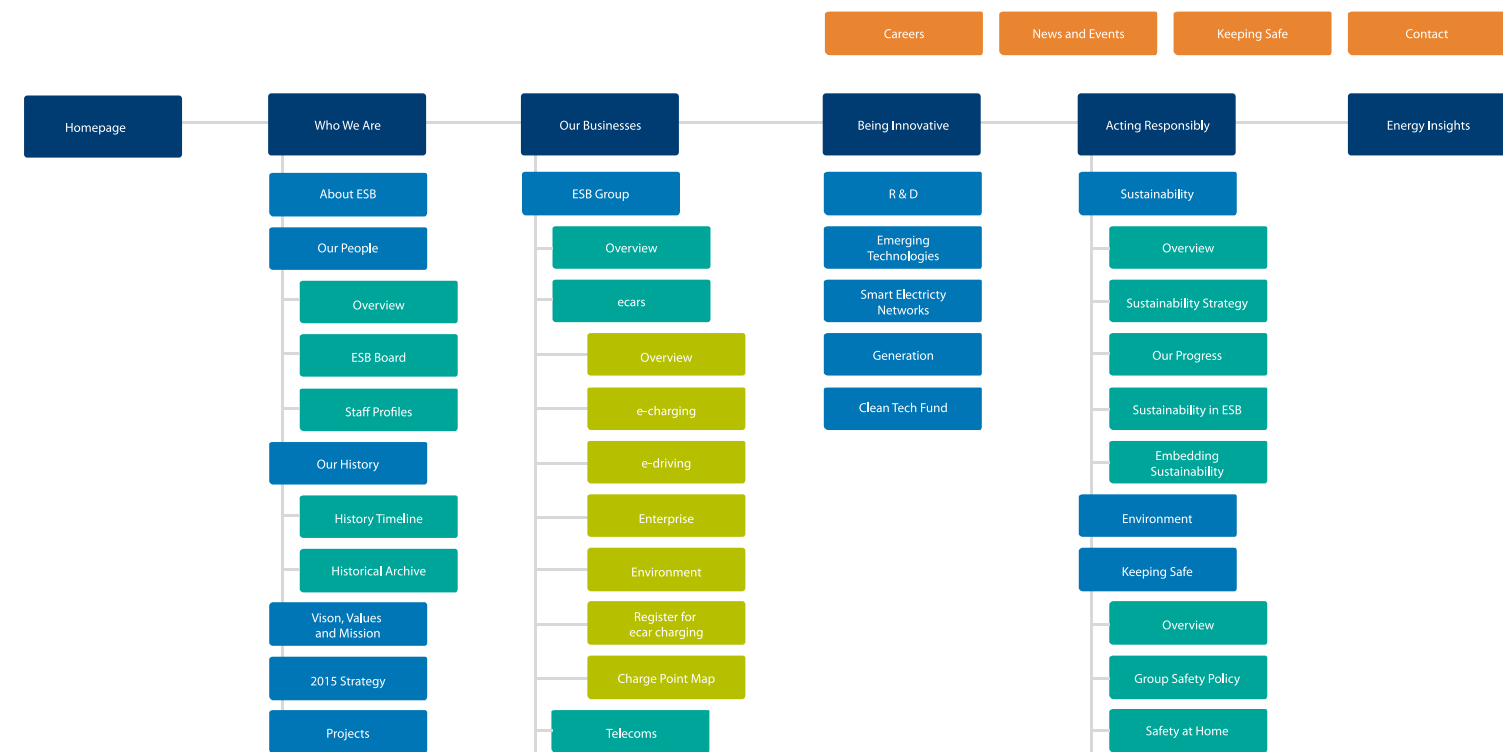
SITEMAPS

A sitemap is a visual representation of a site’s IA. It allows ESB to plan all the content needed for a website. A sitemap is a structure that lists all the pages of the site.

To begin, map out the level 1 sections of the site which will make up the primary navigation. In the example above these include: Who we are, Our Businesses, Being Innovative, Acting Responsibly and Energy Insights. Once ESB has determined its primary pages it can build upon the sitemap with relevant sub-pages, or the level 2 pages. Under ‘Who we are’, in the example above, the level 2 pages include: Our People, Our History, 2015 Strategy, etc. After this it’s time to add in any level 3 pages. From above, there are three sub-pages under ‘Our people’: Our People Overview, ESB Board and Staff Profiles.

Once the main section of the site has been mapped out, the recommended focus should be on the shoulder navigation as described in the Navigation section in this document. Add these to the top of the sitemap along with any level 2 sub-pages. Finally, add in the legal, privacy and social links that will be in the footer.

Sitemap



USER EXPERIENCE

User experience (UX) refers to the overall feel of a website from a user's point of view. UX design takes a site's information architecture one step further, considering not only its navigation, but also its ability to facilitate user engagement. The UX process involves determining (through research) what type of people (personas) will likely use the website and the tasks that a user will have to accomplish within the site.

UX design explores many different approaches to solving specific user problems. For example, UX designers will look at a task that a user will have to accomplish, such as paying a bill online. They will work to find the most user-friendly way of doing this, with the interaction process logically flowing from one step to the next. By identifying stumbling blocks in such a process, they refine and iterate to create the most satisfactory experience for the user.

MOBILE USER EXPERIENCE

Web browsing patterns are different when we are using our mobile devices compared to when we use desktops or laptops. This is due to a variety of reasons, including the much smaller screen size of mobile devices, the fact that our mobile devices are always with us and how we tend to browse faster when we are on the move.

As such, ESB needs to take these differences into account in order to deliver a great mobile user experience.

- Prioritise and present features that have a particular relevance in a mobile environment. An electricity networks company, for example, might prioritise a page on power outages information, as broadband/desktop access might be unavailable in this type of situation.
- Offer relevant mobile-only functionality where possible, and enhance functionality using the capabilities of mobile devices to engage users. For example, clickable phone numbers, geolocation, voice input, etc.
- Mobile forms should be limited to the most essential fields. Display default values wherever possible (e.g. display today's date by default in a booking form date picker).

User Experience



NAVIGATION

Navigation refers to the system that allows visitors move around a website. It is most often thought of in terms of menus, but links within pages, breadcrumbs, related links, pagination, and any other links that allow a visitor to move from one page to another are also considered navigation.

After a site's information architecture has been considered and a sitemap drawn up, the navigational structure can be built. This is crucial in creating the best user experience for any ESB website. The navigation is the gateway to the different sections of the site so it's important that this is well considered before beginning the project.

When deciding on the site menu, it is necessary to note how many levels there are. 'Levels' refer to the different sub-sections of the site and are broken down as follows:

- Level 1** This is the primary navigation/menu.
- Level 2** These are the subpages of each section in the primary navigation.
- Level 3** These are the subpages below Level 2.

The amount of levels ESB will need depends on the size of the site. A microsite, for example, may only need one level of navigation and a new business site may have more content and require three levels of navigation. It's important to note the more levels that are added the harder it is for a user to navigate. Content should be grouped to create fewer pages and cut out unnecessary bulk.

DESKTOP NAVIGATION

There are three global areas of navigation:

1. Primary Navigation

This is the main menu and contains the most important sections.

2. Shoulder Navigation

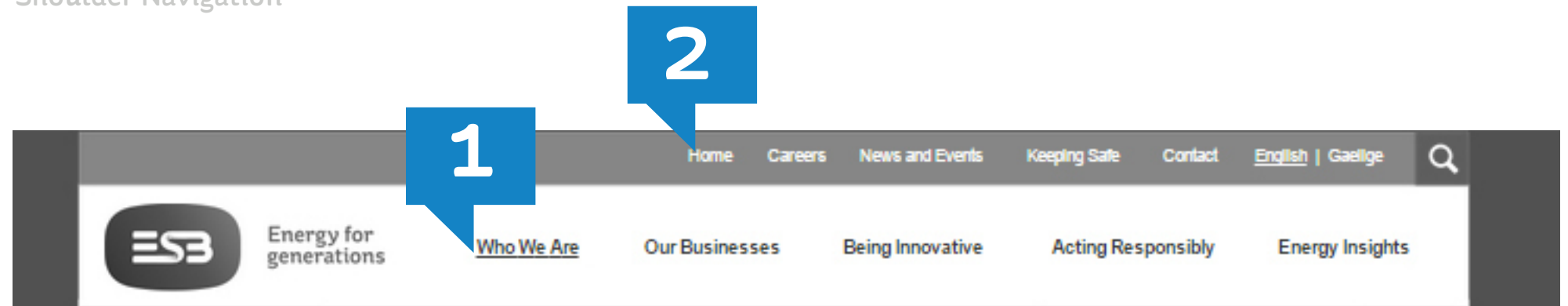
This appears at the very top of the page and contains secondary information such as news, careers and contact details.

3. Footer

This contains the legal and privacy and social links.

To ensure that the header of the site is uncluttered and easy to use, it is advisable to keep the primary navigation to six items or less. Navigational labels should also be short and to the point. For example, instead of saying “what we offer” say “services”. Once the sitemap has been decided then it’s best to begin structuring the navigation at a wireframing level. For large sites with three or more levels of navigation, use a mega menu.

Shoulder Navigation



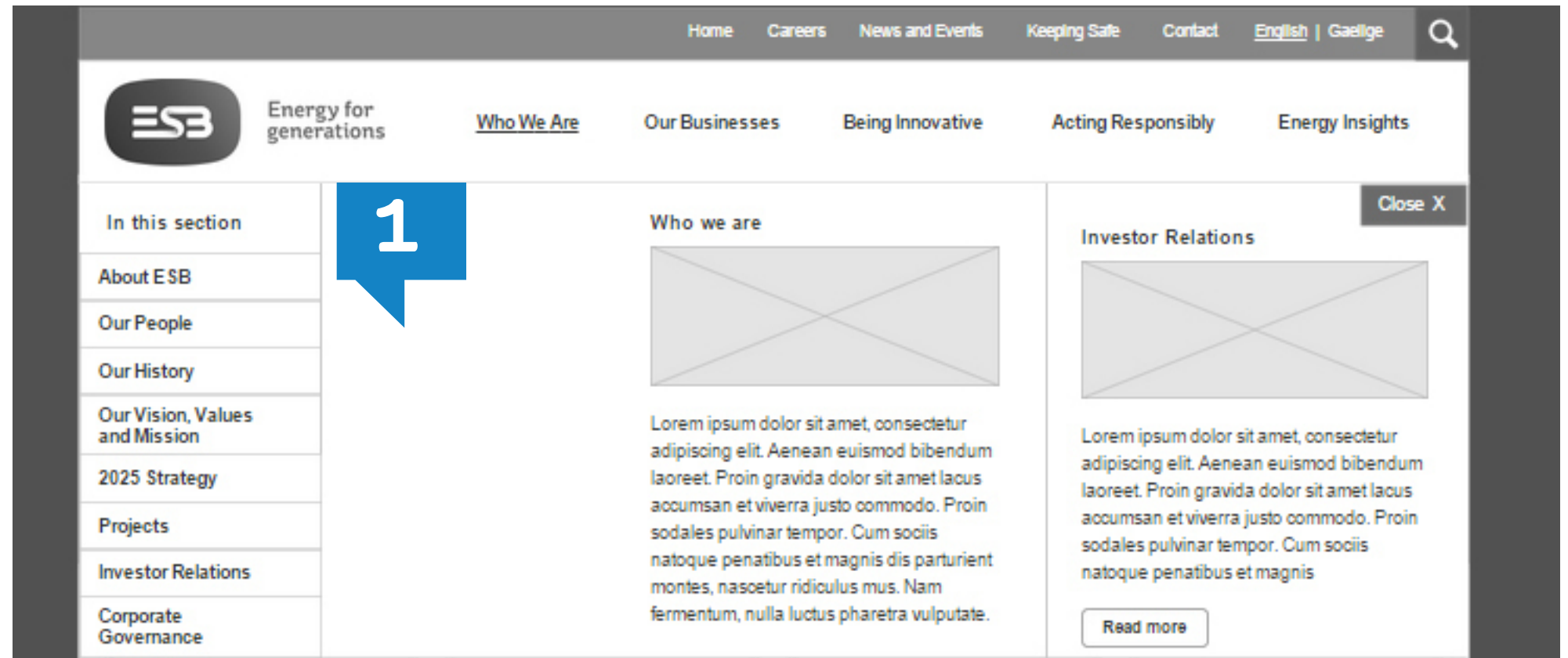
- 1 Primary Navigation
- 2 Shoulders Navigation

MEGA MENUS

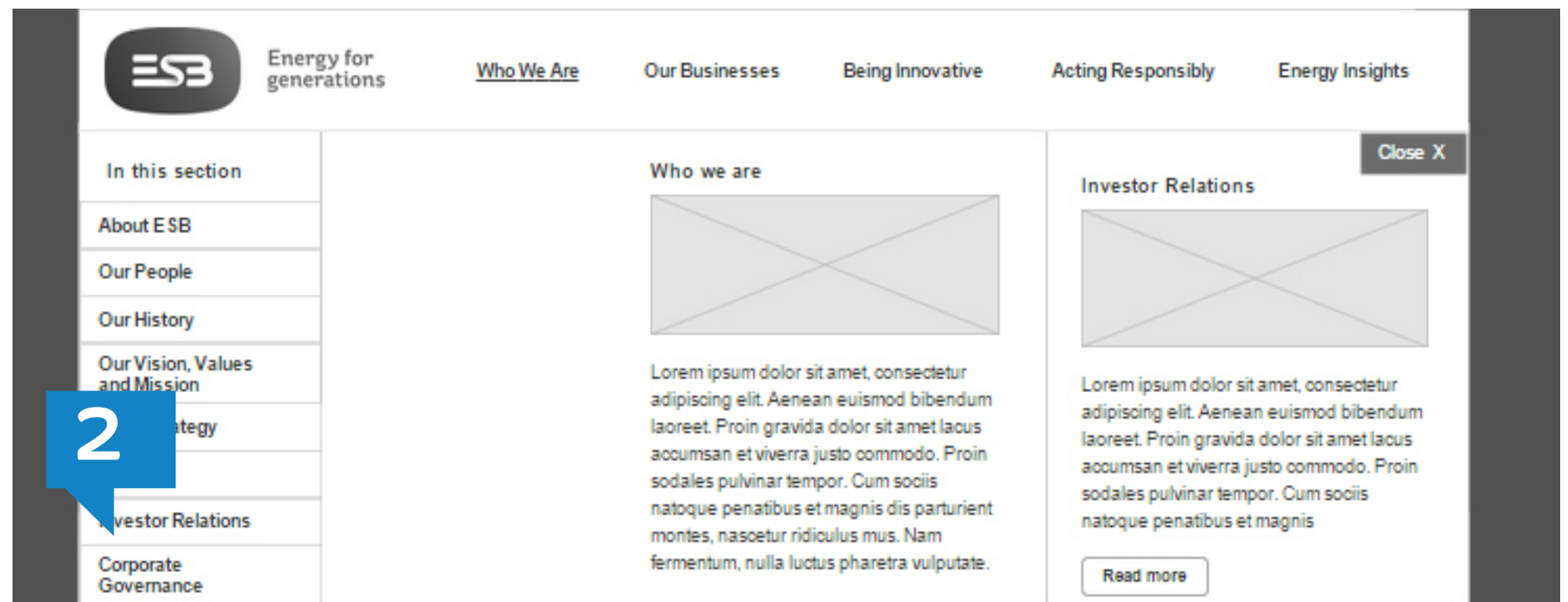
- 1 When the user hovers over a primary navigation item then the mega menu displays. On the left the Level 2 links are shown. Spotlights for featured areas of that section are displayed in the remaining space.
- 2 When the user hovers over a Level 2 link, then the Level 3 links display in the next column. If there aren't any Level 3 links on that page, then nothing displays in the next column.

If some primary navigation sections have no sub-links (for example, the 'Energy Insights' menu item in the above image) then there is no need to include a mega menu and users can click straight through to that section.

Mega Menu - Hover



Mega Menu - left hand navigation



MOBILE NAVIGATION

Without a mouse to point and click, mobile users have to rely on touchscreen interaction to navigate mobile websites. Add in the small screen with the need to complete tasks quickly and efficiently, and clear and intuitive navigation becomes crucial.

MOBILE MENUS

Without a mouse to point and click, mobile users have to rely on touchscreen interaction to navigate mobile websites. Add in the small screen with the need to complete tasks quickly and efficiently, and clear and intuitive navigation becomes crucial.

As the mobile menu area will contain all primary, shoulder, search and footer links, these should be arranged to give priority to the most important items.

All navigation links, including those on web pages, are designed for touch and should be sufficiently sized to be easily tapped.

- 1 Menu icon - The mobile menu is usually hidden initially. The display can be toggled by tapping on a menu icon, which is placed at the top-right of the screen.
- 2 Second-level navigation - If a primary section has a second level navigation then this is displayed when the primary item is clicked.
- 3 A menu title appears at the top along with a back button to allow the user to return to the main menu. The process is repeated if third-level links are present.
- 4 Third level navigation - If a second-level section has a third-level navigation then this is displayed when the second-level item is clicked.

Mobile Screens



CONTENT MATRIX

Once the sitemap has been decided, further consideration should be given to the type of content needed for each section. This will help the UX and user interface (UI) designers establish what is required on each page and to put together accurate prototypes and mock-ups.

It is important to take time to go through the sitemap to decide about the content requirements for each page. Take, for example, an Our Team page. For this page, ESB might decide that it needs an introductory paragraph and six team member profiles, with each profile featuring an image and a short blurb.

By considering the above at this stage, ESB can determine which individual elements and modules need to be designed and built for each page. Leaving these decisions until later in the design process would require much more work.

WIREFRAMES

THE VALUE OF WIREFRAMES

Creating wireframes is one of the most important aspects of a web design project.

A wireframe is a two-dimensional representation of a website's interface.

The primary purpose is to represent the arrangement of the different blocks of content on a page. Wireframes are also a useful way to determine how the user interacts with the interface.

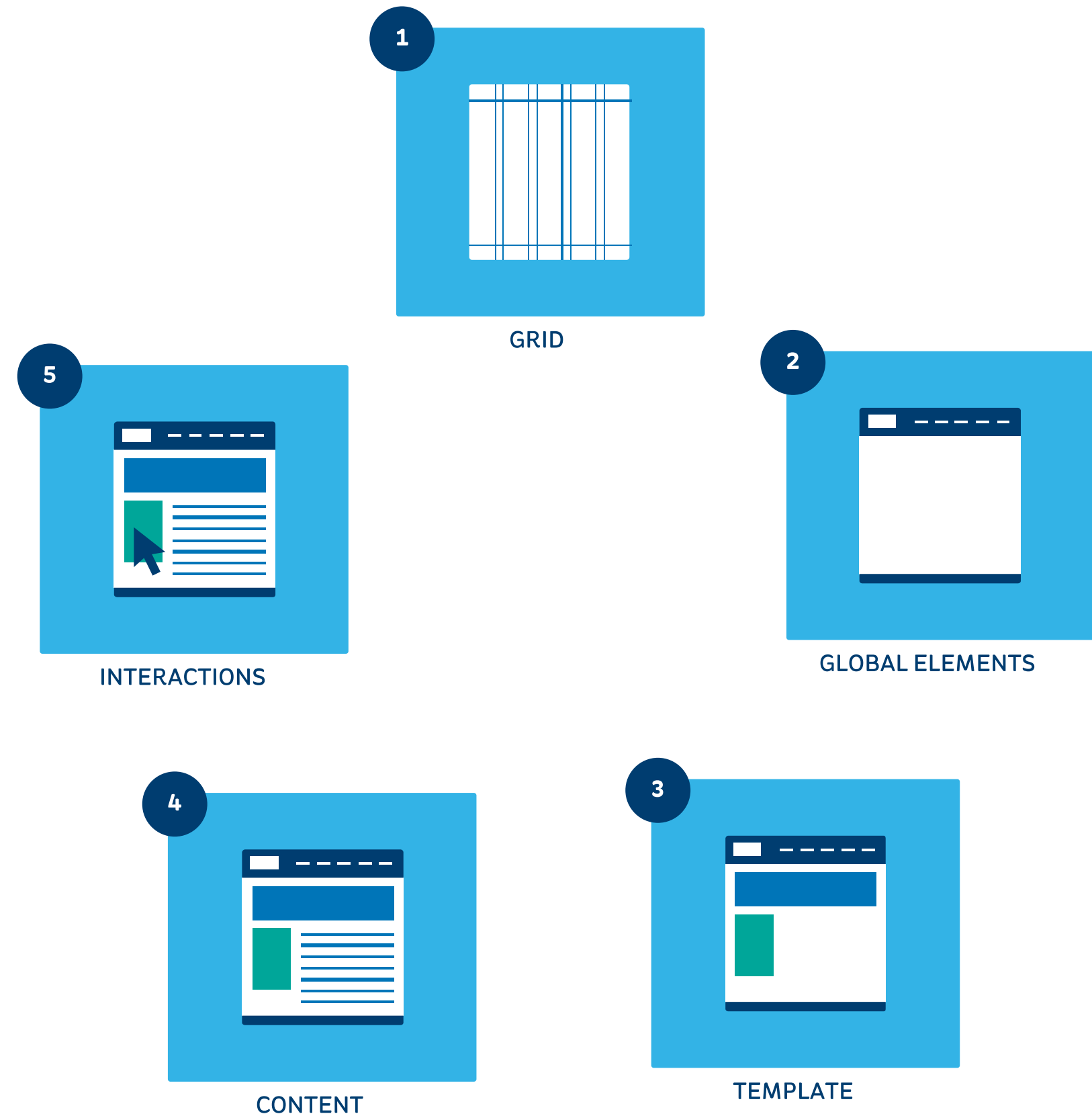
They show the intended functionality and interaction of elements and connect the site's IA to its visual design by showing paths between pages.

THE PROCESS OF CREATING WIREFRAMES

- 1 Create a grid
- 2 Create elements common to all pages, for example navigation, headers, footers, etc.
- 3 Create templates that contain the different blocks of content.
- 4 Arrange content blocks on each page.
- 5 Create transitions and interactions between elements and pages.

At this stage, ESB should not use colours – visual design takes time and only begins after the underlying information design is complete. If colour is to be used to distinguish items, various grey tones should be used to communicate the differences. Do not use images – images distract from the task at hand and image handling will be part of the later visual design process. To indicate the positioning of intended images, a grey rectangular box with an 'x' through it should be used.

Creating Wireframes



TEMPLATES, FEATURES AND FUNCTIONS

A template consists of different elements and modules that are combined to build a page. The choice of modules depends on functional and content requirements for that page. This section explores the different modules and gives examples of where and when they should be used. After a breakdown of the individual modules, it looks at how to put them together to make a complete template using examples from ESB Group wireframes.

FEATURES AND FUNCTIONS

BANNERS

Without a mouse to point and click, mobile users have to rely on touchscreen interaction to navigate mobile websites. Add in the small screen with the need to complete tasks quickly and efficiently, and clear and intuitive navigation becomes crucial.

- 1 Homepage banner with featured message and call-to-action
- 2 Landing page banner with introductory paragraph
- 3 Inner page banner with page title.

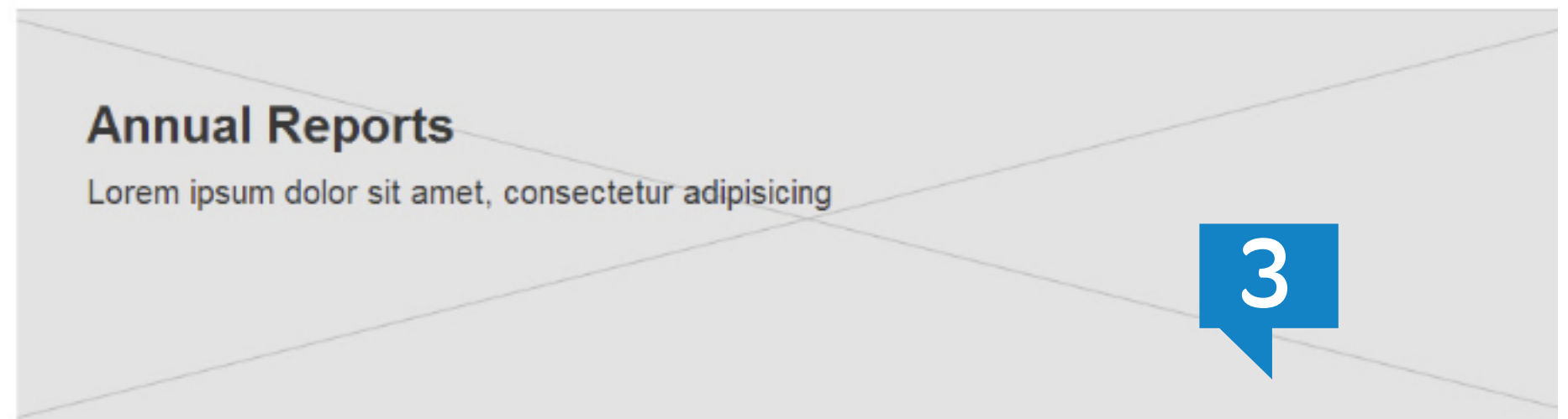
Banners usually consist of an image, message and call-to-action and are used to give visual impact to a template. It is recommended that banners are used on high-level, introductory templates such as homepages and landing pages.

Banners may be used in three ways:

- 1 To link to important pieces of content such as annual reports
- 2 To introduce a section of the site
- 3 As a visual element on an inner page that contains the page title.

In the first two cases, make sure the message is concise and engaging and relates to the image in the background.

Banners

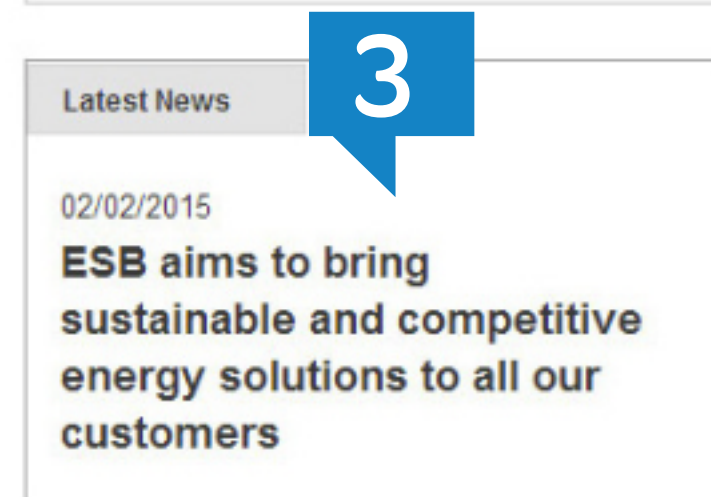
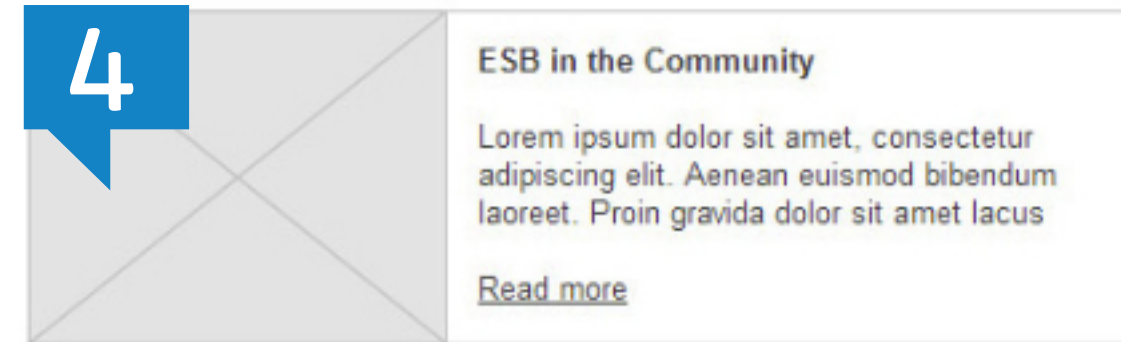
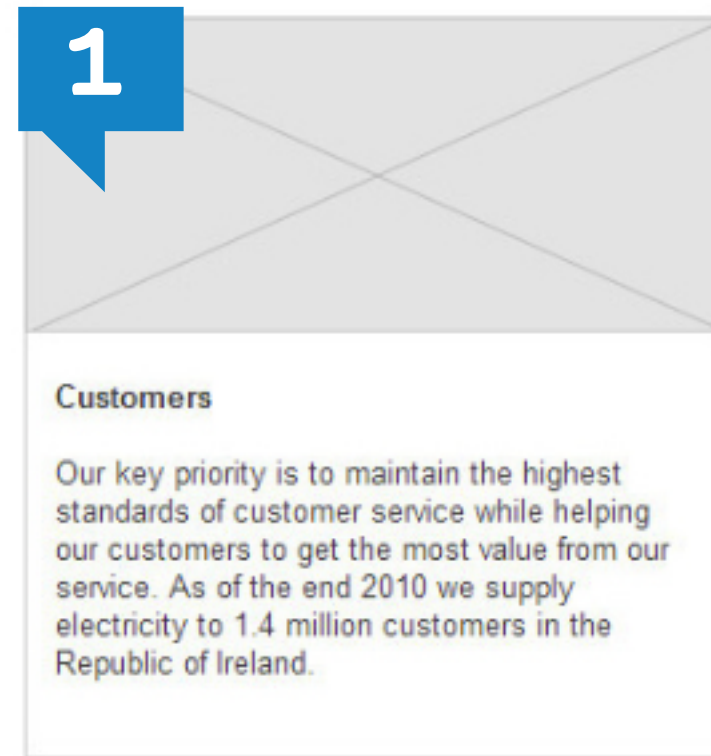


BANNERS

- 1 Spotlight with image and text
- 2 Spotlight with image and title
- 3 Spotlight with text only
- 4 Horizontal spotlight with image and text

Spotlights are used to highlight featured content on templates. They are generally used on homepages and landing pages, but can also be applied to inner pages to showcase related content. The image above reflects how spotlights can be styled in a number of ways depending on the content.

Spotlights

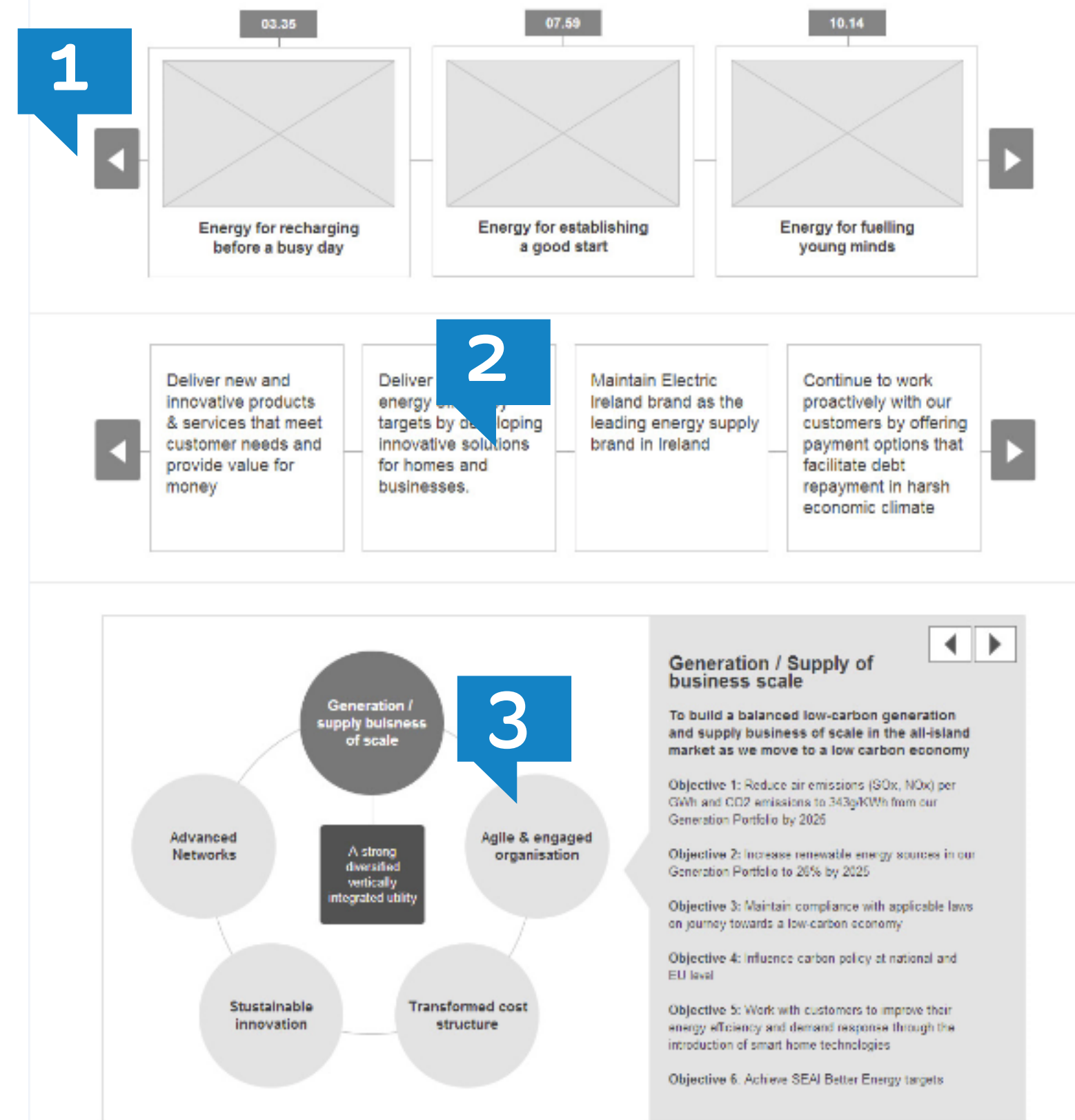


SLIDERS

- 1 Slider for spotlight with an image and title
- 2 Slider for short text-based content
- 3 Slider for a graphic with supporting content

Sliders are used to showcase snippets of content that can be grouped together and presented in a linear format. They add an interactive element to the page. It's important to consider the amount of items in a slider – too little defeats the purpose of the slider and too many risks the user losing interest. As a guide, the recommendation is five to 10 items per slider. The image above depicts how different content types can be presented in the slider format.

Sliders

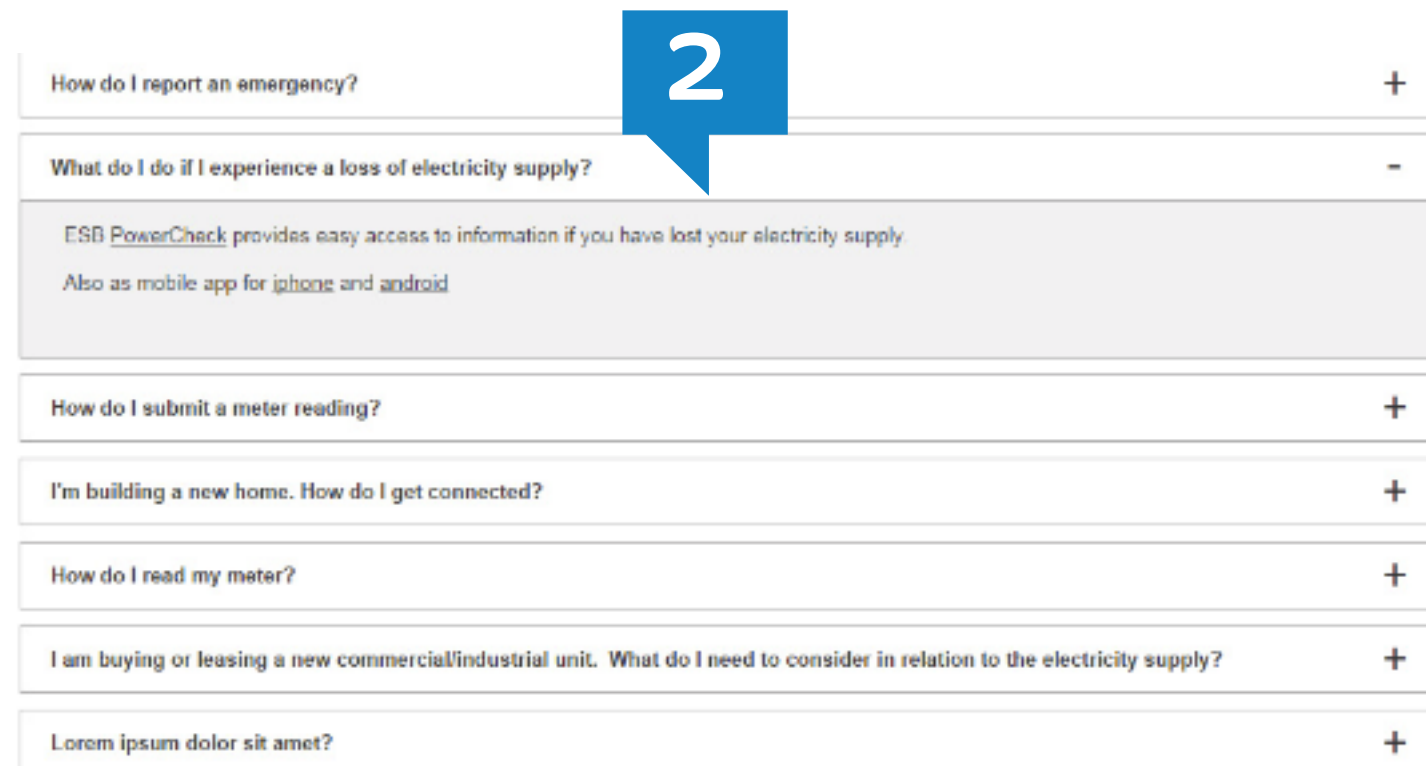
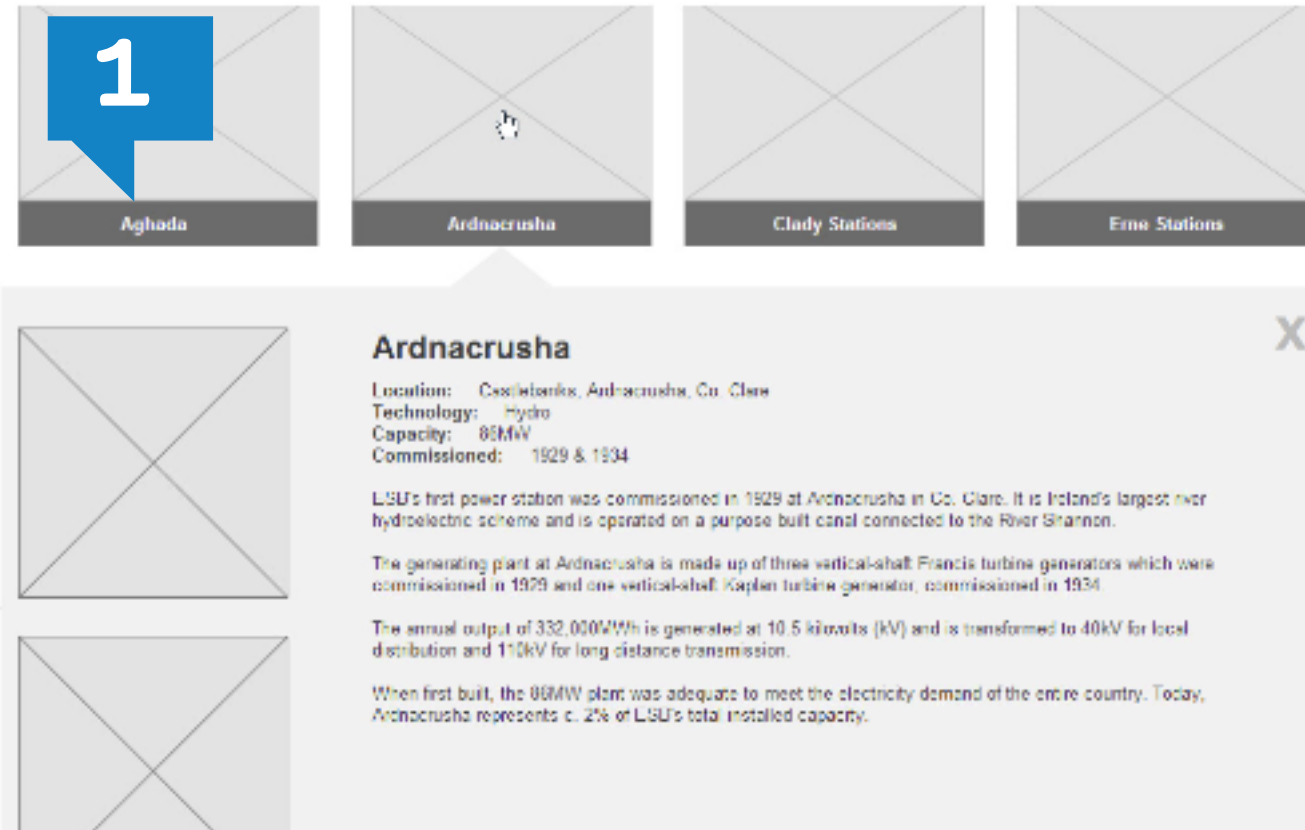


SHOW/HIDES

- 1 Show/hide with image-based content
- 2 Show/hide with text-based content

Show/hides are used when a lot of content is to be displayed on one page. Instead of displaying all of the content at once and creating a lot of scrolling, the content is organised in a manner that allows the user to open and close different sections. There are two versions of show/hides – illustrated in the image above. The first is used when there is strong imagery available for each piece of content. Here, thumbnails are displayed in a grid layout and the text content for each item is shown when a thumbnail is clicked. The second show/hide option is used when there is a lot of text content on a particular page. Here, the content is broken down into a list of headers that expand when clicked.

Expanding Content



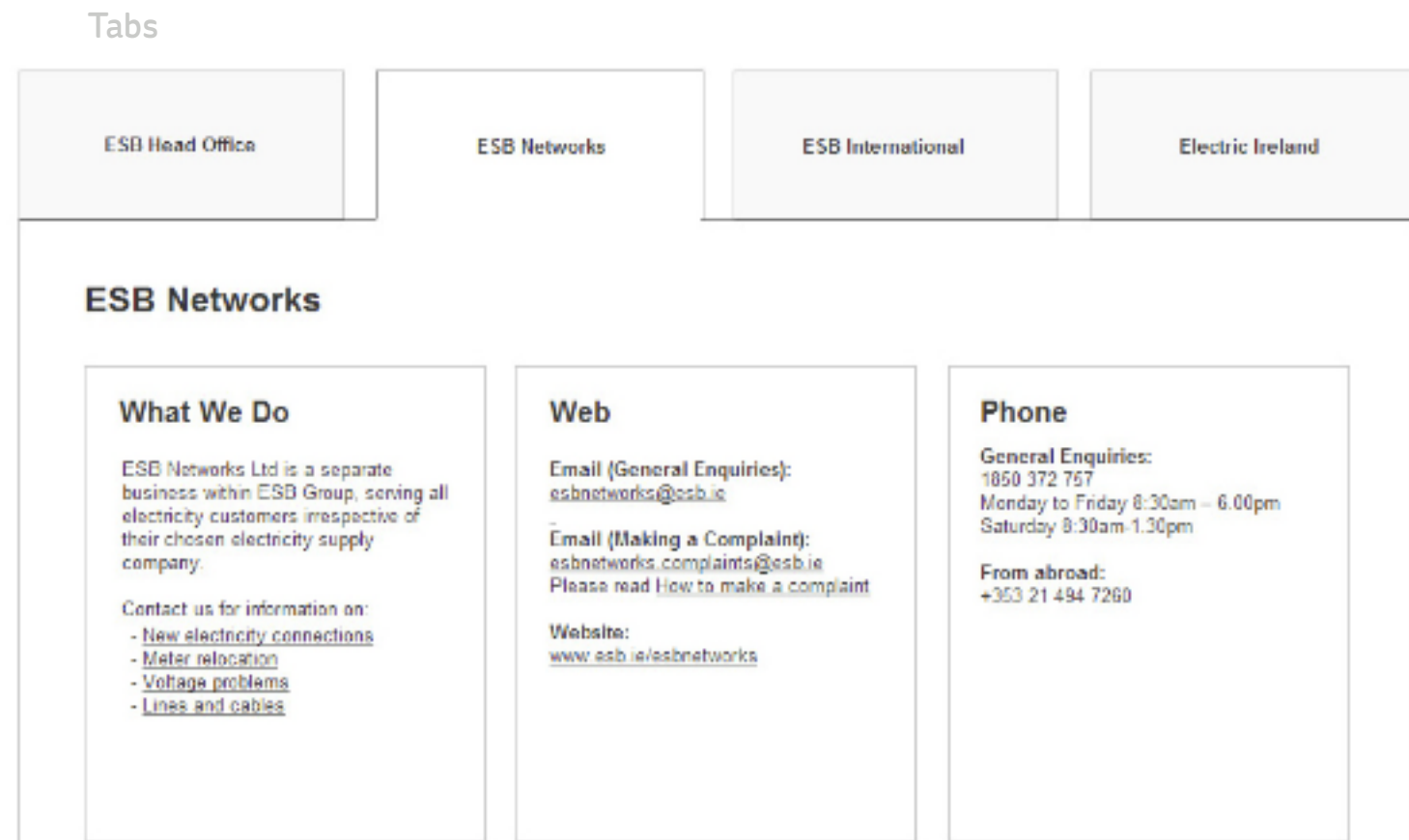
TABS

Tabs are a means of consolidating similar content into one page. In the example above, the contact details for each business are presented in tabs instead of on individual pages. This helps limit the amount of pages and clicks to find content

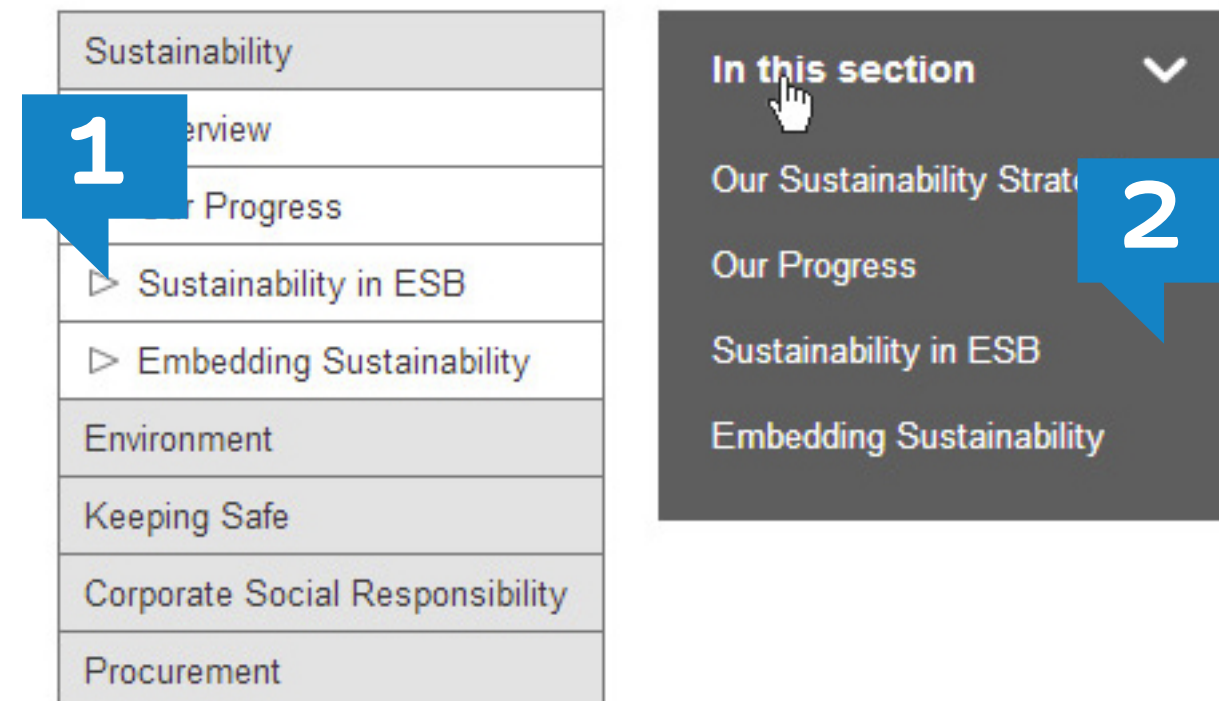
SUB-NAVIGATION

- 1 Show/hide with image-based content
- 2 Show/hide with text-based content

Sub-navigation is used on inner pages to help the user navigate to different pages of that section. On low-level standard content pages with a three-column grid, the sub-navigation is placed on the left-hand side. On landing pages that use a full-width template the sub-navigation is placed at the top of the page. When the user clicks on the 'In this section' title, the panel expands to show the sub-pages.



Sub Navigation



LISTS

- 1 Lists on a landing page
- 2 Report list

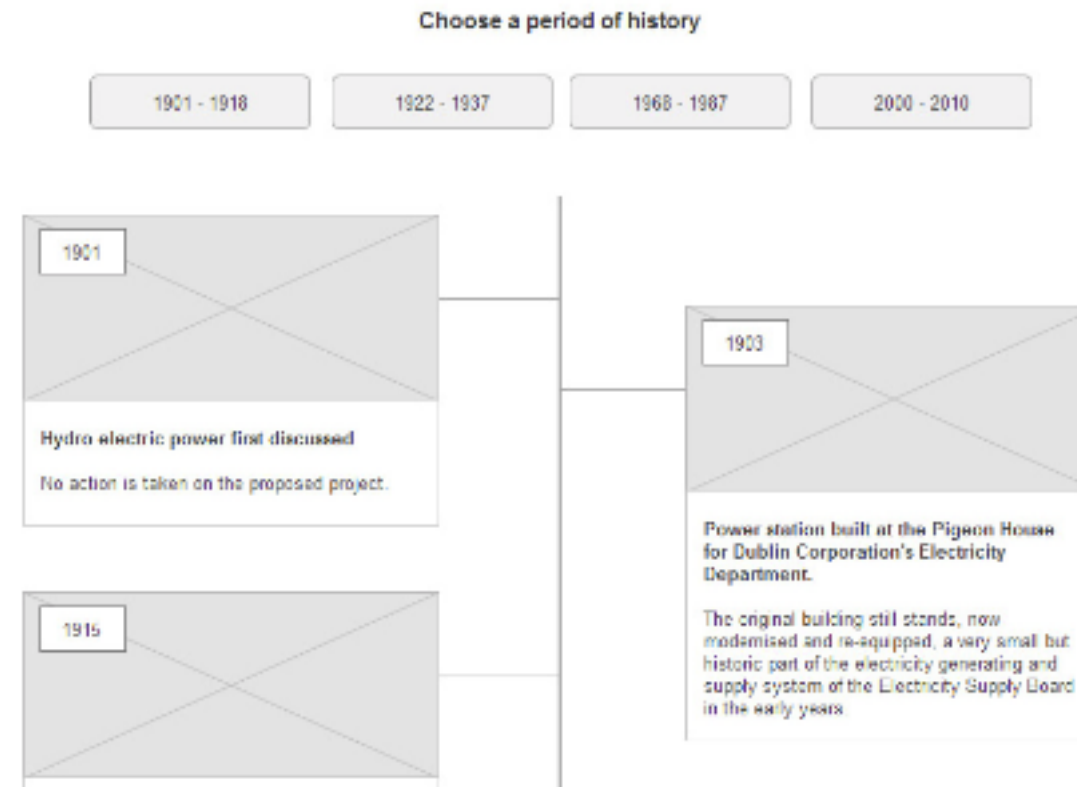
TIMELINE

A timeline widget has been developed to showcase historical/linear content. In this widget, items are broken up by year and each contains an image and a brief overview.

Lists



Timeline



NEWSLETTER SIGN-UP

The purpose of newsletter sign-ups widgets on websites is to allow users easily add themselves to a mailing list to receive tailored newsletters. These widgets are usually placed on news-related pages, for example pages containing press releases or blog posts. They should only be used when regular newsletters are being written.

SOCIAL

1 Twitter feed

This widget shows the latest tweet from the linked account. A single tweet will be displayed on both the Twitter account and on the website, making this a very useful feature for conveying instant updates. This widget also gives the user the opportunity to link to and follow the Twitter account.

2 Social media links

These are easily recognisable social icons that allow the user to connect through their chosen social channel. This widget could be used on any page

3 Share feature

This feature allows the user to easily share a link to the currently displayed page on their own social media account. This widget could be used on any content page.

Newsletter

Newsletter Sign-up

Sign-up below to receive media releases by email:

Sign-up to receive articles by email:

Social

Latest Tweet 1

@ESBNetworks 14h
 We have a fault in the #Ballycrossaun #Loughrea #Portumna areas of #Galway updates <https://www.esb.ie/esb-networks/powercheck/> ... #staysafe

Follow ESB Networks on Twitter

Connect with us 2

[YouTube](#) [Twitter](#) [LinkedIn](#)

SHARE + 3

FORMS

A form on a webpage allows a user to enter data that is sent to a server and can be used in many ways, such as signing the user up for a newsletter, submitting customer feedback or booking an appointment.

Forms should be placed on contact, feedback and booking pages.

FOOTER

The footer should contain legal, privacy, accessibility, disclaimer and sitemap links. When a business has a social media presence, then there should be links to these social networks in the footer.

The footer is a module that appears on all pages.

SEARCH

A search bar typically appears on all pages in the header, and will allow the user to search the entire site. An additional search feature, as shown above, allows the user to search within a specific part of the site, with the ability to filter the search results by category.

FILTER

Filter features have been designed to allow users to refine lists of publications, articles or search results by category or sub-category.

Forms

Footer

Search

Filter

PUTTING IT TOGETHER

Below are some examples of how the elements come together to form a template.

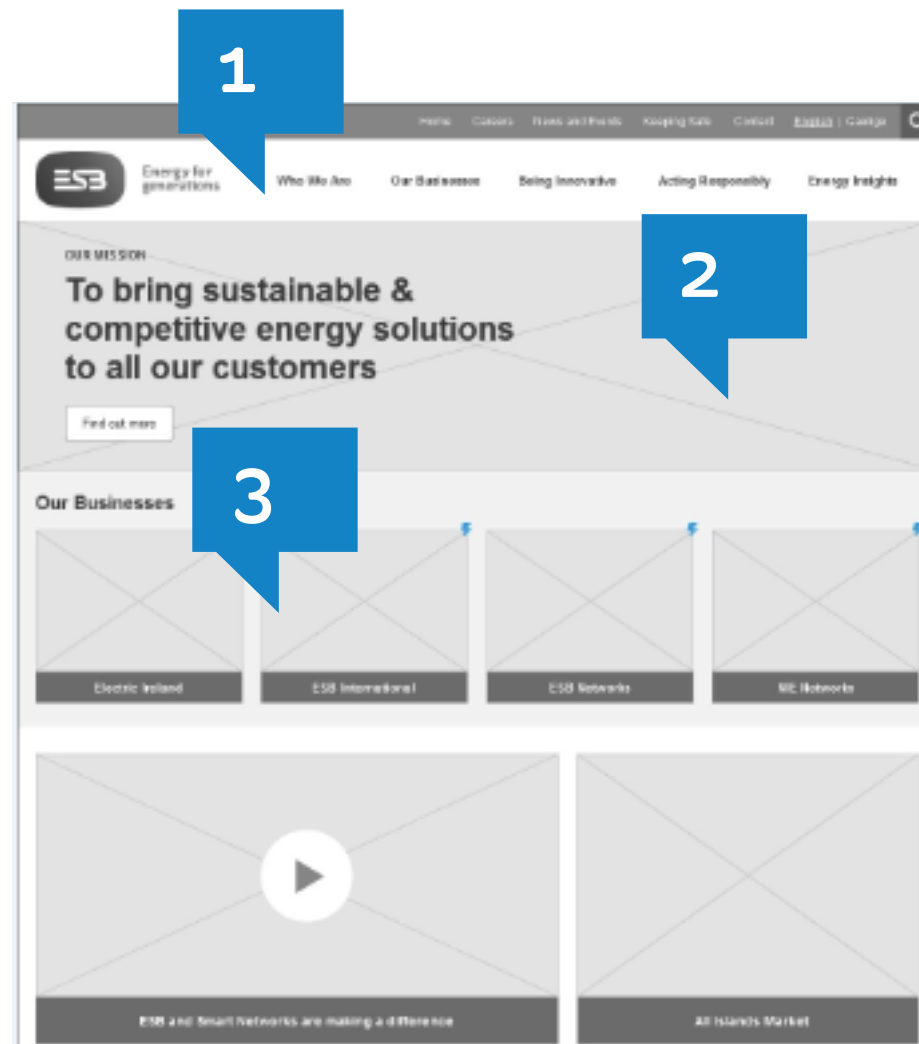
HOMEPAGE

A homepage template should be designed to instantly grab a visitor's attention and allow them to identify the ESB Group brand and what it does within seconds.

A homepage should not be overly-complicated or contain unnecessary elements. It will often have engaging links to internal parts of the site and one or more compelling calls-to-action. Some of the most successful homepages feature a simple design and a strong headline.

- 1 Navigation
- 2 Banner
- 3 Business Spotlights
- 4 Spotlight
- 5 Slider
- 6 Footer

Homepage

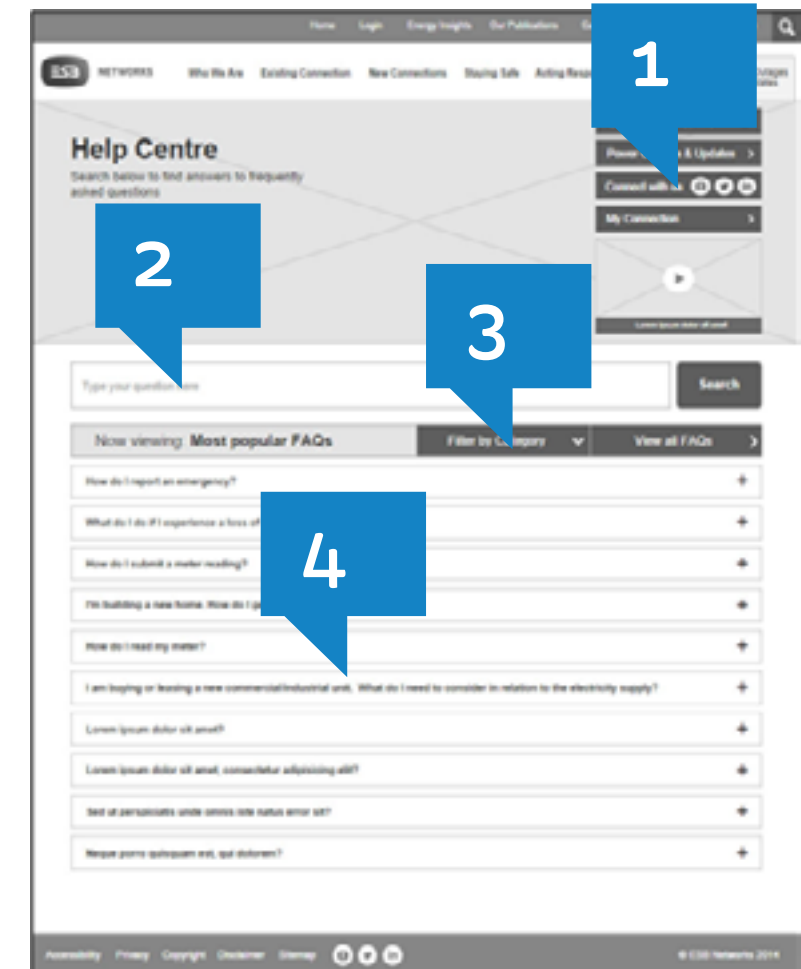


LANDING PAGE

Landing pages are often visited from outside the website, perhaps through a Google search or through an online advertisement. Their purpose is to convince the user to take a specific action. In this template the landing page introduces a section of the website and offers the user the opportunity to further explore the section. A landing page should not be cluttered with content. Instead, it should contain a good mix of elements such as images, text and video to help users easily absorb information and choose their next move.

- 1 Sub-navigation
 - 2 Banner
 - 3 Spotlights
 - 4 Slider
 - 5 Spotlights
-
- 1 Social
 - 2 Search
 - 3 Filter
 - 4 Show/hides

Landing Page

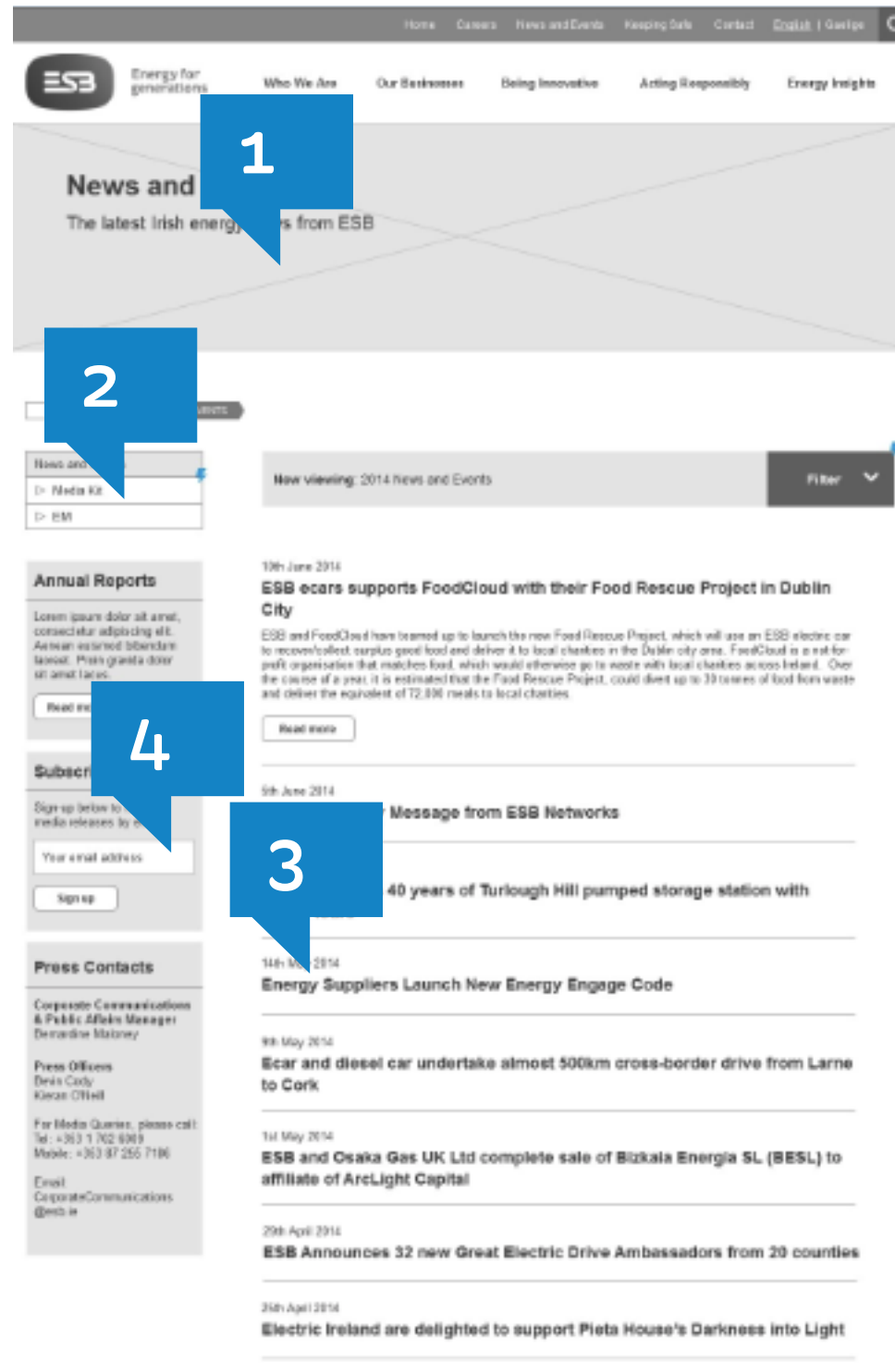


NEWS LISTING

This page contains listings for news articles, displayed in a paginated format. Each listing links to an individual page. The listing can be filtered by year or category. This page may also contain a newsletter sign-up widget, as shown.

- 1 Banner
- 2 Sub-navigation
- 3 List
- 4 Newsletter sign-up

News Listing



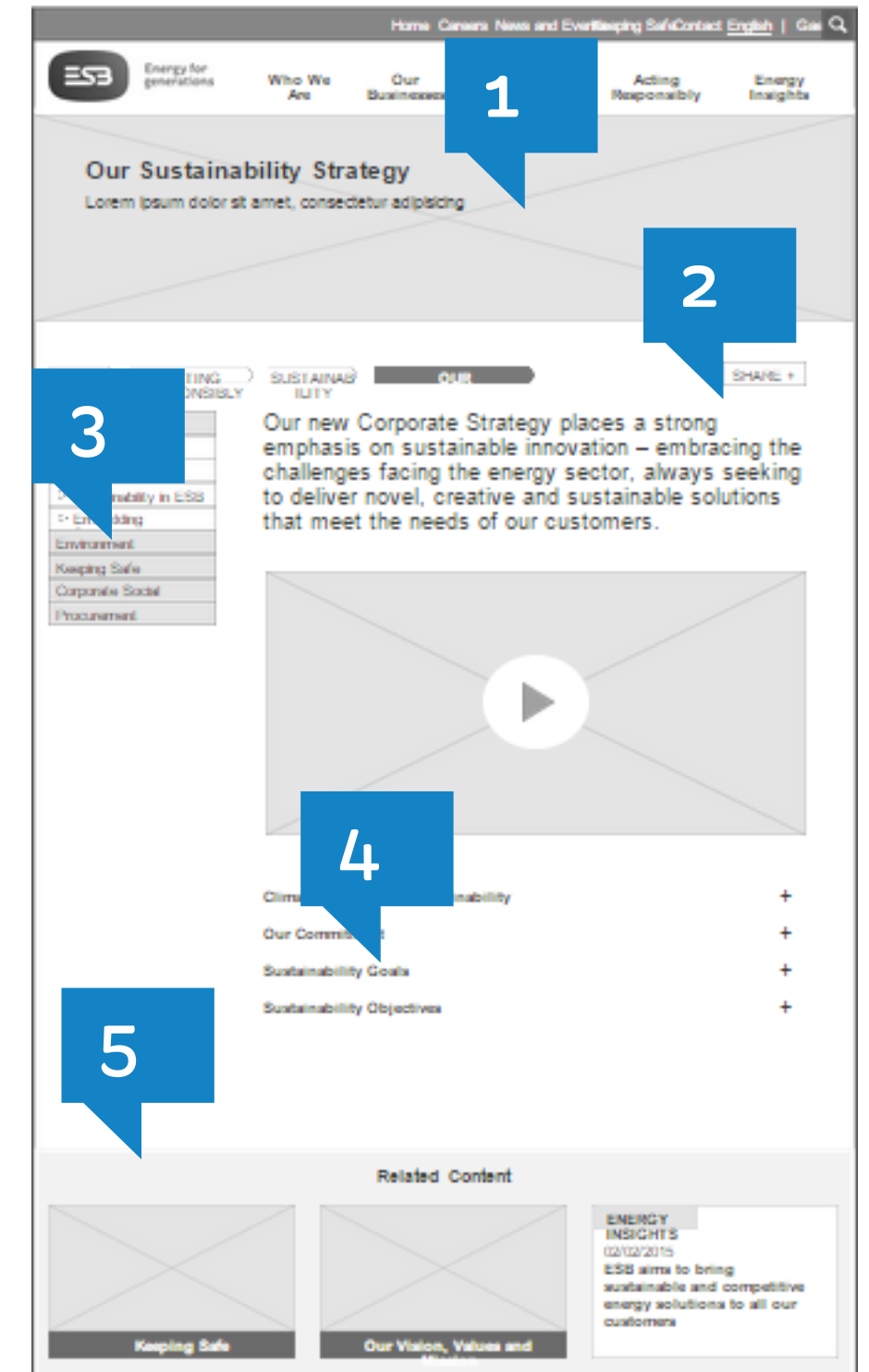
STANDARD CONTENT

Standard content pages are usually accessed through a landing page or through a second- or third-level navigation link. They contain the information that is highlighted in the spotlights and other links in landing pages. The main body of the page contains text, images and other forms of content.

Breadcrumbs and sub-navigation are used to give the user ease of access to other pages. Where there is a lot of content, the show/hide feature can be used, as shown, to break it up. The 'Related content' spotlights at the bottom of the page give users a quick route to similar pages.

- 1 Banner
- 2 Share widget
- 3 Sub-navigation
- 4 Show/hides
- 5 Spotlights

Standard Content



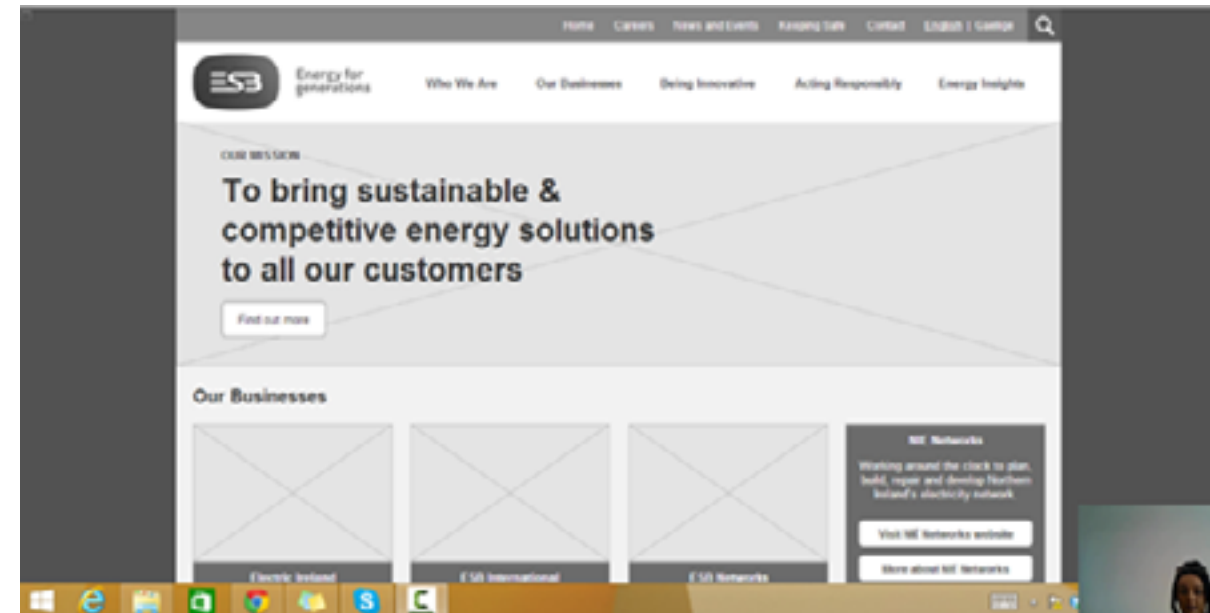
USER TESTING

User testing (also known as usability testing) is the process of evaluating a website design by testing it with representative users. Typically, during a test, participants (i.e. users) will attempt to complete typical tasks while observers watch, listen and takes notes. User testing generally takes place during the early design stage, after wireframes have been prepared and before the visual design has begun.

The goal is to identify any issues with usability before any visual design or development takes place. It is much easier to correct any problems or make changes at this stage than further on in the design or development process.

THE USER TESTING PROCESS

- 1 Identify personas – i.e. characters that represent the different user types who would be expected to use the website.
- 2 Develop a test plan – create test scenarios/tasks that a given user might have to complete to achieve a goal when using the website.
- 3 Find and select participants – find people who fit the persona categories and agree suitable times for tests.
- 4 Conduct testing sessions – this involves moderating an individual test session with each user, explaining the process to the user and going through each test scenario. Team members observe users, take notes and obtain feedback from them.
- 5 Debrief with the participant and team members – this involves asking any follow-up questions, thanking and compensating the participant. After the participant leaves, there is usually a quick discussion among team members about what was observed during the session.
- 6 Analyse data and write up findings – by combining the findings of all the team members who observed the test, and examining multiple test findings, it is possible to develop theories about the causes of frustrations and problems for the test users. At this point, the team will figure out solutions to fix these design issues. Then, after implementing changes, these new theories can be tested in another round of user testing.



User testing Process



DEFINE FUNCTIONAL SPECIFICATION

User testing (also known as usability testing) is the process of evaluating a website design by testing it with representative users. Typically, during a test, participants (i.e. users) will attempt to complete typical tasks while observers watch, listen and takes notes. User testing generally takes place during the early design stage, after wireframes have been prepared and before the visual design has begun.

WHY WRITE A FUNCTIONAL SPECIFICATION

- 1 To let the developers know what to build
- 2 To let the testers know what tests to run
- 3 To let stakeholders know what they are getting.

4

DESIGN AND USER INTERFACE

USER INTERFACE

DESIGN BRIEF WORKSHOP

APPLY UI PATTERNS AND ASSETS

CONTENT MATRIX

DESIGN FOR ALL DEVICES

USING THE GRID

USING RESPONSIVE UI PATTERNS

OPTIMISING FOR TOUCH

VISUAL ELEMENTS

DESIGN SPECIFICATION AND HANDOVER



USER INTERFACE

The user interface (UI) is the visible part of a website through which the user interacts (i.e. the web browser and the web page it displays).

A UI designer is in charge of how the website is visually presented to the user. They are responsible for the visual design of each web page, the creation of a cohesive branding and style guide and ensuring that a consistent design language is applied across the site.

DESIGN BRIEF WORKSHOP

Ahead of beginning UI design, ESB should hold a design workshop to give the designer a clear brief and discuss visual priorities.

As a guide, some points that should be discussed are as follows:

- Tone of voice of the website (corporate, friendly, etc.)
- Target audience (gender, age group, B2B, etc.)
- A brief profile of the company, products and/or services
- Main calls-to-action and objectives of the site
- Examples of competitor websites
- Any brand assets that are available, including photography, logos, illustrations, etc.

APPLY UI PATTERNS AND ASSETS

There is a universal design language for all ESB sites to give a sense of uniformity and structure to all digital projects. It is important that the foundations such as grids, templates and navigation are followed to give that sense of uniformity. On top of the foundations there are also guidelines around the building blocks of a website. These include typography, colour, imagery and page components.

As mentioned in the chapter 2 these guidelines are to be taken as a guide and not a set of rules.

ESB should consider a second phase to this Framework, when the design stage of the Digital Strategy is complete. This would provide a comprehensive bank of UI patterns, assets and guidelines including:

GRIDS AND GUIDES

- To let the developers know what to build
- To let the testers know what tests to run
- To let stakeholders know what they are getting.

BUTTON

- Primary buttons
- Secondary buttons
- Text links.

TYPOGRAPHY

- Headings
- Body text
- Leading
- Pull quotes

FORMS

- Form elements
- Validation

NAVIGATION

- Main navigation
- Mega menu
- Search

TYPOGRAPHY

- Headings
- Body text
- Leading
- Pull quotes

COLOUR

- Websafe colours

IMAGERY AND VISUALS

- Image guides
- Icon suite
- Infographics
- The wave

MOBILE

- Responsive practices
- Mobile typography

PATTERN

- Feature boxes
- Sliders
- Show/hides
- Pagination
- Lists
- Tabs
- Share widget

DESIGN FOR ALL DEVICES

Almost 32% of all web traffic comes from a mobile device (as of September 2014).

All ESB Websites must be responsive to prevent alienating mobile users. Responsive design uses fluid grids and layouts that allow the website to automatically switch to accommodate different screen sizes. Using a responsive framework eliminates the need for a design and development phase for each individual device and creates a unified experience for all users.

Below are a few points to consider when creating mobile and tablet mock-ups.

GRIDS AND GUIDES

ESB sites should be built using the bootstrap framework (<http://getbootstrap.com/2.3.2/index.html>). Bootstrap uses a fluid grid with specific breakpoints. Breakpoints are the defined widths at which the layout and elements of a page will adjust to fit the size of a device or browser window. Bootstrap comes with default breakpoints at 480, 768, 940 and 1210 pixels wide which mean that the site will adjust automatically for phones, tablets, desktop browsers and widescreen monitors. Understanding how the grid works across all devices and adhering to it at desktop, tablet and mobile design stages creates solid responsive visuals to hand over for development.

USING RESPONSIVE UI PATTERNS

ESB must consider how different page elements should respond for different devices.

This will include:

- How menus should work on mobile and tablets
- How banners should display on mobile
- How sliders should behave on mobile
- Navigation patterns for inner pages
- Mobile typography – a guide on how text should resize
- Mobile imagery – best practices.

OPTIMISING FOR TOUCH

There are certain guidelines to follow that can make a smoother experience for mobile users. Interfaces should be accessible for touch, by default, across all mobile devices

BUTTONS

Buttons should be large enough for pressing. As a guide, buttons should not be smaller than 44x44px.

SPACING

Allow plenty of space between pressable areas to minimise errors.

FORMS

Mobile-friendly inputs should be used where possible.

POSITIONING

Position important items in an area that's easy to reach when a device is held with one hand, e.g. the menu should go on the top right.

VISUAL ELEMENTS

Images, illustrations, icons and infographics are very important as they add visual interest to a website. The starting point for image selection should be to consult the ESB brand guidelines. These guidelines will help with choosing the right photography as well as offering pointers for illustration and icon styles.

This involves creating detailed guidelines around:

- Image selection for banner areas
- Image specifications and optimising for web
- When to use illustrations
- Using functional iconography
- Mobile imagery – best practices
- How and when to use infographics.

DESIGN SPECIFICATION AND HANDOVER

It's important to review the specification after the design stage as changes may have been made during the process. When designs are being handed over for development, a document containing the following information should be provided:

- Any information on desired animations or transitions with links to working examples, where possible
- Examples of how interactive items should look e.g. dropdown menus, search boxes or show/hides
- Examples of how elements will function on mobile, including menus, sliders and tables
- Hover states for buttons, links, spotlights, etc.

5 CONTENT MANAGEMENT

CONTENT MANAGEMENT SYSTEMS

SITEFINITY

WORDPRESS



CONTENT MANAGEMENT SYSTEMS

ESB has identified the need to give ownership and control over web content to the businesses as opposed to through ITS.

Not having a content management system (CMS) has previously been a barrier to businesses taking control of content publication. It is perceived that the existing steps in place are limiting and process-heavy.

GUIDELINES FOR ESB ON USE OF SITEFINITY AND WORDPRESS

Sitefinity has been identified as the primary CMS to be used for the main businesses to ensure Group-wide efficiencies in:

- IT – delivery, security, integration
- Operational support
- Staff training (IT and Business)
- Standardisation of processes
- Shared learning across projects

There is, however, a case for ESB Group to consider a primary and secondary approach to CMS projects depending on scale and their lifespan for the organisation. The secondary CMS would specifically relate to microsites such as the Power Station sites. For microsites, a good option is to use WordPress Open Source CMS.

SITEFINITY VERSUS WORDPRESS

	Sitefinity	Wordpress
Requires licence	Yes	No, however themes and plugins often have a fee associated with them
Best for microsite or campaign site	Yes	No
Best for core business site	Yes	No
Best for complex functionality	Yes	No
Custom workflow capability	Yes	No
Re-using modules built for the primary ESB Corporate, ESB Networks or ESB International websites	Yes	No

SITEFINITY

Sitefinity is a feature-rich content management system that allows ESB to have full control over its websites. Sitefinity is a licenced CMS so a licence is required for each instance. Sitefinity is accessed online. The URL is dependent on the site ESB is managing.

SITEFINITY USER MANUAL

Only administrators can access the admin area of Sitefinity. When an administrator logs in they arrive at the Sitefinity 'dashboard'. See sample screenshot below.

UNDERSTANDING THE SITEFINITY INTERFACE

DASHBOARD:

This gives an overview of Sitefinity with a variety of quick links to update content.

PAGES:

Click into the pages section to start updating 'page' content. All the pages of the website will be listed. Expand each section heading to reveal the sub-pages. Click on the title of any page to edit it.

CONTENT:

This section is for creating and editing news and events, adding documents and publications and managing images and documents into libraries. Some modules, i.e. blogs, have not been set up yet but could be integrated in the future.

EMAIL CAMPAIGNS:

This section of Sitefinity is for creating and sending emails. This may or may not be enabled depending on whether a third-party software is used for email marketing.

Sitefinity: Dashboard

The screenshot shows the Sitefinity 4.4 dashboard. At the top, there is a navigation menu with tabs for Dashboard, Pages, Content, Email Campaigns, Design, Administration, and Analytics. On the right side of the navigation bar, there is a 'Use site' button and the Sitefinity CMS logo. Below the navigation bar, the word 'Dashboard' is displayed in a large font, with a 'Full documentation' link below it. The main content area is divided into several sections. On the left, there is a video player with a play button. To the right of the video player, there is a 'Welcome to Sitefinity 4.4' section with a brief introduction and a list of bullet points: 'For general presentation of Sitefinity and its features, click on the overview video to the left.' and 'To learn more details on specific parts of the product, explore the video tutorials below'. To the right of the welcome section, there is a 'Getting started...' section with three numbered links: '1 How to create a simple page?', '2 How to create a simple blog?', and '3 How to set navigation?'. Below these sections, there is a notification banner for SF 3.7 SP4 migration. The bottom section is titled 'Video tutorials about...' and contains nine tutorial cards, each with a video player icon and a title: 'Page layouts', 'Page setup with widgets', 'Inline editing', 'Forms', 'Categories and tags', 'Revision history', 'Fluent API', 'Site usage', and 'Web Analytics'. At the bottom of the dashboard, there is a 'Full documentation' link.

DESIGN:

Here ESB can edit the templates of the website. Only developers familiar with the site should edit this section of Sitefinity.

ADMINISTRATION:

ESB should only access the Users section of Administration. The Users section allows ESB to set up access for other administrators, and to manage passwords and permissions. All other sections should not be edited as this could affect the performance of the website.

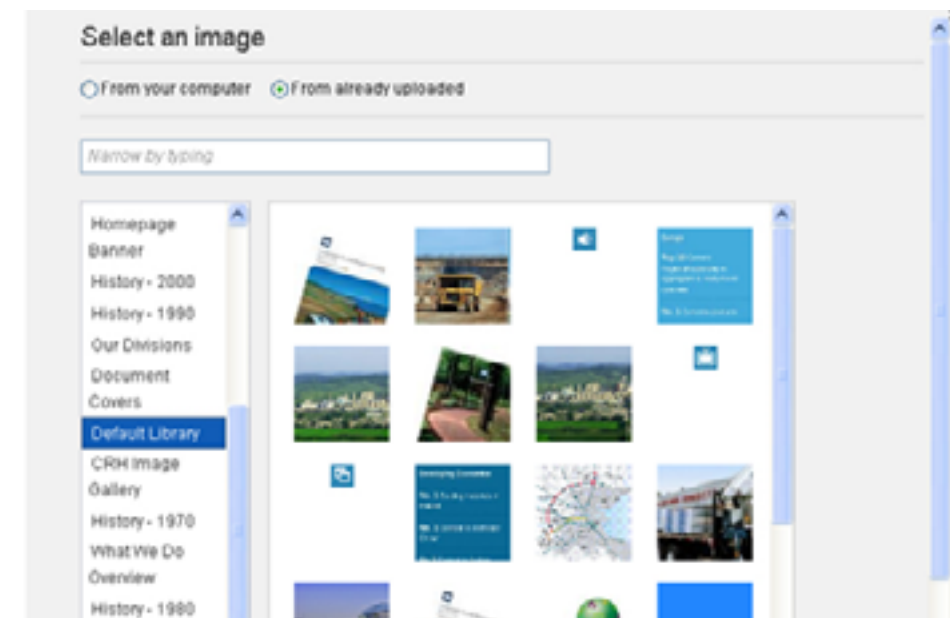
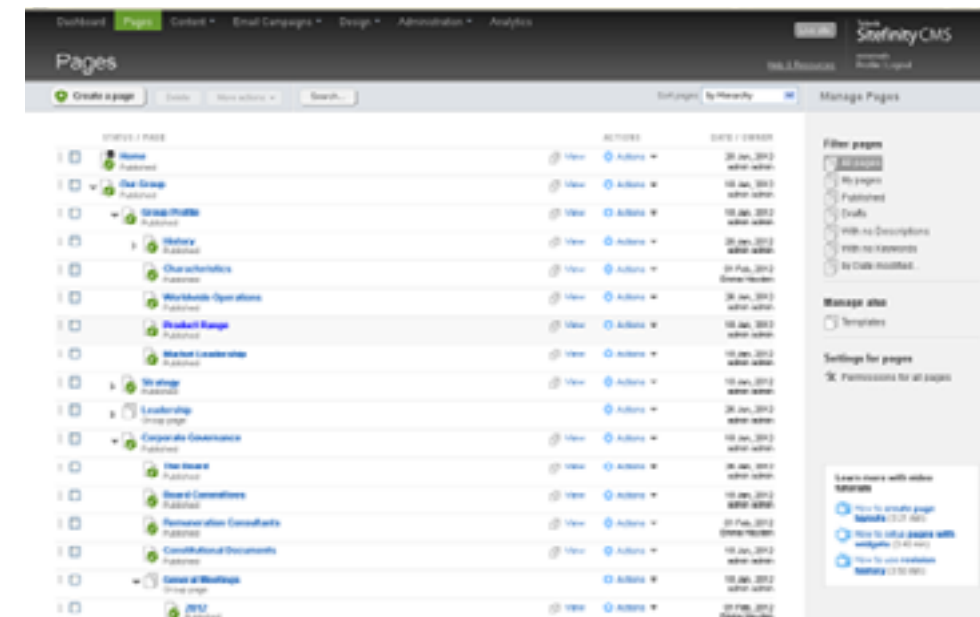
ANALYTICS:

This section is for Sitefinity Analytics. ESB is using Google Analytics so access to this section of Sitefinity is not required.

EDITING AND CREATING CONTENT IN SITEFINITY

- 1 Go to the Pages section of Sitefinity.
- 2 From the list of pages, select the page you wish to edit.
- 3 Select the title of the page you wish to edit to open it. Sitefinity will open the page in a preview mode. Anything that can be edited will have a pale blue label above it, stating either 'Content Block', 'Image' etc. As you roll over each module it will become highlighted.
- 4 To edit content, click the 'Edit' button in the pale blue label above each module. The content block widget will open a text editor in a pop-up window. Most of the tools will be like Word, so you can create bulleted lists, insert an image, create a hyperlink, etc. The text in the text editor will not appear to be styled as per the design. When you are finished editing, click 'Save'. You will then see the formatted text in design view.

Sitefinity: Editing and Creating Content



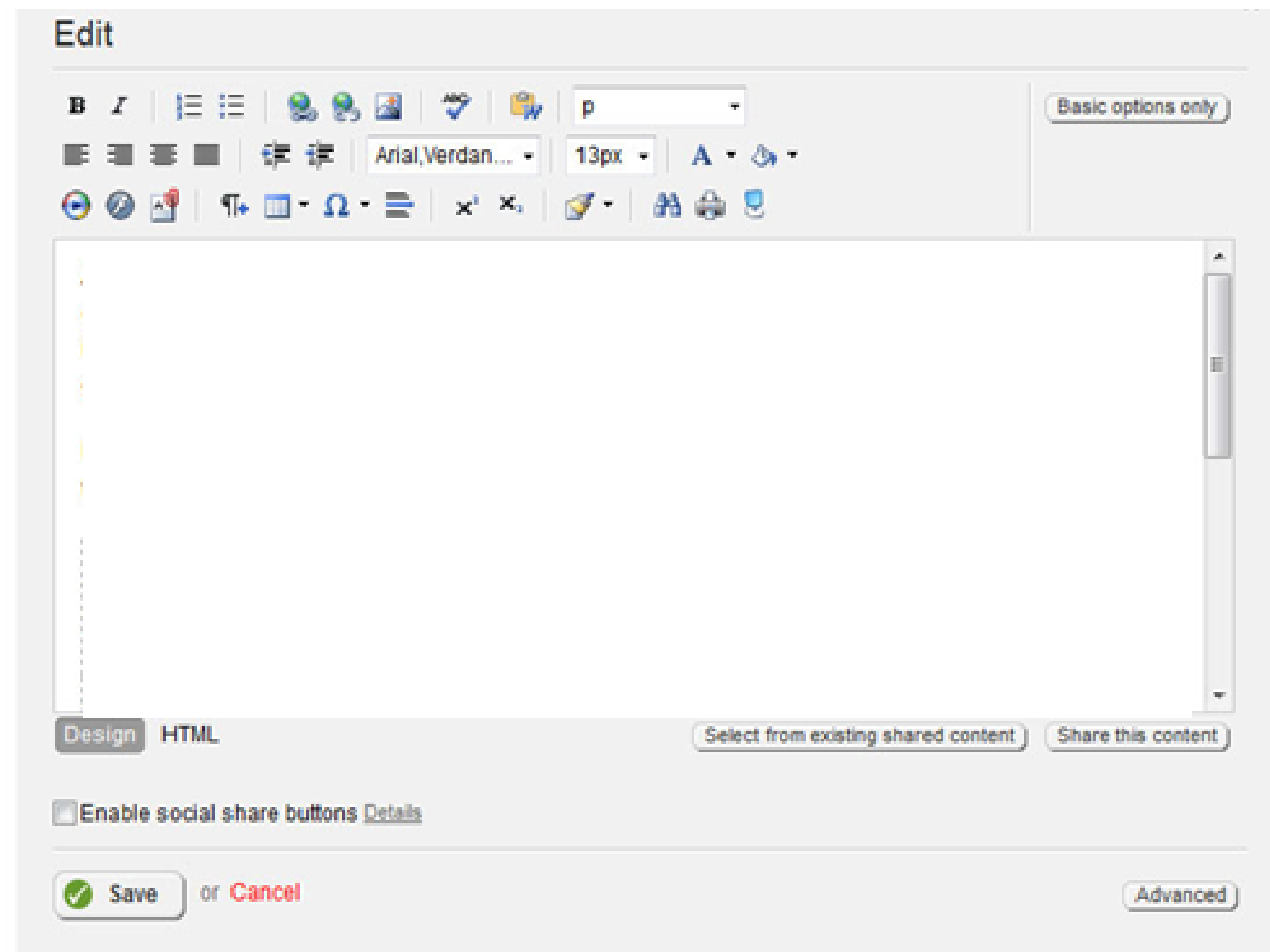
- 5 The Sitefinity image editor is similar. Follow the prompts in the dialogue box that pops up in order to update. You can upload a new image to a particular library or you can browse and select images that have already been uploaded. Ensure to add alt text to images as you add them.

Finish editing any of the other widgets on the page. When you are finished you can preview your changes and can then click 'Publish'. Once published this will publish changes immediately to the live website.

NOTES:

- 1 You can 'Save as Draft' instead of Publishing. This will store your draft until you are ready to publish. If anyone else tries to edit the page Sitefinity will flag that they are editing your draft.
- 2 It is possible to 'Preview' the page before publishing.
- 3 In the 'More Actions' dropdown menu at the top of the page you can Discard your draft, Delete or Unpublish a page. The 'Back to Pages' button (red text) will take you back to the main 'Pages' section of Sitefinity where you can select another page to edit.
- 4 Use Heading 1 as the heading style for the main heading at the top of the page. Use Heading 2 within content for main sub-headings and use Heading 3 to headings within a Heading 2 section. You can switch between text view and HTML view if you wish.

Sitefinity: Image Editor



ADDING / UPLOADING IMAGES

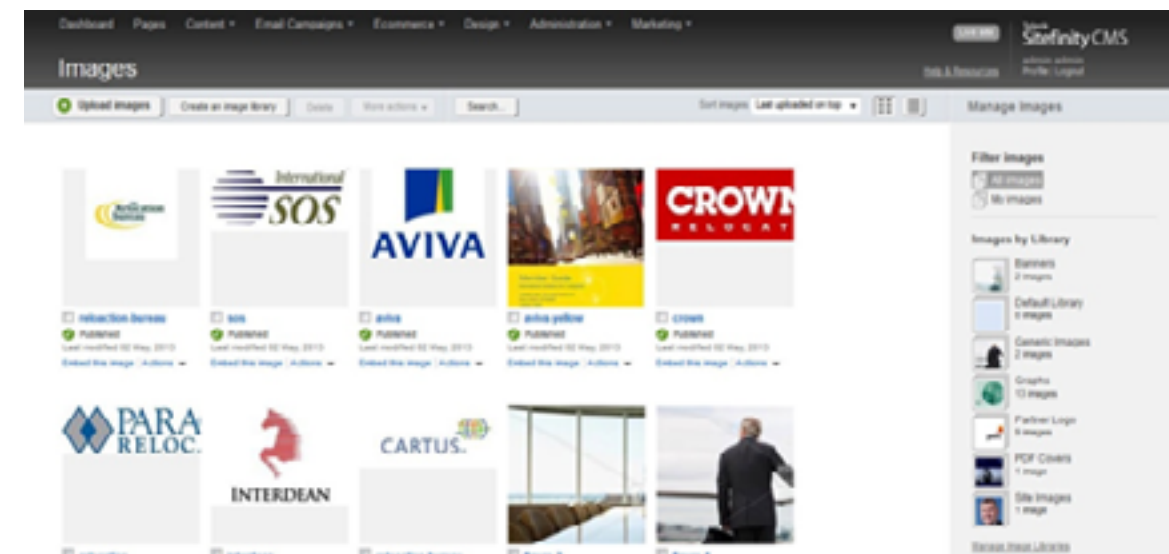
To upload an image:

- 1 Go to the Content section of Sitefinity.
- 2 Select 'Images'.
- 3 Select the album where you wish to add files. Albums are listed on the right-hand side of the screen.
- 4 Once within an album select the 'Upload Images' option located near the top of the page.
- 5 Browse to select your file. Multiple files can be added at once.
- 6 When images are uploaded they can then be named and 'alt text' applied to save this being added in later.
- 7 Once your files are within the system they can be linked throughout the website.

NOTES:

- 1 All images should be sized to the correct dimensions before being uploaded to the CMS. This will prevent them from appearing distorted when they are added to the website.
- 2 Image libraries can be organised according to content type and category. You should familiarise yourself with the existing image libraries and add content to the correct library where possible as this makes images easier to find. There is a 'Default library' for ad-hoc images.
- 3 If you know the name of the image you can use the search function to find it.

Sitefinity: Images



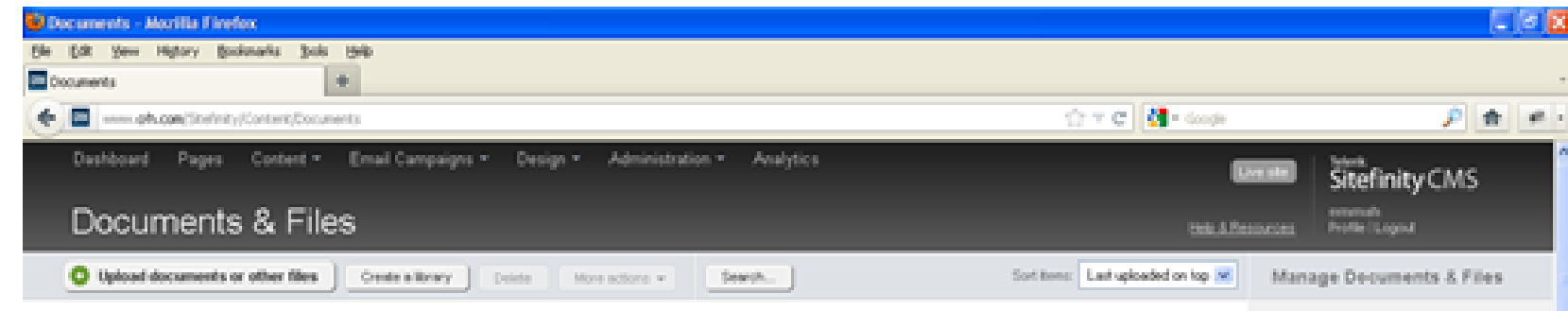
ADDING / UPLOADING DOCUMENT

- 1 Go to the Content section of Sitefinity.
- 2 Select 'Documents & Files'.
- 3 Select the library where you wish to add files. The full list of libraries appears on the right-hand side of the screen.
- 4 Once within a library select 'Upload documents or other files', located near the top of the page.
- 5 Browse to select your file. Multiple files can be added at once.
- 6 When images are uploaded they can then be named and 'alt text' applied to save this being added in later.
- 7 Once your files are within the system they can be linked throughout the website.

NOTES:

- 1 Document libraries can be used to group together documents with similar content. It is advisable that you use libraries for documents (just like images) because it makes individual documents a lot easier to find when there are many to choose from.
- 2 If you know the name of the document you can use the search function to find it.

Documents and Files



CREATING HYPERLINKS

Links are created using the hyperlink tool.

A Sitefinity dialogue box will pop up when the link tool is selected.

You can select from three options:

- 1 Web Address (external websites)
- 2 Page from this site (internal pages)
- 3 Email (used for creating email address links).

Select the option that fits the type of link that you want to create.

Web Address: Please ensure that when creating links to external websites to add the prefix `http://` before the `www.domain.com`

Page from this site: To create internal links, browse the system for the page to which you wish to link.

Email: Enter the email address to which you wish to link.

Once you have created the link, select the 'Insert the Link' button to close the pop-up box. The link will then be inserted within the text editor.

You can preview the links by using the Preview option before publishing the page.

ADDING NEW PAGES

New pages can be added to the website using Sitefinity in two ways:

- 1 Pages can be added using the 'Create a Page' button which is located within the 'Pages' section of Sitefinity
- 2 Pages can be duplicated based on existing pages.

Sitefinity: Create a Page

Create a page

Name

Displayed in navigation. Example: About Us

Put this page...

At top level

Under parent page...

URL
four-group/strategy/materials

Show in navigation

Use this page only to group other pages
This page doesn't have its own content and redirects to the first subpage

This page redirects to another page
This page doesn't have its own content and redirects to another page in the website or to an external page

Title for search engines

Displayed in browser titlebar and in search results. Make it more descriptive

Do you want this template to be based on another template?

Use template

Custom

Standard Page

DUPLICATING PAGES

- 1 Go to the 'Pages' section of Sitefinity.
- 2 Click the 'Actions' dropdown menu of the page that you wish to copy, then select 'Duplicate' from the dropdown menu.
- 3 Sitefinity will load a pre-populated form – the information will be based on the page that you have selected to copy. Edit the page details to reflect the title and content of the new page that you wish to add.
 - a. **Name:** Enter the name of the new page that you want to create
 - b. **Put this page ... :** Select the parent page of the new page. This will dictate where the page sits within the overall website structure
 - c. **URL:** Do not edit this
 - d. **Show in navigation:** Ensure this is ticked unless you want the page to be hidden. Leave the remaining check boxes unchecked
 - e. **Title for Search Engines:** Enter a search-engine friendly title
 - f. Do you want this template to be based on another template? Keep 'Use template' selected
 - g. **Descriptions, Keywords:** Enter search-engine friendly content
 - h. **Advanced options:** Leave as default settings
 - i. Once all of the above content has been edited and checked, select 'Create and go to add content'.
- 4 Sitefinity will redirect into edit mode. Edit the page content to reflect the content of the new page that you wish to add. Check to ensure that none of the content that you have duplicated is remaining. Delete any widgets that are not required. Once you have made all the edits that are required, preview the page to test, and then publish it.
- 5 If the page is not sitting within the navigation correctly, use the 'Move' function within the 'Actions' dropdown menu to move the page up and down. You can also drag and drop the page into the correct section – although this is quicker it can be trickier to move the pages around as pages can tend to get nested within other sections.
- 6 Go to the website once the page is published and check that everything is working as expected.

MANAGING USERS

- 1 Go to the Administration section of Sitefinity
- 2 Select a user profile or click 'Create a user' to add a new user
- 3 Complete the details required in the form
- 4 Select a role for the user
- 5 Select 'Create this User' to save them within the system.

As permissions can greatly change the workings of the system, this should not be done lightly.

ROLES

A role is a group of users associated with a set of user privileges. Roles are an efficient way to manage permissions for groups of users as they classify users with similar characteristics and responsibilities. Roles also determine which parts of Sitefinity a user can view. Sitefinity has built-in roles created by default that have certain permissions assigned to them, including, for example, Authors, Editors, or Designers. You can delete these roles if you do not need them. To view the permissions assigned to each default role, in the main menu click Administration » Roles. To view the permissions of a default role, click its Permissions link.

If a role has permission for a certain action, the system displays a tick in the column 'Allow'.

You can define the set of privileges for each role and assign users to roles. All users assigned to a given role inherit the permissions defined for this role. A user can be assigned zero, one, or many roles.

Sitefinity: Users

USERNAME / ROLES	EMAIL / NAME	REGISTRATION	STATUS	LAST LOGIN
admin Administrators	Kieran Admin kierano@arekibo.com	25 Mar, 2013	Online	28 Mar, 2013; 03 : 48
Aisling Administrators, BackendUsers	Aisling Arekibo aislingd@arekibo.com	12 Apr, 2013	Online	16 Apr, 2013; 11 : 16
david Administrators, BackendUsers	david arekibo davidd@arekibo.com	27 Mar, 2013	Online	16 Apr, 2013; 11 : 53
John Administrators, BackendUsers	John Arekibo johno@arekibo.com	12 Apr, 2013	Online	16 Apr, 2013; 11 : 10

WORKFLOW

In Sitefinity you can create a workflow for managing the lifecycle of content items and pages. You do that by creating first and second levels of approval for content items and pages, or by uploading your custom workflow. Only users in the Administrators role can create and edit workflows.

By default, Sitefinity uses the standard lifecycle workflow. Using Sitefinity, you can create one or two levels of approval for managing the lifecycle of content items and pages.

Type of workflow	Lifecycle steps	Rights
Standard lifecycle management	Create and Publish	All users with proper permissions.
Approval before publishing	Create and Send for Approval » Publish	<ul style="list-style-type: none"> • Create and send for approval All users with proper permissions. • Publish Users set as approvers in the workflow definition.
Two levels of approval before publishing	Create and Send for Approval » Send for Publishing » Publish	<ul style="list-style-type: none"> • Create and send for approval All users with proper permissions. • Send for publishing Users set as first level of approvers in the workflow definition. • Publish Users set as first level of approvers in the workflow definition.

WORDPRESS

WordPress is an open source content management system (CMS) that's used to create simple websites. The core software does not require a licence but WordPress websites are typically made up of a theme and plugins, some of which have an associated fee.

WordPress is a simple-to-use CMS and works well for microsites and campaign sites.

EDITING AND CREATING CONTENT IN WORDPRESS

PAGES AND POSTS

WordPress distinguishes between pages and posts. Pages are for the more static elements on a site – e.g. About us, Contact us, Our Services etc. – but the content can still be edited and changed. Posts are used for dynamic content, e.g. a news section.

ADDING PAGES

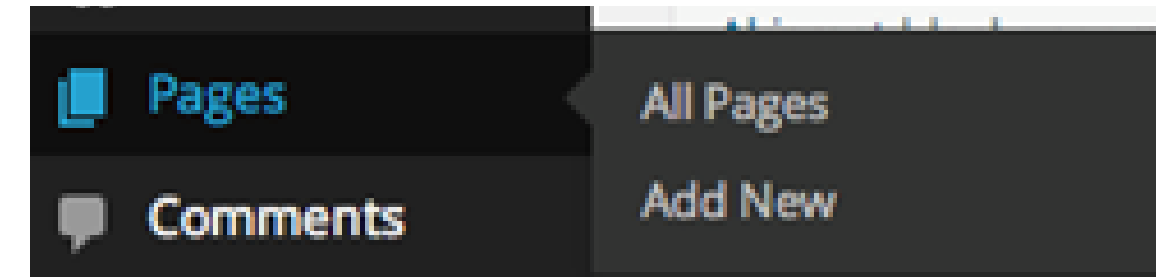
Adding a new page to the website is very straightforward in WordPress. To do so, simply click the Pages button down the left-hand side and then either of the 'Add New' buttons.

Clicking either of the either of the 'Add New' buttons will bring you to the 'Add new page' section of WordPress. Here you can set the title of the page, add content, set the page's parent and assign a specific template to the page.

Setting the page's parent allows the page to automatically be aligned correctly within the sitemap and information architecture (IA). This ensures that the page appears in the correct part of the site, under the correct heading. Applying a template to the page will dictate the exact layout of the page. This should not be undertaken lightly. If you have followed the IA and user experience (UX) process, then your sitemap and templates will have all been predefined.

In order to add any new pages to the website, click the Publish button before navigating away from this page. Alternatively, save the page as a draft to work on later. This is achieved by clicking the 'Save Draft' button on the top right of the page.

Wordpress: Create New Page



Wordpress: Add New Page



EDITING AND CREATING CONTENT IN WORDPRESS

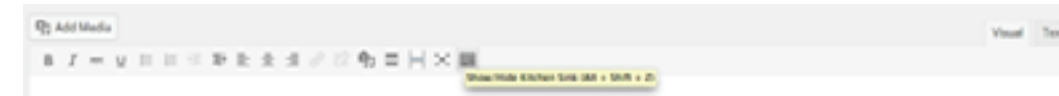
Media such as images, audio and documents can be added to pages on the website using the media uploader. This is achieved by clicking the Upload/Insert icon towards the top of the page.

Clicking the icon will bring you to the file browser window. This window allows you to select files from your computer and add them to the website's media library.

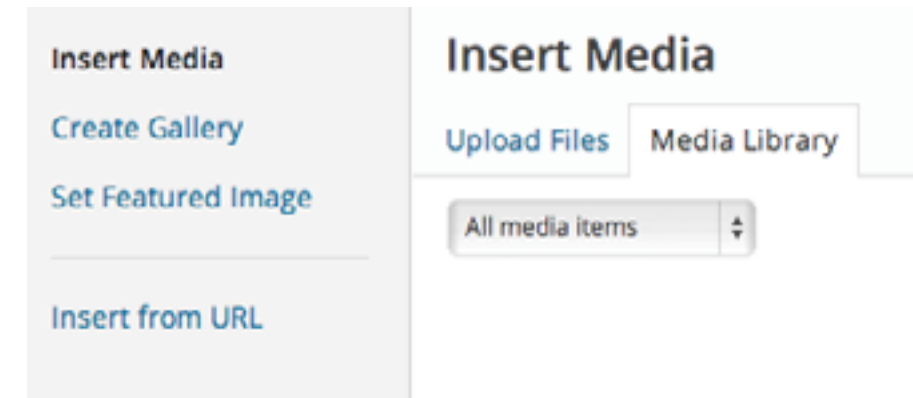
You can upload new files by clicking on the 'Upload Files' tab in the window above. Once the files are uploaded, you can select them and add them to the page or post by clicking 'Insert into page' button on the bottom right-hand side of the window.

This button will remain inactive until an image (or images) has been selected.

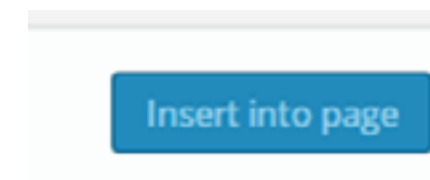
WordPress: Add Media



Wordpress: Insert Media



Wordpress: Insert Media into Page



POSTS

The primary difference between 'Posts' and 'Pages' is that posts are grouped in categories, whereas pages are standalone entities. When adding a post, all the same formatting applies. The exception is the right-hand side where two new control boxes are presented: 'Categories' and 'Tags'. Subject to the individual WordPress site setup, either or both categories and tags may be used.

INSERTING METADATA FOR SEARCH ENGINE OPTIMISATION (SEO)

Depending on the setup of the WordPress site there may be an SEO plugin with fields for adding meta title, meta description and keywords for every page and post. Metadata should be added when the page has been set-up and tailored if there are changes to the content.

WordPress: Publish

Publish ▲

Save Draft Preview

📌 Status: **Draft** [Edit](#)

👁️ Visibility: **Public** [Edit](#)

📅 Publish Immediately [Edit](#)

Move to Trash Publish

Categories ▲

All Categories Most Used

+ Add New Category

Tags ▲

Add

Separate tags with commas

[Choose from the most used tags](#)

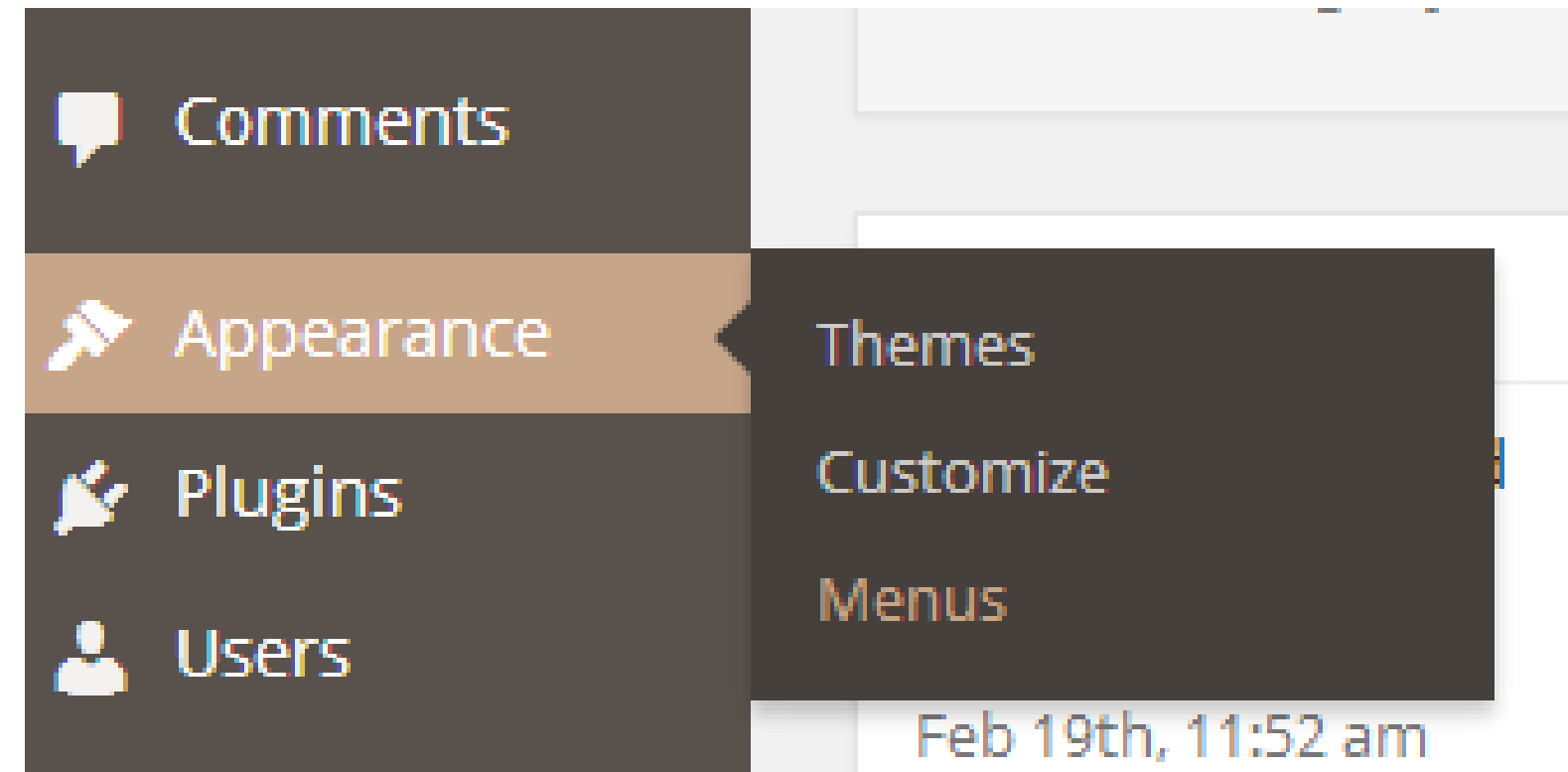
TEMPLATES AND MENUS

As the templates will be predefined, there should not be any reason to edit them. Once templates have been uploaded to the WordPress CMS they will be available for selection when you are adding pages and posts. If you identify a need for a new template then you should follow the wireframing and UX processes defined in the earlier sections of this document (See chapter 3)

Menus in WordPress are under the 'Appearance' tab. When pages are created they can then be added to a menu (primary, secondary, footer, header, etc.) in this section. Pages should not be added or taken away from the menus lightly as it may change the appearance of the site.

Items can also be removed from the menu here. Please note that removing a page from the menu does not remove it from the web. To make the page inaccessible, it is necessary to unpublish or delete it in the individual page setting.

WordPress: Menu



MANAGING USERS IN WORDPRESS

New users can be added by clicking 'Users' in the Network Admin section of the website. This will bring you to the User Overview page.

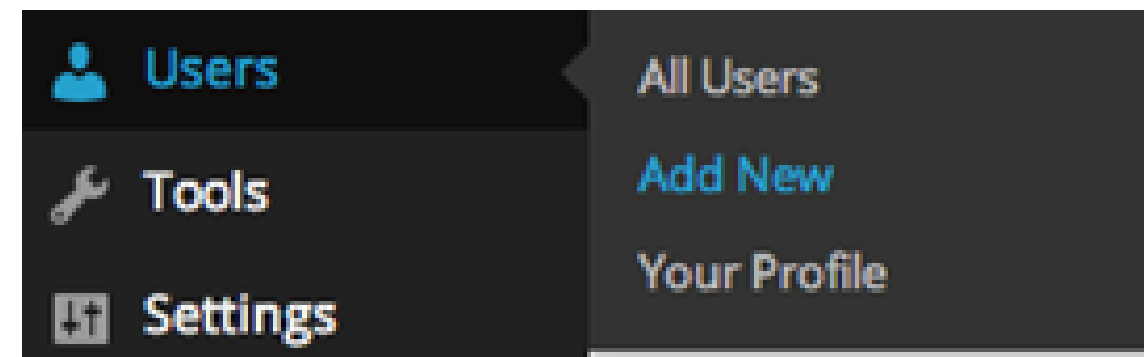
Current user details can be updated by clicking on the name of the user you wish to edit. Alternatively, you can create new users for WordPress by clicking the 'Add New' button at the top of the overview page. This will bring you to the 'Add New User' page where you can create a username and password for that user. These details will be emailed to the user when 'Add User' is clicked.

Once a new user has been added, you can edit the user's details by clicking on their row on the overview page:

The important thing to note on this screen is that this is where a user's password can be changed and where they can be given super admin rights. This is done by ticking the box 'Grant this user super admin privileges for the Network'. This is not recommended for too many users as it can easily lead to users accidentally breaking features of the site.

Once a user has been added, they will need to be attributed with the specific site you wish them to be able to edit and add content. To do this, select the website dashboard from the 'Network Admin' menu. Once on the dashboard, select 'Users' and 'Add new' (you are not adding a new user, but attributing an existing one to this site).

WordPress: Add New User



Wordpress: Edit New User

At this point you will be presented with the option to add an existing or a new user:

Do not use this interface to create new users. Adding a new user here will mean the user will only have access to this language of the site. This is not useful if a user requires access to both language versions. This is why we create the user in the 'Network Admin' section of the site and why only super admin's can create users.


Add the email address or username you created for the user and select a relevant role. You can skip the confirmation email if you wish as this is a repeat of the email they would have received when their account was set up. Once this information is added, click 'Add Existing User'. If the user is required to add content in both languages, repeat this process for the user on the other language version of the site. Please note:

When creating a new user it is very important to select the user's role. Each role has different permissions/capabilities associated with it.

These are:

- **Super Admin:** Has the ability to administer the entire WordPress install and create other users
- **Administrator:** Has access to all the administration features except adding users
- **Editor:** Can publish posts, manage posts as well as manage other people's posts, etc.
- **Author:** Can publish and manage their own posts
- **Contributor:** Can write and manage their posts but not publish them
- **Subscriber:** Can read comments/comment/receive newsletters, etc.

WordPress: Insert Media into Page



The screenshot shows the 'Add New User' interface in WordPress. It is titled 'Add Existing User' and includes a sub-header: 'Enter the email address or username of an existing user on this network to invite them to this site. That person will be sent an email asking them to confirm the invite.' Below this, there is a text input field for 'E-mail or Username', a dropdown menu for 'Role' currently set to 'Subscriber', and a checkbox for 'Skip Confirmation Email' with the label 'Add the user without sending them a confirmation email.' At the bottom, there is a blue button labeled 'Add Existing User'.

THEMES

WordPress offers a number of free themes that can be used to create your site. Some of these themes will contain a lot of the functionality you may require. You will need to engage designers and developers to introduce any modification to the look and feel of the theme or to add any functionality.

To view these themes go to the WordPress Themes Directory:

<https://wordpress.org/themes/>

PLUGINS

Plugins are used to extend the WordPress theme by offering functionality and features that may not be included in the basic installation. WordPress has its own directory of Plugins where you can find, download, rate and comment on all the plugins the WordPress community has to offer. Your developer should choose plugins that have a very high rating among the community and ones that are verified as compatible with your WordPress theme and version. Admin users can add, delete and edit plugins, however this should not be done without the supervision of a developer as it will change the site's functionality.

To view the plugins, see the WordPress Plugin Directory:

<https://wordpress.org/plugins/>

UPDATING AND UPGRADING

It is imperative that WordPress and the plugins are kept up to date. WordPress releases updates on a regular basis and these are often to patch security issues that have arisen. If your WordPress install or plugins are not up-to-date, the vulnerability is increased. Admin users have the authority to upgrade, but given that custom plugins may have been created for your site, a developer who is familiar with the site and plugins should carry out the upgrade.

6 CONTENT

DEVisING A DIGITAL CONTENT STRATEGY

CONTENT PROCESS

STYLE GUIDE



DEVISING A DIGITAL CONTENT STRATEGY

A well-planned content strategy is essential for ESB Group to communicate successfully with its target audience and to convey its thought leadership and authority in its industry.

In the digital space, content strategy is still a relatively new discipline, but brands are beginning to recognise the necessity of plotting a strategic approach to web content.

Used effectively, a content strategy can make a significant difference to ESB's web presence. It is about getting the right content to the right user at the right time. It involves the management of content throughout its digital lifecycle and aligning it to business goals. Content strategy will guide future content development against the overall business objectives of an organisation.

A simple definition for content strategy has been put forward by Cristina Halvorson and Melissa Rach, authors of *Content Strategy for the Web*. They define content strategy as "planning for the creation, delivery, and governance of useful, usable content".

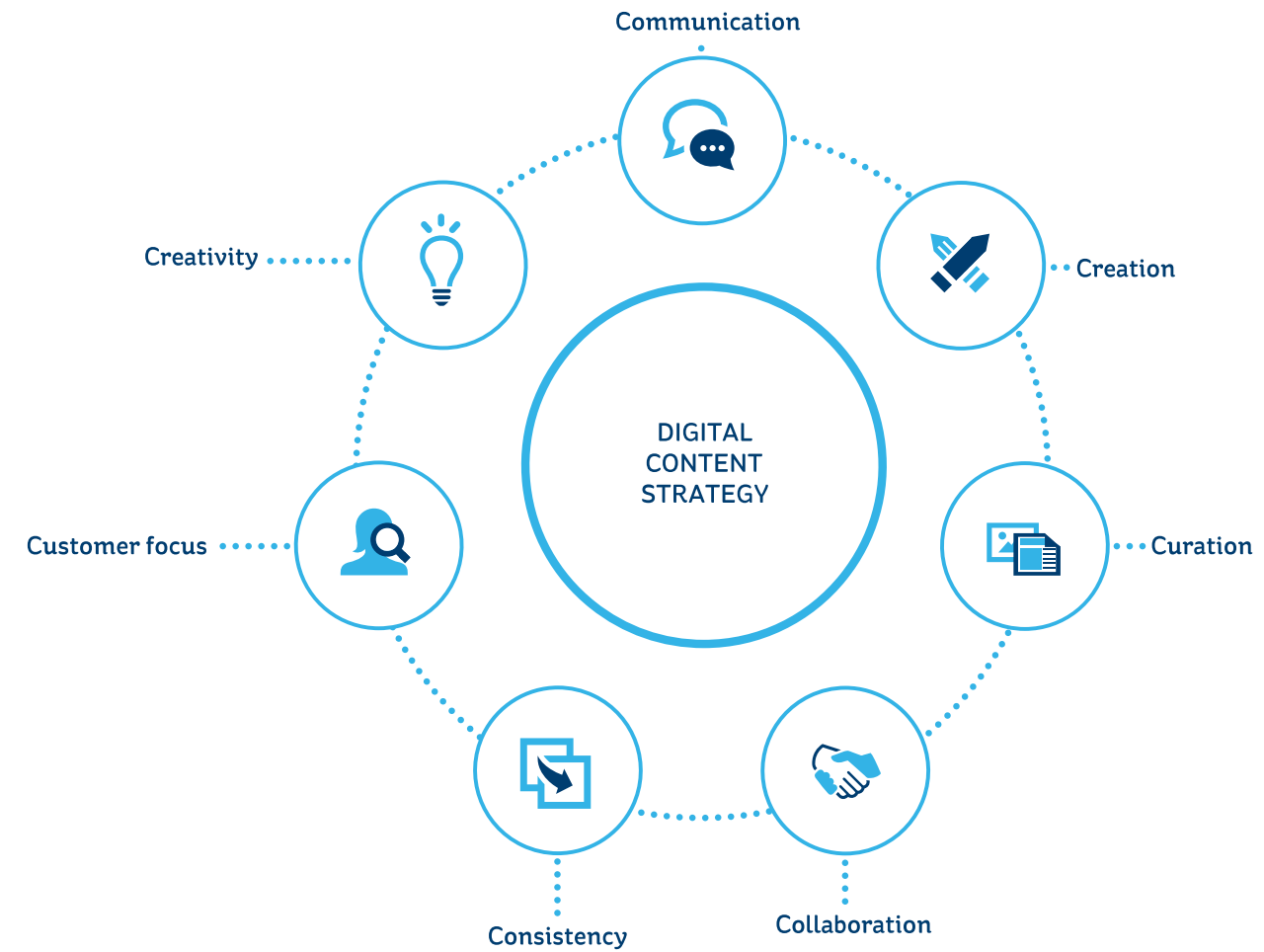
Content strategy influences the development, production, presentation evaluation and measurement of content. Content development, management and delivery are the outcomes of a content strategy.

To achieve a successful content strategy for the web, ESB Group must:

- 1 Firstly, understand the business value of having such a strategy and build a case for devising one
- 2 Understand the behaviour of the target audience and the content they need
- 3 Agree a content strategy
- 4 Put a designated team in place to steer it and to manage the digital content process
- 5 Monitor and evaluate the strategy on a continual basis.

Useful pointers:

- A content strategy should reflect the business strategy of ESB Group and its brands in order to engage and build relationships with users.
- Key stakeholders must agree upon the digital content strategy in advance to ensure that it is an integral part of ESB's business objectives.
- A content strategy should evaluate both business and customer needs, offering strategic direction on the digital content process.



It's important to recognise how a content strategy is an organic document that will evolve in tandem with the evolution of the various businesses that make up ESB Group and of digital in general.

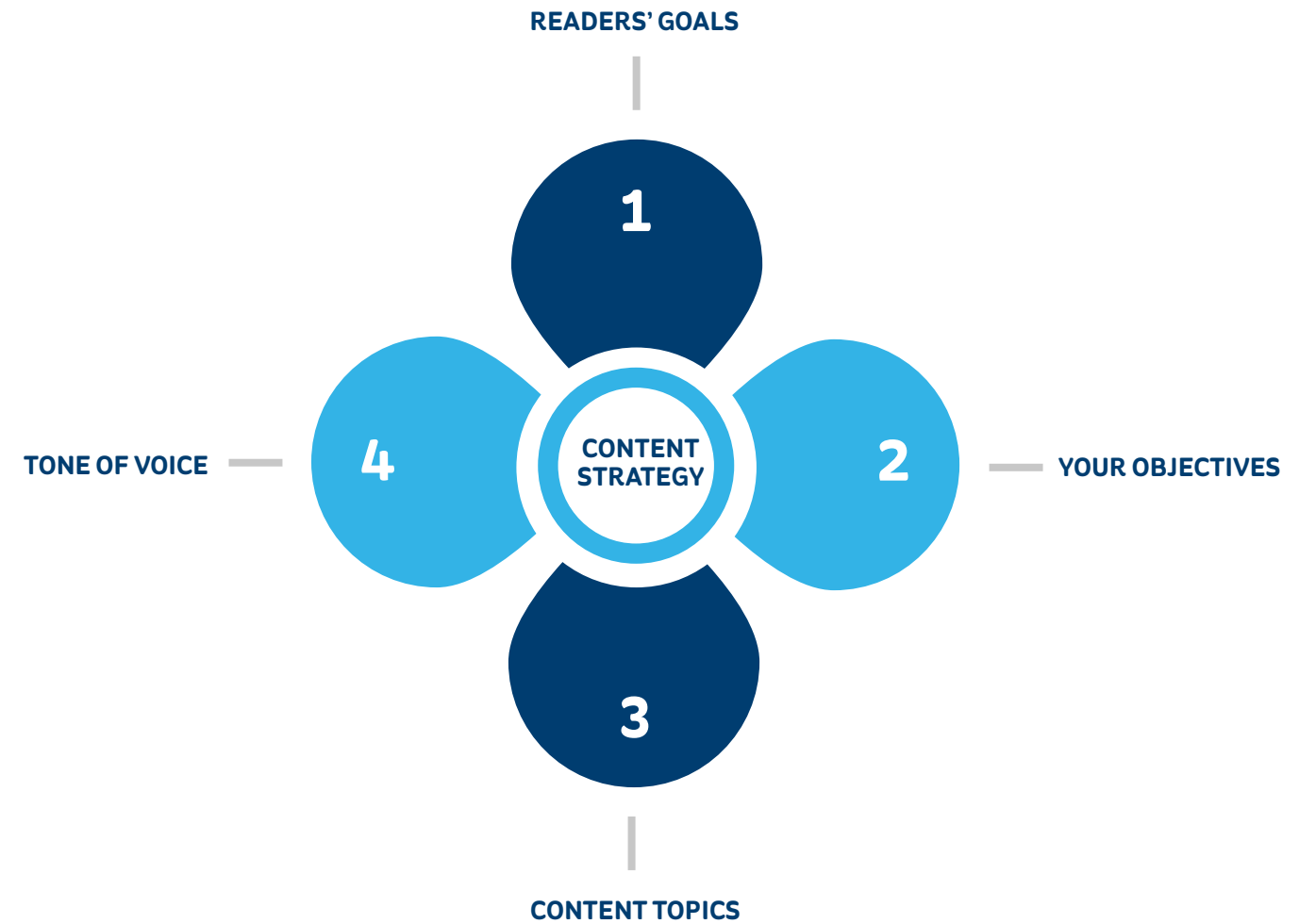
Considerations when plotting a content strategy:

- Business goals and objectives
- Brand alignment
- User needs
- Topics
- Tone of voice
- Editorial and governance
- Content-generation and co-ordination process
- Content maintenance
- Content marketing
- SEO

COMMUNICATING A BRAND AND ITS VALUES

At the heart of any digital content strategy should be a clear and agreed understanding of:

- The brand and its business goals
- Audiences and their needs
- How to communicate strategic objectives to multiple audiences
- How to deliver the right messages through targeted and purposeful content in order to achieve a return on investment.



ORGANISATIONAL BUY-IN

There needs to be buy-in from all relevant departments across ESB Group, including management, marketing, sales and IT, in order to agree upon a digital content strategy. Department heads, in turn, should communicate the overall content strategy to the relevant team members who will be creating or contributing content.

PUT THE CUSTOMER AT THE HEART OF CONTENT STRATEGY

In addition to supporting key business objectives, content has to meet the needs of users. As part of planning a digital content strategy, it is necessary to carry out user research on existing web content to understand what people search for and to determine whether it is meeting users' expectations – be it to get an answer to a specific question or to gather information. This analysis will be critical in shaping the digital content strategy and to plot the future content-creation process.

CONSISTENT VOICE AND TONE

A digital content strategy must include clear tone and style guidelines. A brand's identity and personality is reflected in a consistent tone and voice.

ESB should follow these guidelines:

- In the digital content matrix, plot the tone that should be used in all forms of digital communications.
- Create a style guide and communicate how content creators should follow it.
- Offer consistent tone of voice across communications. Give employees useful examples of how to communicate using plain English in the style guide.
- Get the communication basics right to ensure that content (words, images, video, etc.) conveys the distinctive essence of ESB Group in the best-possible way, differentiating it from competitors.

THOUGHT LEADERSHIP

Content strategy is essential to help organisations develop and sustain their thought leadership.

In its digital communications, ESB should leverage its unique expertise, insights and innovations in order to be recognised as an authority in its industry and to differentiate it from competitors. This will help reinforce existing relationships with customers online and strengthen their affinity with ESB Group.

Content strategy will help organisations grow and sustain their thought leadership. Determine a content strategy before developing the content planning, delivery and management process.

CONTENT PROCESS

Once the relevant stakeholders have agreed the content strategy, it is necessary to map out a clear-cut content process.

Firstly, the designated head of digital content should define the role of team members (digital content team: content editor, content co-ordinator, content writers) and assign responsibilities. One or more individuals (content editor) will be responsible for curating, editing and uploading the content.

The next step is to track the existing content on the website, evaluate it, and then agree the new content that is required.

Set clear timelines for the content-creation process and for the delivery of content to the digital content team from contributors/department heads/thought leaders within ESB.

CONTENT TEMPLATES

It is worthwhile setting up a content template document for contributors to use when creating content.

This template should include fields for:

- 1 Title
- 2 Content body
- 3 SEO and Metadata
- 4 Images and Video
- 5 Any updates/edits after content has been published online.

Each contributor should use this template when providing content.

ONLINE EDITORIAL PROCEDURES

Set up an editorial procedures and timeline process calendar and ensure that the content editor is in charge of managing it. Allow other members of the digital content team to view the calendar, but they should not be allowed edit it online.

Any changes to the editorial timeline process should be agreed with the content editor before any changes are made. Such changes should also be communicated to the overall team.

GATHER RAW CONTENT

The assigned members of the digital content team should be responsible for gathering and co-ordinating copy from the various content providers within ESB. As part of this process, they should make sure content delivery timelines are met in line with web editorial timelines.

EDITING AND PROOFING

Once the content has been gathered and accounted for in the CMS and in the spreadsheet inventory, it needs to be edited and proofed for tone and voice in line with ESB Group's style guide and branding guidelines.

CONTENT APPROVAL

Once content has been edited and optimised for SEO, it may be necessary to get final approval from experts within ESB Group, e.g. marketing or business, to ensure that content adheres to branding guidelines or business objectives.

Useful guidelines:

- Deadlines must be set for the content approval process
- If any final changes are made to copy, the content editor will need to do a final spell and grammatical check
- Final versions of content should be saved in the organisation's network drive in addition to its CMS.

PUBLISHING

At the content publishing stage, it is vital for the content editor to check that:

- Hyperlinks are current and working
- Content is easy to scan/understand
- Any contact details provided are correct.

REPORTING

Once content has been published online, analytics and reporting will help inform how users are engaging with it, and how often. Regular analytics and reporting will help inform whether content is purposeful and meeting users' information requirements. Such reporting will also help steer the future development of content strategy.

Please refer to chapter 8: Digital Tracking.

STYLE GUIDE

WRITING FOR ESB GROUP ONLINE

A style guide is an essential component of any web content strategy.

In order to effectively communicate ESB Group and its service proposition online, it is important to create a style guide for the digital content team. Such a guide will help content creators maintain editorial consistency and brand tone and voice across all content.

A style guide should present clear guidelines to ensure that all online content generated for ESB Group is easy to read and understand.

Why a style guide for online content is necessary:

- It is the cornerstone for consistent on-brand messaging
- Vital resource for content creators and editors
- Offers instructions and guidelines on the creation of useful and findable content.

STYLE CONSIDERATIONS

TOPE OF VOICE

All online content for ESB.ie should reflect the organisation's brand values and core identity. Tone of voice is important as it helps set the organisation apart from competitors, paving the way for consistent communications.

The three ESB Group tone of voice characteristics to follow for online writing style:

- 1 **Consistent, with a united voice**
 - Write with one voice
 - Remain faithful to ESB reputation
 - Have a clear direction
- 2 **Expert, wise and forward looking**
 - Content should be knowledgeable
 - Write with confidence
 - Express a clearer view
- 3 **Advantageous, bringing clear benefit to customers**
 - Demonstrate vision
 - Show understanding of 'real' issues
 - Be concise and focused.

Key things to consider:

- Agree on a tone of voice that is positive and optimistic
- Content should be engaging and informative, but not over-friendly
- Reflect expertise, vision and leadership.

GUIDELINES FOR ONLINE COMMUNICATIONS

ESB: EXPRESSING THE BRAND ONLINE

A website has to reflect an organisation's brand and image – both visually and verbally – in the best-possible way. A good brand voice in online communications helps retain, build and strengthen customer loyalty.

To express the ESB brand online, always refer to ESB in the singular. Never say 'ESB are committed to', for instance.

Following are examples of how to convey ESB's voice online:

'At ESB, our goal is ...'

'Our strategy is ...'

'We provide ...'

- Write with confidence
- Express a clearer view

ACTIVE VOICE

Always use the active rather than the passive voice. The active voice ensures that online communication is more direct, forceful and engaging for the end user. The active voice also prevents sentences from becoming too long and unwieldy.

Example:

Use: The IT team approved the new policy (active voice)

Avoid: The new policy was approved by the IT team (passive voice)

ADDRESSING THE USER

Address the reader as 'you' where possible. Use a conversational tone that will draw in the reader and help them identify with ESB and the content in question.

Example: 'Learning the basics about electrical safety can keep you and your family safe from accidents in the home.'

AVOID DUPLICATION OF CONTENT

Online content must meet the needs of the end user, so it is important that content is not duplicated on a website as this will only confuse people. Another crucial reason to avoid duplicate content is that it can have a negative impact on SEO and a website's search rankings.

BRITISH ENGLISH SPELLING

Use British English spelling and not North American spelling.

Examples: Use 'recognised' rather than 'recognized', 'colour' rather than 'color', 'programme' rather than 'program' (unless you are referring to a computer program)

CONCISE AND RELEVANT CONTENT

The writing style for online content should be:

- Consistent and to the point
- Informative
- Specific in order to meet user needs

Remember to keep sentences short. Web writing should be clear and direct. Remove words or descriptions that don't add value to the content.

In certain instances, longer copy will be necessary to describe technical products, but it is best to be as brief as possible.

Example of web copy that could be shortened:

'Sustainability is the way in which ESB addresses the challenge of a low carbon future. It is embedded and integrated within the business to support ESB Strategy, taking account of the economic, social and environmental aspects of our activities. It contributes towards our commercial success and is aligned with our mission, vision and values.'

GENDER-NEUTRAL TEXT

Try to ensure that text is gender-neutral, where possible. Opt for 'them', 'their', 'they' for instance.

NUMBERS

Spell out numbers from 1 to 9, e.g. one, two, nine
Anything above is numerical, e.g. 10, 12, 100, 1,000, etc.

PLAIN ENGLISH

Use plain English in all online communications so that users will understand content as quickly as possible. Avoid the use of formal or long words when shorter words will work. Only use technical language if the target audience will recognise and understand it.

KEY CONSIDERATIONS

Examples of words, verbs and jargon to avoid:

- agenda (unless you are talking about a meeting)
- apparent (use 'clear' instead)
- approximately (use 'about' instead)
- as a consequence of (use 'because')
- by means of (use 'by' or 'with')
- collaborate (use 'working with' instead)
- deploy (unless referring to the military)
- employ ('use' is better)
- facilitate (be more specific to how you are helping)
- finalise (use 'end', 'complete' or 'finish')
- following (use 'after')
- for a period of (simply write 'for')
- give consideration to ('consider')
- in a position to (use 'can' or 'may')
- inception (use 'start' instead)
- initiate (use 'begin' or 'start')
- liaise

- majority of (simply use 'most')
- parameters (use 'limits')
- regarding (use 'about')
- remuneration (use 'pay' or 'payment')
- streamline
- sufficient (say 'enough' instead)
- tackling (unless you are talking about sport)
- utilise ('use' is preferable)

Above all, avoid jargon and buzzwords such as 'cutting-edge', 'leverage' or 'going forward'. Users will avoid content that talks at them instead of with them.

KEEP YOUR CORE AUDIENCE IN MIND

Always take into account who will be reading your web content to ensure that it remains on-brand and is consistent with their needs. Put the reader first and make sure content is as easy to find as possible. Ensure that the tone, language and organisation of content is appropriate.

Plan your online content around meeting your customers' needs and in helping them achieve their goals. Content needs to be:

- Useful
- Accessible
- Findable
- Valuable

Avoid talking about and promoting your brand too much as this will only alienate readers. Most users will detect a sales pitch or commercial content straight away and will avoid it.

It is vital to ensure that a website is not too 'self-serving' for a brand. Aim to limit pages that describe ESB and its products and services. Instead, focus on how these innovations can help customers.

CONTENT AND STRUCTURING IT FOR THE WEB

BE CLEAR AND CONCISE

Content for the web should be easy to read and written clearly, simply and effectively.

- Put the most important content in the first paragraph on a page. This will make it easier for people to locate the information they require.
- Be concise and ensure that paragraphs are short and to the point, leaving out unnecessary words.
- If you have sentences with more than 25 words, check to see if you can split them to make them clearer.

USE THE INVERTED PYRAMID

Known as the inverted pyramid style, front-loading content is the process of introducing the conclusion and all of the most important details of an article in the first paragraph. This is followed by supporting information (less important information) and then the background details (least important information). This technique is used in online writing so that users can quickly get all of the key details they require, without having to scroll down a page. Having the most important information and keywords at the start of an article is also good for search engine optimisation (SEO).

CHUNK CONTENT

Chunking web content is the technique of grouping content into chunks to make it easier for users to consume.

- Break web content down into sections that ideally cover one topic per paragraph
- Keep paragraphs short
- less than 100 words if possible.
- Use numbers, dashes and bullet points to clearly structure information so that users can easily scan it.

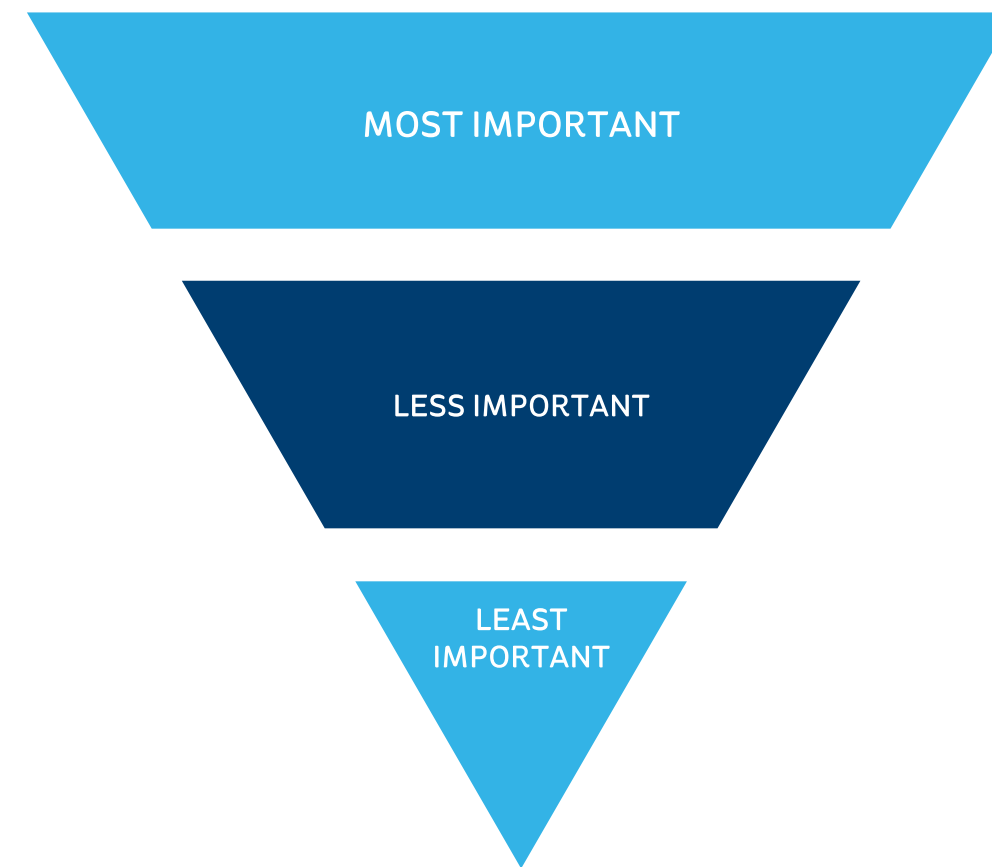
MIND THE LENGTH OF TEXT ON A WEBPAGE

Writing content for the web is not the same as writing for print publication. Keep pages short and to the point.

A web page should be half the length of a similar print document. A good rule to follow is to keep online content between 300 and 700 words. If the content is longer than 700 words, break it down into sections.

Use sub-headings to break up the content and to guide the reader to relevant text.

- Content should be relevant and helpful. Write for people and not search engines.
- Concentrate on one topic, service or product offering per page.
- Add calls-to-action on site pages to guide readers to other relevant content. This could be a link to a contact page, further information in the form of a pdf, whitepaper or guide, or links to connect with ESB on social media channels.



FOLLOW WEB GUIDELINES FOR STRUCTURING CONTENT

Headings, introductions and sub-headings are necessary for each piece of web content. They should offer clear cues so that when users are scanning content they can easily pinpoint information that is relative to their needs. It is important to include keywords in both headings and sub-headings to guide readers towards information that is of use to them.

Heading and sub-heading provide a quick roadmap for readers. They are necessary to:

- Organise content
- Make it easy for users to navigate content
- Break up copy to make it more visually appealing.

For each piece of online content, keep the structure, simple, logical and consistent so that users can easily navigate through it. It is important to remember that users are on the website to complete a task, so the content must meet their requirements.

USE A CONTENT TEMPLATE

Set up a content template for content creators to follow, using the following approach:

SAMPLE CONTENT TEMPLATE

HEADING 1

This is the main headline to introduce content. Good headings help search engines find webpages, plus they help readers scan content more efficiently.

Keep the headline as informative and as short as possible. It must instantly convey the type of information the page contains. This will ensure that the reader realises the purpose of a page within four to five seconds. Relevant and obvious headlines help retain reader interest. Coupled with sub-headings, clear headlines help increase the scanability of content and offer clear cues to readers.

Maximum word count: eight words

INTRODUCTION / OPENING PARAGRAPH

The opening paragraph features the key message, or most important information, for the reader. As with headings and sub-headings, the opening paragraph should also contain keywords.

Maximum word count: 30 words

SUB-HEADINGS

Sub-headings break up areas of text on a page and provide a roadmap for readers to quickly scan content. It is necessary to include sub-headings to direct readers about the topic that is covered in each paragraph or section.

Sub-headings should draw the reader into the content. They should be concise and to the point, giving a clear preview of the content that is to follow. Aim to use one sub-heading for every two to four paragraphs.

Maximum word count: Sub-headings can be longer than headlines as they are essentially expanding on them. They should not be longer than 12 words

PARAGRAPHS

Keep paragraphs as succinct and as short as possible to organise content.

Maximum word count: 60 words, or two to three sentences

7

SOCIAL MEDIA CHANNELS

SELECTION CRITERIA

CONTENT STRATEGY AND MARKETING AND SOCIAL STRATEGY

TYPES OF SOCIAL MEDIA NETWORKS



SELECTION CRITERIA

Social media channels should be selected on their merits and capacity to delivery on either the business or communication objectives of ESB Group. This is made possible by asking questions such as:

- How does the channel fit within ESB's business, marketing and communication objectives?
- Does the channel have sufficient traction amongst ESB's target audience?
- Research and audit – How are peers successfully using these channels?
- Has the channel sent traffic to ESB websites?
- Is there a synergy between the content and the platform?
- What are customers' preferences?
- Is there an industry synergy with ESB?

One of the most important things to establish is whether the channel offers enough opportunity for return on investment.

The following will address this as the first qualifier to choosing a social media channel.

1 HOW DOES THE CHANNEL FIT WITHIN ESB'S BUSINESS, MARKETING AND COMMUNICATION OBJECTIVES?

- Is this intended engagement for a business, service, product or simply a campaign?
- What is the business justification for engaging on this channel?
- Is the audience sufficient to justify the investment?
- Is there any crossover with existing social media channels?
- What benefits does this channel provide that is currently not being delivered upon through existing channels?
- What resources will be expected to manage this new channel, including content creation, user engagement and reporting?

2 DOES THE CHANNEL HAVE SUFFICIENT TRACTION AMONGST ESB'S TARGET AUDIENCE?

- Does the channel have enough users or influencers amongst ESB's target audience?

This can be based on:

- Number of users
- Location of users
- Age or demographic factors
- Influencing factors those platforms or users have

3 RESEARCH AND AUDIT - HOW ARE PEERS SUCCESSFULLY USING THESE CHANNELS?

- Review existing profiles to ascertain their approach, strategies, successes and traction. This can be defined in a number of ways but should also consider growth indicators.
- Followers and engagement are indicators of how peers are performing on these channels and whether they could also provide the same opportunities for ESB. Followers alone are not the most important factor and must be considered in the context of engagement. Social channels must be considered based on their value to deliver to engaged audiences.

4 HAS THE CHANNEL SENT TRAFFIC TO ESB WEBSITES?

- Has the channel driven traffic to any of the ESB websites? Are people talking about ESB and should ESB respond or engage? What's the relation between the conversion and the platform?
- How has the traffic performed from this channel? Have these users spent time onsite, bounced, converted, signed up to a newsletter, etc? How has this traffic performed in terms of other social media channels?

5 IS THERE A SYNERGY BETWEEN THE CONTENT AND THE PLATFORM?

- Is there a synergy between ESB's content and the platform? Does ESB content lend itself to video, copy, imagery, infographics, etc?
- There is a connection between specific content formats and how ESB creates and manages content
 - this should be a key consideration.

6 CUSTOMER PREFERENCES

- Have ESB's customers shown any specific preference for communicating through this channel? If so, how many and how? What is the nature of the communication?

7 IS THERE AN INDUSTRY SYNERGY WITH ESB?

- Is this a B2B, B2C or C2B platform? Is there a particular bias for using one of these communication types and how does this fit within the objectives of the organisation? Does this platform have a niche group, such as engineers, electricians, politicians, etc? The importance of the group should also be considered when evaluating a channel.

TYPES OF SOCIAL MEDIA NETWORKS

People interact differently on different social networks and for that reason it's important to tailor the approach and content to align with a particular platform. Here are the main platforms that ESB should evaluate and consider.

- 1 Pinterest and Instagram are image-based networks. While Pinterest is primarily used as a platform to connect consumers with products, Instagram is a more interest-based or community-based platform. However, both have been successfully used for business communications

Considerations for engaging on image-based networks:

- Find the visual angle behind the brand. Whether that's using imagery from the business in motion, such as releasing water at, building new power stations, repairs after storm fixes or behind-the-scenes footage from TV commercials, take a visual approach to communicating the brand and values.
- Use case studies, data and reports to create rich and engaging infographics or other key milestones from ESB's work.
- Understand how to visually narrate ESB's story, achievements, ethos and values to resonate and motivate users.

- 2 YouTube and Vimeo are visual networks. Video offers ESB a rich and engaging platform in which to tell the ESB story and communicate the brand and mission. From interviews with staff, projects under construction, time-lapse videos, presentations or talks, or simply help and safety videos, ESB can use video channels to engage users.

Considerations for engaging on visual networks:

- Different platforms also lend themselves to different video lengths - test different content lengths to establish the best fit.
 - Use paid channels to cross-promote video content in order to seed new content
 - Use scripted video and non-scripted video and review performance of each – sometimes less scripted video or 'amateur' video translates better to social sharing.
- 3 LinkedIn is the largest professional network for business-driven social media activity. LinkedIn offers ESB an opportunity to influence business professionals, whilst also acting as a platform for attracting new graduates or recruits. However, it's not simply enough to have a LinkedIn company page.

LinkedIn also offers the opportunity to:

- Use the news feed to update ESB followers of new jobs, projects, initiatives, etc, providing a professional channel of communication.
- Publish thought leadership and research to ESB's network and staff.
- Engage in professional groups to become a trusted authority on specific subject matters, e.g. energy policy or engineering forums.
- Target business professionals by location and job title. These features are primarily advertising-driven, but should be considered as part of campaigns.

It's important to create specific business personas for targeting to ensure that ESB's efforts are focused and on-message.

- 4 Facebook and Twitter are two of the largest and most established social networking platforms and offer some of the best opportunities to hit mass audiences in Ireland. Originally consumer social networks, both have evolved and people use either of these channels for business and consumer communications. Many companies have excelled at promoting their brand on these channels or simply used them as customer service channels for their customers.

Things to consider:

- Multi content formats can be leveraged to engage with users on these sites
 - Channels can be used to disseminate information from ESB to fans and this can take many tones, however casual professional would be advised
 - These channels have a strong multiplier effect that can be both positive and negative. Ensure there are adequate social media policies and training in order deal with both types of communication
- 5 Boards.ie is an Irish-based forum. It has an Irish-based niche with a large and active community of users who engage with each other and businesses. It's the first point of call for many users in Ireland to seek answers or express their views and opinions on everything from business practices, how to's, politics, etc.

Boards and other forums are often used by customers looking to get quick advice or answers from either the company or fellow forum users.

The 'Help Centre' feature on the new site, with its searchable FAQs, will be a destination for users looking for answers from ESB Networks. If this area is done well, users will not need to go to forums as the answers are in a bank on the site.

Things to consider:

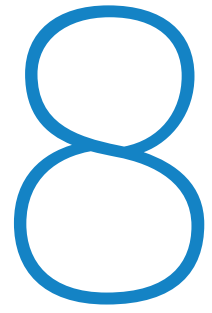
- Boards.ie has dedicated business pages or boards for businesses to interact with users – this can be particularly beneficial as a customer service channel
 - The platform acts as a useful resource for safety information or announcements, where applicable.
 - Some of the comments or statements can be challenging to respond to in a public forum.
 - Commercially driven messages are not permitted outside of the set channels.
- 6 Google+ is a networking channel similar to Facebook. It has not yet got any real traction in this market. Most company profiles on Google+ have a low number of followers, and little engagement, and are not being used for customer servicing in the same way as other social channels. In the short term, there is not a need for ESB to create and manage an active Google Plus account.

However, Google has merged Google+ accounts and Google Places accounts and it is advisable that ESB creates a Google Places for Business account.

CONTENT STRATEGY AND MARKETING AND SOCIAL STRATEGY

The relationship between content type and platform is a key consideration for evaluating and engaging with any social channel. This means ESB should match the content type with the right channel. Core to ESB's social strategy is a content strategy, while social channels and platforms will act as platforms in which to amplify content marketing activities.

Content marketing needs to consider many formats but always stay on-brand, on-message and targeted to the right audience. Copy can include blogging, e-books and whitepapers, or also extend to visual formats like infographics or videos. Some platforms lend themselves to better engagement with certain types of content.



DIGITAL TRACKING

WHAT TO TRACK

WEB ANALYTIC PACKAGES



WHAT TO TRACK

The following important KPIs should be tracked:

- Conversion rates
- Cost per lead
- Long-term customer value
- Email marketing
- Social media reach
- Mobile performance

Please note: Please refer to the monthly marketing template

CONVERSION RATES (ONLINE)

Although the ESB's current website is not directly transacting online, metrics can be used to benchmark performance which can be deemed as conversions, such as email sign ups, PDF downloads, view of key pages, booking an event or filling out a contact form. Through the customisation of analytics codes ESB can measure these activities to ensure the web is continuously optimised and improved for its users and the businesses objectives.

COST PER LEAD

In addition to knowing what channels and activities are driving the best returns on efforts, ESB should establish the costs per lead of each channel. This will allow ESB to better plan and manage budgets in the most cost-effective format. This also includes content marketing activities.

LONG-TERM CUSTOMER VALUE

Rather than just focusing on individual conversions it is also worth devising a meaningful metric for calculating the long-term value of a site visitor. Email marketing lists can be grown with the view to building a relationship with the various audiences and professional communities. It should create opportunities for data capture i.e. signing up for access to lower level white papers, financial reports, etc.

EMAIL MARKETING

Email marketing rates, including deliveries, open rates, click through rates and conversions should be measured and reported on by the marketing and communications department. Shared learning and success should be implemented throughout the organisation in order to improve all email marketing communications from the organisation both external and internal with staff.

SOCIAL MEDIA REACH

Social media for ESB should be about brand-building, engagement and shaping a strong relationship with audiences. It's also a really valuable communication tool for an organisation that has the knowledge to create and distribute content with a wide appeal from the general public, engineering and education audiences, government and investors. However, this must also be measured in the context of effort and return on investment. It should be tracked not just through last interactions of traffic sources but also as to whether users become followers on social media channels. Each platform provides their own set of engagement metrics and these should also be integrated with Google Analytics, allowing for better feedback and understanding on the specific content that is motivating your audiences.

MOBILE

Mobile traffic sources should be measured in isolation and will shape the future direction of the organisation's mobile communications strategy. Everything from sessions, bounce rates, performance, email open rates, contacts, calls etc. should be measured monthly as part of the KPIs for the organisation.

Please note: Reporting dashboards should be set up with the view to providing high level insights for these metrics monthly.

WEB ANALYTIC PACKAGES

There are a number of analytics packages on the market and these can be broken down into either:

- 1 Web Analytics
- 2 Customer Experience Analytics
- 3 Both

We recommend that ESB avail of two such products in order to continue to measure and optimise digital channels. These are:

- 1 Google Analytics
- 2 ClickTale

GOOGLE ANALYTICS

Measurement is one of the most valuable features of digital and should drive the online strategy for the business. Although there are many web analytic packages on the market, Google Analytics (GA) is one of the most robust and flexible online web analytics packages. However, in order to maximise its full capabilities ESB will need to set up and customise the standard codes to measure specific events, as well as setting up a reporting structure within goals and funnels.

In addition, ESB will need to work towards a standard tagging system for all marketing and communications in order to fully quantify and measure activity. This process should be defined by the business objectives and consistent with KPIs across all channels.

Ongoing Analytics data analysis should be performed by the ESB team in order to identify both trends and issues. This needs to focus not just on traffic numbers but also on quality and performance. This information must be fed into the business on monthly.

The following features should be customised and implemented across the web channels – and most importantly reported across the business on a weekly and monthly basis (please refer to Monthly Reporting Template).

Please note: Google Analytics offers many reporting features, including custom dashboards for the measurement of key performance indicators grouped by theme i.e. audience, acquisition, behaviour, mobile, etc. These should be tailored to ESB's reporting requirements.

UNIVERSAL ANALYTICS

GA has recently upgraded its standard tracking code, providing deeper insights into users, such as demographics (age and gender) and interests (affinity categories and segments) information. Google combines information from a number of its products to garner this data and this applies to any user who is logged into a Google product – Gmail, YouTube, Chrome browser, etc. ESB should use this information to get a better understanding of user profiles and tailor future marketing/communications activities.

ECOMMERCE TRACKING

GA provides integrated eCommerce tracking which not only tracks online transactions but turn over, revenue, traffic sources and cost-per-click (where applicable). In addition, there is a range of specific eCommerce features that would allow ESB to get an accurate update on performance. This can also be benchmarked and compared against historical data to continually measure and benchmark performance.

EVENTS TRACKING

GA allows site owners to create and implement additional tracking tags that can be customised based on the key performance indicators identified by the business. These tags are called Events and can track any interaction on the site, such as downloads, sign ups, registrations, button clicks, etc. The information is automatically transferred into the GA interface and provides a rich source of additional information.

Event labelling criteria should be define by the business and adhered to by all analytic owners. This means a clearly define naming criteria for each.

- **Category:** The category is at the top of the hierarchy. It's a way to bundle visitor activity together. It encompassed all of the other event data.
- **Action:** The action is literally what the visitor does. In our video player example some potential actions might be: play, pause, share, get embed link, etc.
- **Label:** Provides a bit more information about the visitor's action. For example, if you are using events to track a video player you might record the movie name as the label when an action occurs. That provides more context to what the visitor is doing.
- **Value:** Any positive integer value. It's a number. You can use it to count things, like euros or seconds. If you choose to use your event as a goal, then you can specify that Google Analytics use the event value as the goal value.

This naming convention should under no circumstances deviate from the agreed format.

GOALS AND FUNNELS

Goals and Funnels are another feature that should play a central role within the analytics strategy for ESB. They allow ESB to map out paths or journeys within Google Analytics (GA) and visualise at what point's users are falling out of the process. Goals and Funnels are typically reserved for transactional paths, such as buying online or registrations. In ESB perspective these should be included for all transactional or sign-up pages on the site. Through better understanding of users, ESB will be able to identify and optimise pain points for customers.

UNIQUE USER IDS

Segments can be broken down by audience, demographics, traffic source, device or behaviour within GA – however, these can also be broken down further and customised in line with the audience and sets of importance. For instance, ESB could measure people who come from the CER website and trigger a conversion of some type. Another example would be a user who came from the CER website and triggered an ‘Error 404’ page – alerting ESB of a broken link to Networks on the CER site. Regardless of the segment, ESB can get a quick view of specific users and monitor them in order to continuously optimise the website. Segments are a powerful feature and should be outlined and reported on within the business operations-based campaign objectives.

CUSTOM DASHBOARDS

Dashboards can be customised and configured to report on defined KPIs online for ESB – this is particularly useful for mid- and senior managers who may wish to take a particular interest in certain web metrics. Custom Dashboards can be broken down by acquisition, campaigns, conversions, mediums/channels, mobile, social or be site-optimisation specific. ESB can also configure Custom Dashboards so that reports are automatically scheduled and emailed to individuals or groups.

ALERTS

Google Analytics (GA) contains a feature that allows site owners to set up and customise alerts based on metrics that are important to ESB. These can include increases or decreases in: users, bounce rates, times onsite, pageviews, transactions, traffic from specific sources, etc.

ESB can set the percentage increase and will be alerted if these parameters are triggered. This could serve as an early alert system should an area lose power, i.e. a surge in users coming to the website. Another useful alert is a Custom 404 alert for when users are exposed to 404 pages, thereby alerting webmasters to broken links on websites.

CLICKTALE

ClickTale is an enterprise customer-experience analytics package that should be used in addition to Google Analytics. Customer-experience analytics packages use software to identify customer behaviour and patterns within and across a web presence. ClickTale uses sophisticated data modelling techniques to analysis and visualise customer experiences on web-based applications, such as websites. These are then visualised or played in the form of a video. In summary, this allows web users to visualise how a customer flows through the website and identify any areas of customer struggle. ClickTale is particularly useful for getting a better understanding of customers’ experience on key pages or throughout the funnel, i.e.

- 1 Session Playback – view a simulation of a customer journey through the website. Identify how users are flowing through the website, with specific points of struggle or pain. Analyse how users read and engage with content, widgets or forms.
- 2 Heat map analytics – review heat maps of single or groups of customers to get a view of what customers are engaging with or how far they are scrolling down pages. Are users seeing key information? Are they scrolling below the fold, etc? This information is key to understanding how the web needs to develop to improve customer experiences and business metrics.
- 3 Conversion Funnels – Although Google has introduced a similar feature, ClickTale is significantly more advanced and will allow ESB to set up and monitor the user flow across all of the forms and widgets on the site. This will then identify pain points; specifically form fields that are generating errors or causing users to drop out of the process.

Please note:

These packages should be implemented and managed using the Google Tag Manager publishing platform, best described as a CMS tool for analytics tags. This will negate the need for IT to implement tracking codes on the site.

See www.google.ie/tagmanager/features.html for more.

The following slides will outline the analytics tracking strategy for ESB.

GOOGLE TAG MANAGER

Google Tag Manager is a tag publishing mechanism for web tracking, advertising and marketing codes.

This is not to be confused with Google Analytics – a digital tracking platform.

WHAT IS GOOGLE TAG MANAGER

Google Tag Manager (GTM) is a web publishing platform to centrally manage tracking, marketing and advertising tags for web platforms and mobile applications. It is best described as a CMS for managing and publishing tracking tags. GTM works through an asynchronous code implementation on the website that calls on the Macros, Tags and Rules as defined with the GTM account. This, in turn, reduces the need to implement additional codes on the website or mobile app.

BENEFITS OF GOOGLE TAG MANAGER

- Changes to codes or new codes can be implemented rapidly, with no requirement to be hard coded. In addition, codes can be deployed via the asynchronous snippet and don't have to wait for website deployments.
- Streamline the tag publishing process for all tracking codes across all platforms and properties. Google Tag Manager is a Google product so all complementary Google products will be automatically updated and developed with Tag Manager in mind. It also means any changes to the tracking codes will be automatically applied.
- Once set up, Google Tag Manager can be updated by less technical staff, meaning marketing and communications teams (with the right training) will be able to add additional campaign tags. This will enable the communications team to take greater control of the web and tracking activities.
- Tag Manager offers a debug or pre-production setting that allows users to quality assure new codes in real-time. This will ensure the codes are working as intended prior to go-live.
- Conversion control means that every time a new version is created the previous version is automatically saved. This allows site owners to roll back on previous versions as and should they be required.
- User permissions allow Tag Manager owners to offer varying degrees of permission for each user. This can be broken down into Administrator, View, Edit and Publish. This will allow enable ESB to have best control over who has access and what level of changes those users are allow implement.
- Supports Google products and third-party tags through customised tag templates, allowing for quicker creation of tags and integration with other Google products.
- Built-in macros and event listeners significantly reduce the amount of manual work required to 'listen' to clicks, link clicks, time, form submission and JavaScript errors. This, in turn, allows for more robust tracking.
- Multi-domain tracking is more accurate using Google Tag Manager for multi-cross domain tracking. This is made possible by the way in which Tag Manager works via Macros, Tags and Rules.
- Google Tag Manager allows for more flexible app tracking without needing to wait for

APPENDIX A

SETTING UP GOOGLE ANALYTICS

The following outlines the process for creating a new Google Analytics account for any ESB product.

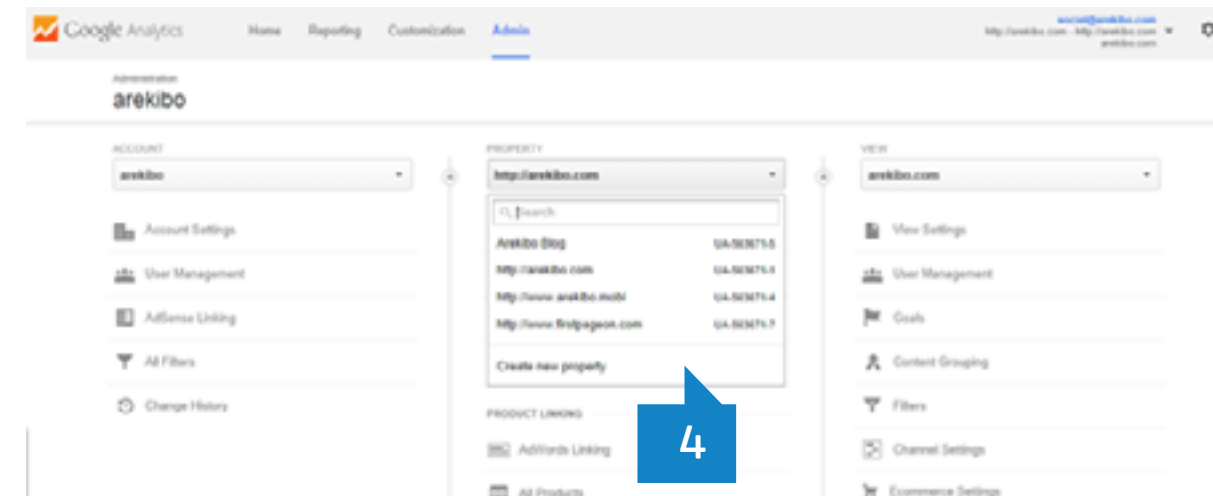
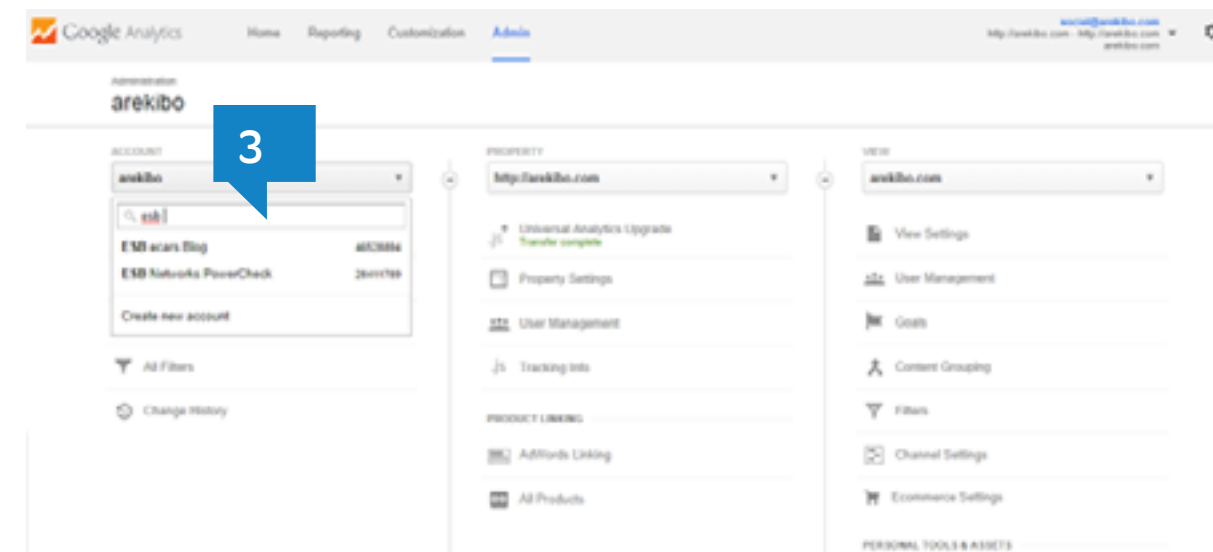
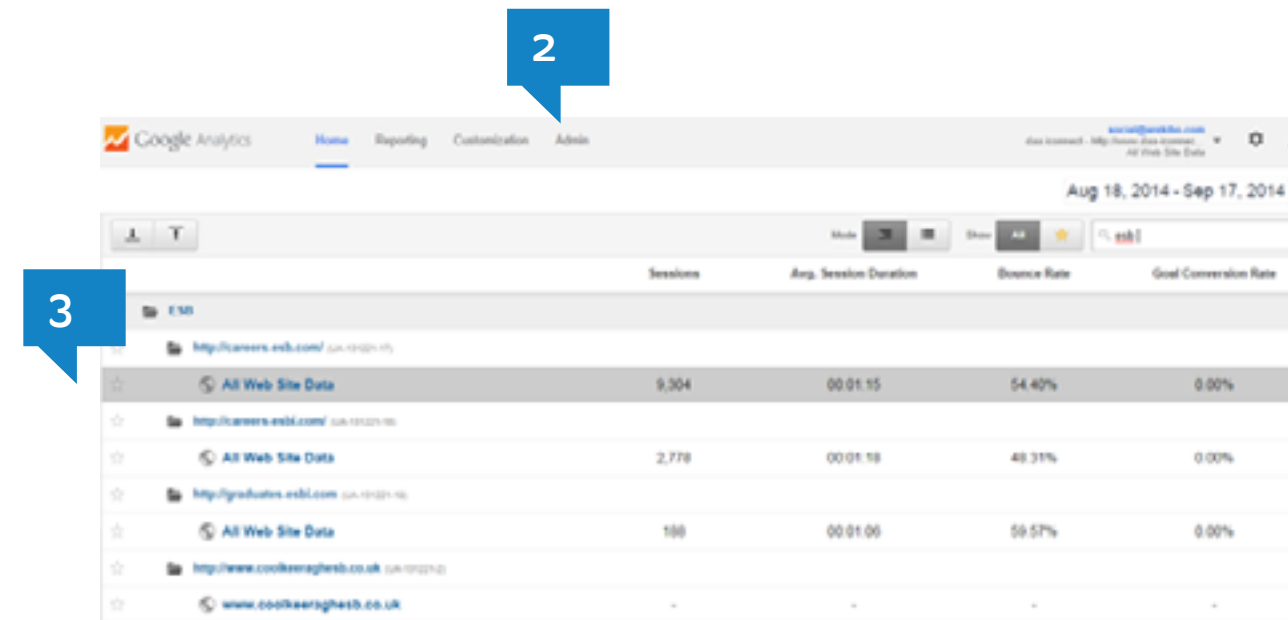
SETTING UP GOOGLE ANALYTICS

The following outlines the process for creating a new Google Analytics account for any ESB product.

- 1 Create a new Google Analytics property within the existing Google Analytics account.
Log on to Google Analytics - <http://www.google.ie/analytics/>
- 2 Navigate to the Admin section on top of the logged in screen.
- 3 In the Account column, select the account from the dropdown menu where you want to add the property.

If you have a lot of accounts, use the search box to help you find the right one.

- 4 In the dropdown in the Property column, click 'Create new property'



- 5 Select Web site or Mobile app.
- 6 Enter the Website or App name.
If you plan on tracking more than one app in your account, use a very specific and descriptive name that includes the edition or version number. This will help you keep your app properties organised.
- 7 (Web only) Enter the Website URL.
You cannot create a property if your URL isn't formatted correctly. Select the protocol standard (http:// or https://). Enter the domain name, without any characters following the name, including a trailing slash (www.example.com not www.example.com/).
- 8 Take note of the tracking ID and implementation options.
 - PHP Implementation
 - Dynamic Content Implementation
 - Google Tag Manager.

Implementation notes:

We are recommending the Tag Manager Implementation process for reasons outlined in earlier documentation.

Please simply record the Tracking ID number as this will now be used in conjunction with Tag Manager.

Please note: You do NOT need to publish this code as presented as we are using the Tag Manager publishing tool.

The image shows two screenshots of the Google Analytics interface. The top screenshot is the 'New Property' setup page. It has a navigation bar with 'Home', 'Reporting', 'Customization', and 'Admin'. The main heading is 'New Property' for a property named 'arekibo'. Below the heading, there are several sections: 'What would you like to track?' with 'Website' and 'Mobile app' buttons; 'Tracking Method' with a note about Universal Analytics; 'Setting up your property' with fields for 'Website Name' (My New Website), 'Website URL' (http://www.mywebsite.com), 'Industry Category' (Retail Store), and 'Reporting Time Zone' (GMT-07:00 Pacific Time). A 'Get Tracking ID' button is at the bottom. Blue callout boxes with numbers 5, 6, 7, and 8 point to these specific sections. The bottom screenshot shows the 'Tracking Info' section for the property 'www.esbtest.co'. It displays the 'Tracking ID' as 'UA-563671-8' and 'Website tracking'. Below this, it provides the Universal Analytics tracking code to be pasted into the website's code. A blue callout box with the number 8 points to the tracking ID and code area.

APPENDIX B

SETTING UP GOOGLE TAG MANAGER

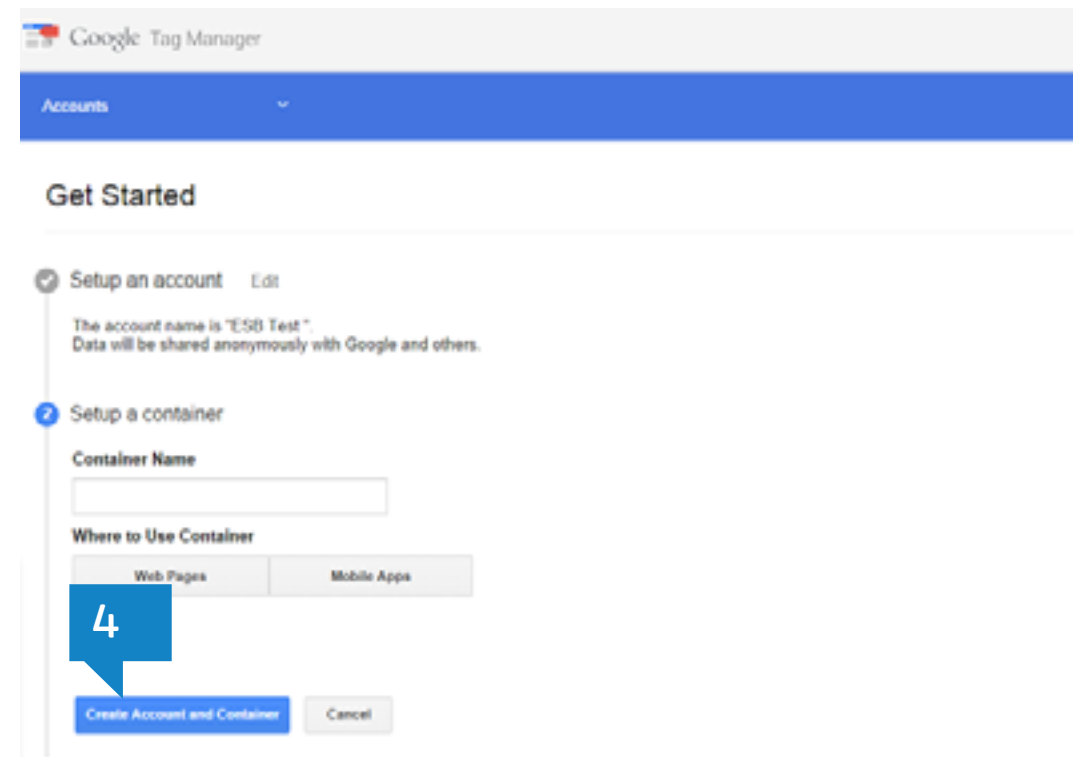
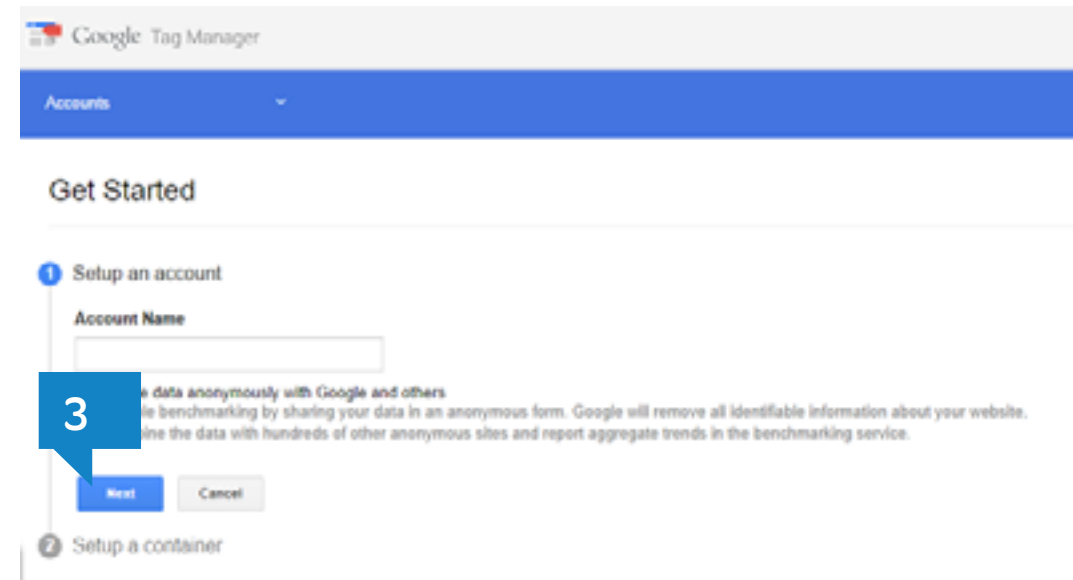
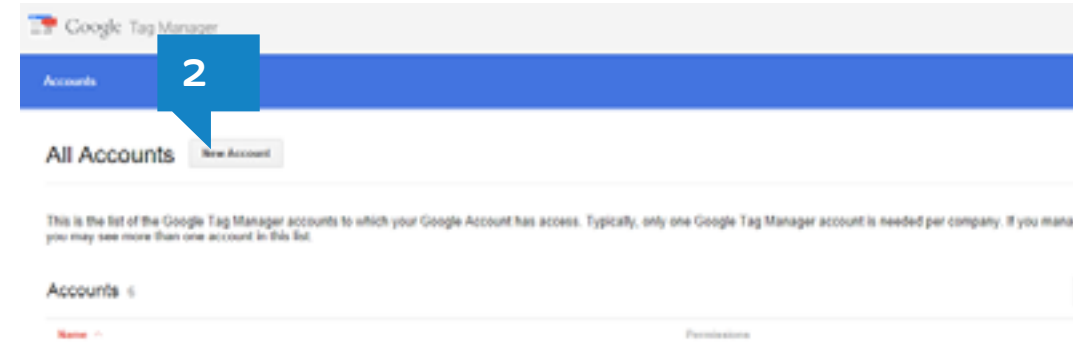
The account is the top-most level of organisation in Google Tag Manager. Typically, only one account is needed per company. Tags for all the company's websites can be managed from this single account.

You can create and/or administer multiple Google Tag Manager accounts from a single Google account. This allows you to conveniently manage website tracking and campaigns for more than one company. Each time you sign in to Google Tag Manager, there will be a list of Google Tag Manager accounts to which your Google Account has access.

STEP-BY-STEP ACCOUNT-CREATION GUIDE:

The following outlines the process for creating a new Google Analytics account for any ESB product.

- 1 Log on to Google Tag Manager
- <http://www.google.ie/tagmanager/>
- 2 From the All Accounts page in Google Tag Manager, click 'New Account'.
- 3 Enter an account name and click 'Next'.
- 4 Follow the instructions below, under 'Setup a container'.



- 5 For web pages choose the location / time zone and 'Create Account and Container'
- 6 For mobile apps choose the supported platforms, location and time zones.
- 7 Review Terms & Conditions and accept them.

Where to Use Container

Web Pages Mobile Apps

Domains optional

+ Add Domain

Providing the domain(s) will enable more useful suggestions throughout the interface.

Time Zone

United States (GMT-08:00) Pacific Time

Create Account and Container Cancel

Where to Use Container

Web Pages Mobile Apps

Supported Mobile Platforms

Android

iOS

Time Zone

United States (GMT-08:00) Pacific Time

Create Account and Container Cancel

- the Google Analytics Terms of Service located at: <http://www.google.com/analytics/tos.html>
- the agreement between You and DoubleClick that is in effect during the dates that You are participating in the Service, and
- the Google Inc. Advertising Program Terms (or, if applicable, as negotiated).

If You have 3rd Party Tags delivered through the Service:

- Google is not responsible for 3rd Party Tags.
- Google may screen automatically such 3rd Party Tags to ensure compliance with this policy.
- You guarantee that You have the rights to upload the 3rd Party Tags.
- You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service:
 - to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity;
 - to disable, interfere with or circumvent any aspect of the Service;
 - to upload any data to Google that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google; or
 - to access any other Google product or service in a manner that violates their respective terms.

Our use of Google Tag Manager data

I ACCEPT I DO NOT ACCEPT

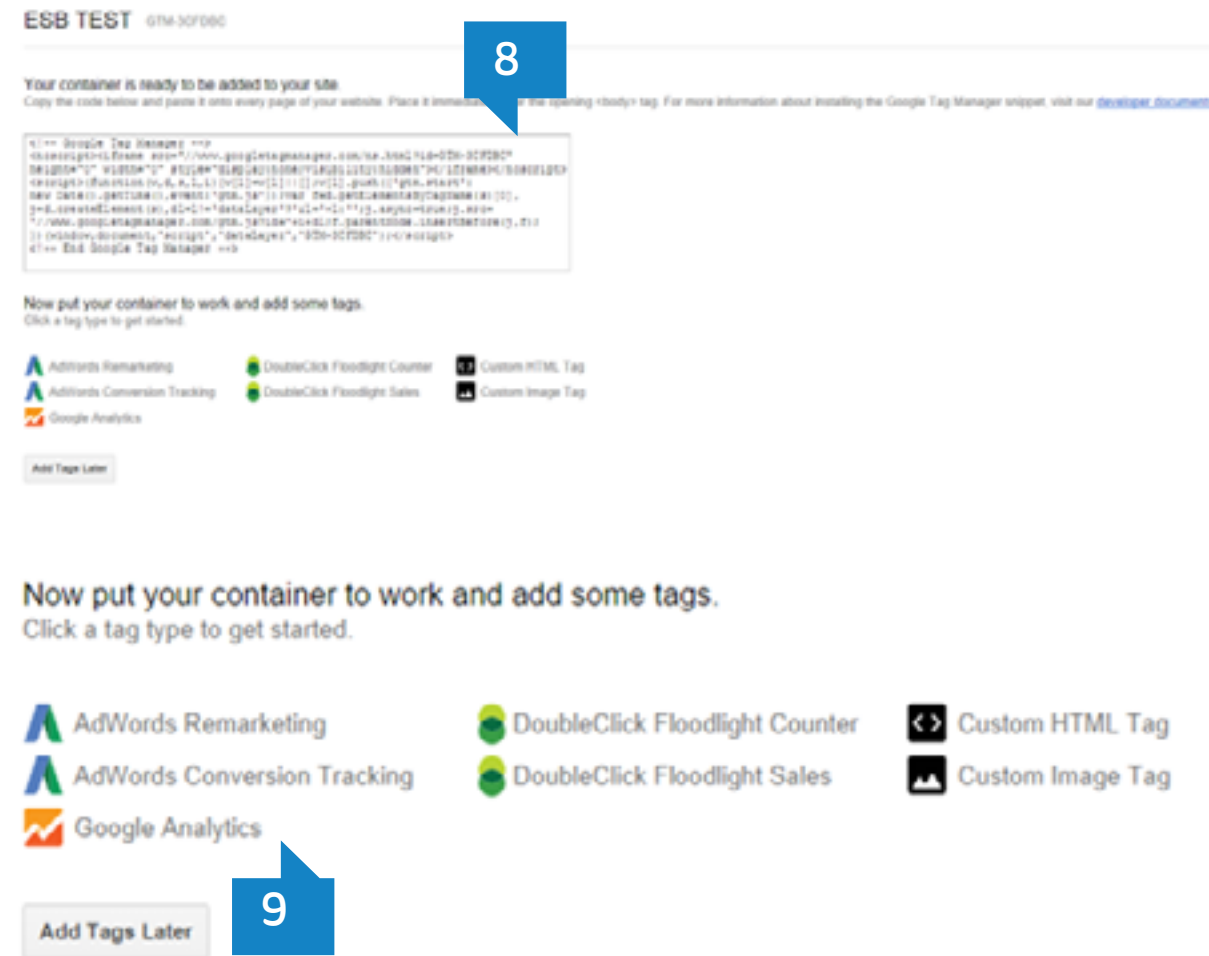
- 8 Copy and paste the container code into Notepad or an email and send to the IT team for implementation. It is very important the IT team ensures the code is placed specifically as per the instructions below and NOT where the Google Analytics code traditionally lives.

Important:

Instructions for code implementation.

Copy the code and paste it onto every page of your website. Place it immediately after the opening <body> tag. For more information about installing the Google Tag Manager snippet, visit developer documents.

- 9 Choose to add a Google Analytics tracking code to your container. Click on Google Analytics.



CREATING A NEW TAG FOR GOOGLE ANALYTICS

- 1 Name the Tag, e.g. “Google Analytics – Page view Tag”
- 2 Choose Tag Type – Universal Analytics
- 3 Insert your tracking ID, e.g. UA UA-XXXXXX-X
- 4 Choose to enable advertiser features – yes.
- 5 There are a number of settings outlined below. These are not required for implementing regular page tracking. However, you need to set up a firing rule before saving a tag.
- 6 Having created the tracking tag you need to set up a rule to fire the tag. This can be configured by clicking on the top right-hand side of the page.

The screenshot shows the Google Tag Manager 'Create New Tag' interface. The interface is titled 'Create New Tag' and includes a sidebar with navigation options: Admin, Container Draft, Overview, Tags, Rules, Macros, and Versions. The main content area is divided into several sections:

- Tag Name:** A text input field containing 'Google Analytics - Pageview Track'. A callout '1' points to this field.
- Tag Type:** A dropdown menu set to 'Universal Analytics'. A callout '2' points to this dropdown.
- Tracking ID:** A text input field containing 'UA-XXXXXX-X'. A callout '3' points to this field.
- Enable Display Advertising Features:** A checkbox that is checked. A callout '4' points to this checkbox.
- More settings (optional):** A list of expandable sections including Basic Configuration, Advanced Configuration, Cookie Configuration, Cross Domain Tracking, Content Groups, Ecommerce Features (beta), Custom Dimensions, Custom Metrics, and Fields to Set.
- Advanced Settings:** A section at the bottom of the settings area.
- Firing Rules:** A section on the right side with an '+ Add' button. A callout '5-6' points to this section.
- Blocking Rules:** A section on the right side with an '+ Add' button.

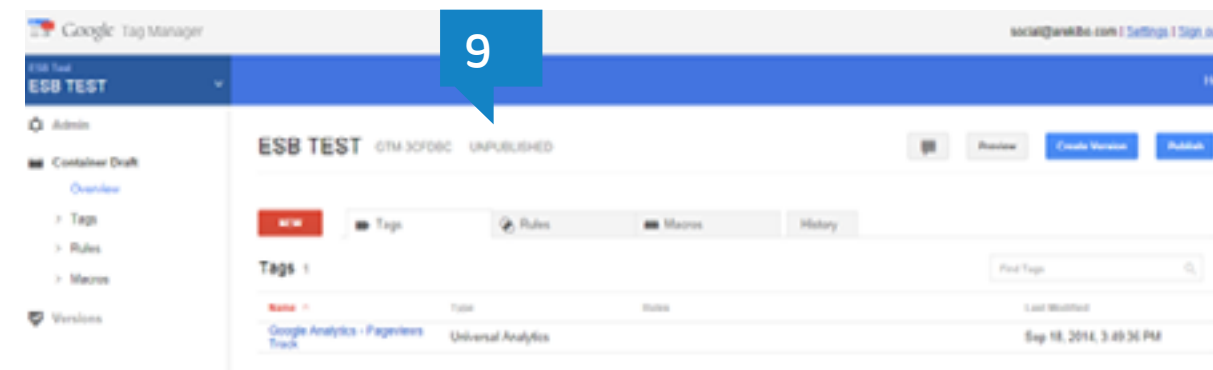
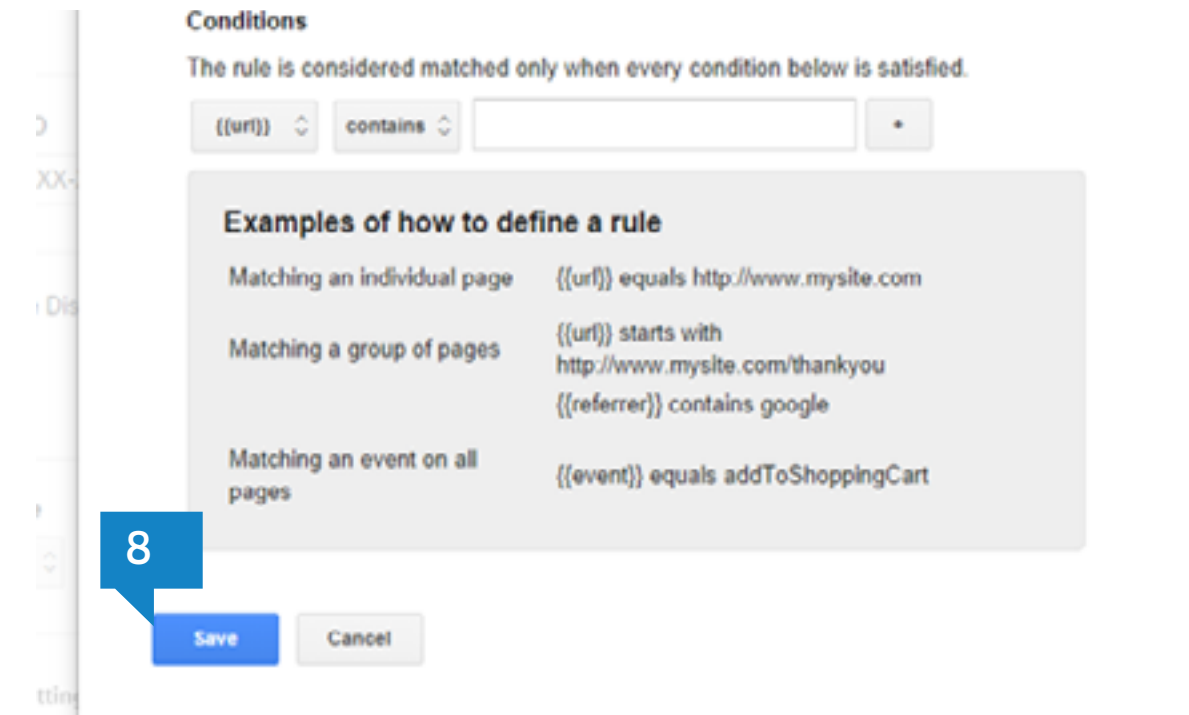
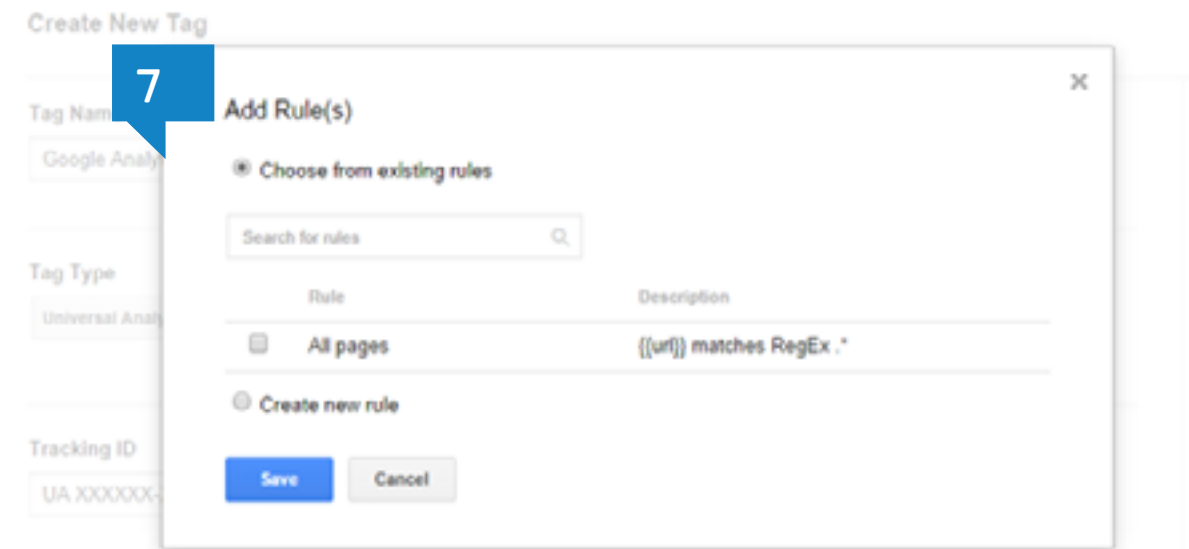
At the bottom of the interface, there are 'Save' and 'Cancel' buttons.

- 7 Creating a firing rule. You want the Page view tag to fire on every single page of the website. Google Tag Manager automatically contains a rule 'All Pages' that fires when the website URL matches regular expression.

There are certain conditions that can be applied to a rule to fire a tag and use macros that are configured. Once again, some macros are set up for the account-creation process. The below screenshot is presented should you decide to create more rules that will determine whether the tag fires or not.

- 8 Once the tag and rule are created, press 'Save'.
- 9 Now that the rule is saved you can see your Tag within the container.

Please note this tag is not activated – see 'Unpublished'.



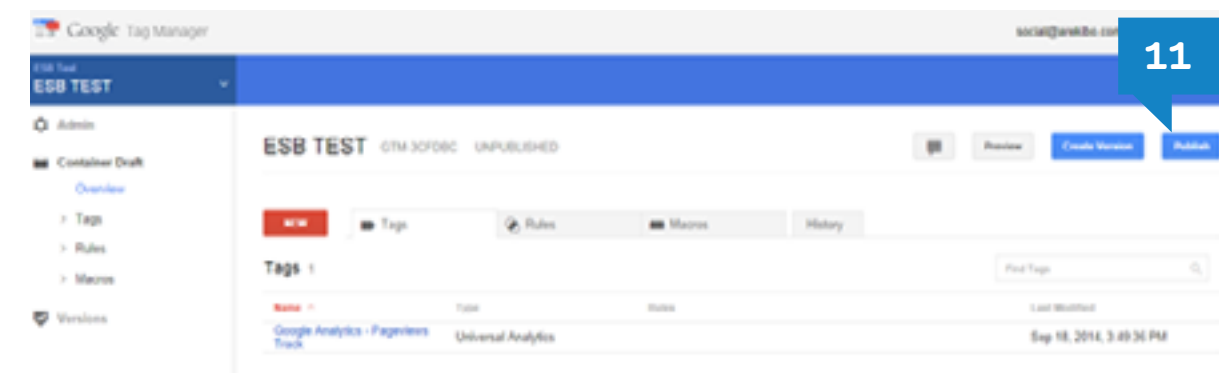
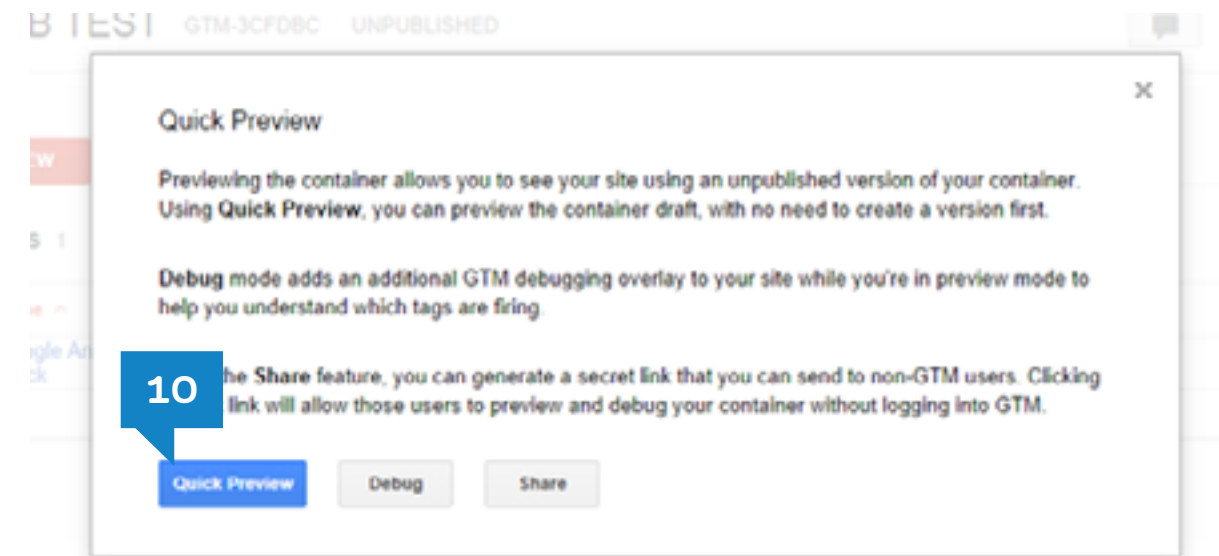
- 10 Click on the preview button on the top right-hand side of the screen.

This option allows for:

- Quick Preview: Use the Tag Manager preview mode to quality assure the tags are working prior to go-live. This mode works best within the Chrome browser.
- Debug: This allows you to check or debug any custom codes within the preview mode and identifies where the issue may be.
- Share: Use this if you want to share the preview mode with another person.

- 11 Click on the 'Publish' button to publish the container on the live site.

This container will now be published via the asynchronous code previously published on the website as per the steps above. You will have a live Pageview tracking tag on the new property.



BASIC CONFIGURATION WITHIN GOOGLE ANALYTICS

Now that the Google Tag Manager container is in place, and the Google Analytics Pageview tag published, it's time to revert to the Google Analytics account settings.

Under Property:

- 1 Set Property Name – This is the website name
- 2 Set default URL – This is either `http://mywebsite.ie` or `www.mywebsite.ie`
- 3 Choose default view – Typically default is fine
- 4 Industry Category – Choose a category.

The image shows two screenshots of the Google Analytics interface. The top screenshot is a high-level overview of the account settings for 'arekibo', showing three columns for Account, Property, and View settings. The bottom screenshot is a detailed view of the 'Property Settings' page for 'www.esblest.ie'. This page is annotated with four blue callout boxes containing numbers 1 through 4, pointing to specific configuration fields:

- 1** points to the 'Property name' field, which contains 'www.esblest.ie'.
- 2** points to the 'Property Settings' menu item in the left-hand navigation sidebar.
- 3** points to the 'Default URL' field, which contains 'http://www.esblest.ie'.
- 4** points to the 'Industry Category' dropdown menu, which is currently set to 'Select One'.

Other visible settings in the bottom screenshot include 'Tracking ID' (UA-00000000-1), 'Default View' (All Web Site Data), and sections for 'Advanced Settings' (with 'Enable Demographics and Interest Reports' turned off) and 'In-Page Analytics'.

- 5 Enable demographics and interest reports –Yes.
- 6 Use Enhanced Link attribution –Yes. Please note: Tag Manager will automatically handle the code change.
- 7 Start in-page analytics – Choose embedded mode.
- 8 Webmaster Tools settings – Click Edit and add Webmaster Tools linking.

WebmasterTools is a complimentary Google tool that allows webmasters to better manage their web properties, including providing reports on how and when Google crawls the website. This should be configured and integrated with Google Analytics to provide richer information on organic search results and web performance.

The screenshot shows the 'Advanced Settings' section of Google Analytics. It is divided into three main sections: 'Display Advertiser Features', 'In-Page Analytics', and 'Webmaster Tools Settings'. Callout 5 points to the 'Enable Demographics and Interest Reports' toggle, which is turned 'ON'. Callout 6 points to the 'Use enhanced link attribution' toggle, which is also turned 'ON'. Callout 7 points to the 'Start In-Page Analytics in' section, where 'Embedded mode (recommended)' is selected. Callout 8 points to the 'Webmaster Tools Settings' section, specifically to the 'Edit' link. At the bottom of the settings are 'Save' and 'Cancel' buttons.

Advanced Settings

Display Advertiser Features

5 **Enable Demographics and Interest Reports** Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand who your users are. To see this data, you need to make a small change to your tracking code. [Learn more](#) about how to make these tracking code changes.

ON

In-Page Analytics

6 **Use enhanced link attribution** Enhanced link attribution allows us to better track links on your page, but requires a small change to the tracking code. Follow these instructions to setup enhanced link attribution on your site: [How to setup enhanced link attribution on my site?](#)

ON

7

Start In-Page Analytics in

8 **Embedded mode (recommended)**
 Full view mode Use of full view mode is recommended only if your site has trouble loading in embedded mode.

Webmaster Tools Settings

Webmaster Tools site optional If your property is also a verified website in Webmaster Tools, and you are the owner, you can associate your Webmaster Tools data here. Google Analytics will then be able to display some of that data in some reports.

[none](#) [Edit](#)

Save **Cancel**

USER MANAGEMENT

The following outlines the process for creating a new Google Analytics account for any ESB product.

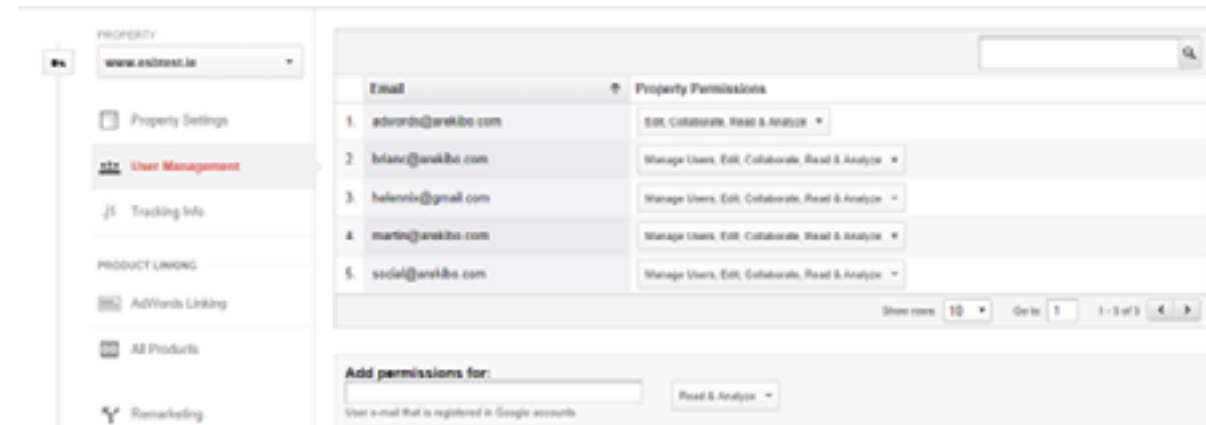
- Read & Analyse
- Read, Analyse and Collaborate
- Read, Analyse, Collaborate and Edit
- Read, Analyse, Collaborate, Edit and Manage Users.

Users can be added by adding in an email address within 'Add permission for' feature and using the dropdown to determine their access level.

Tick the box to Notify Users.

SOCIAL SETTINGS

Social settings should be configured to separately measure ESB channels and social platforms. Taking this approach will allow ESB to measure the performance of social activities within future reports.



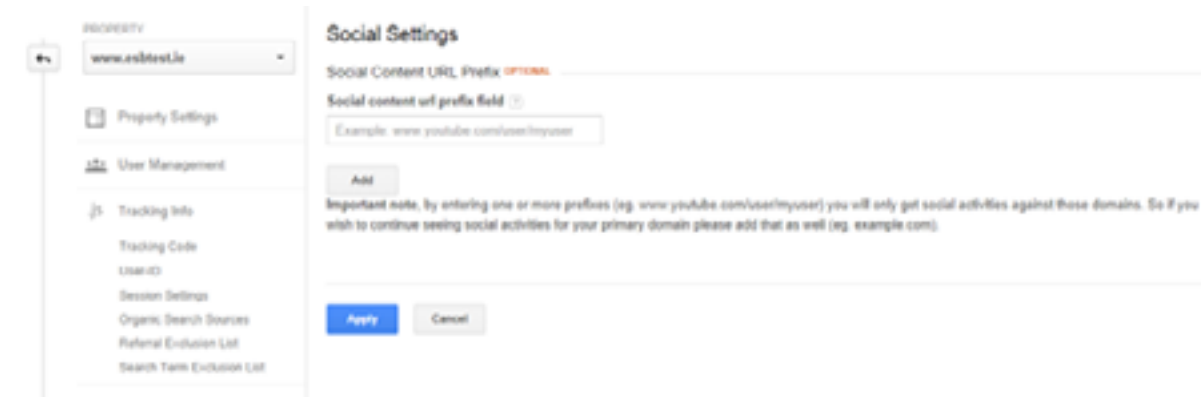
Follow the instructions outlined on the screen.

VIEW SETTINGS

- 1 Click on view settings.
- 2 Set view name, e.g. Full View / Mobile View, etc.
- 3 Tick 'Exclude Bot Traffic' to filter out known bots.
- 4 Turn on site Search Tracking.
- 5 Enter 'q' as the search query parameter.
- 6 Save.

FILTERS

Exclude IP or ISP domain names to ensure you are not measuring traffic that you do not want to track, e.g. ESB internal traffic or traffic from vendors. These will be pre-configured – simply click on the filter option and add. These are all of the basic analytic settings to be configured on the set-up of a new account or property.



GLOSSARY



A

ADWORDS

Google's Pay Per Click advertising program, very common way of basic website advertisement.

ALT TEXT

A description of a graphic, which usually isn't displayed to the end user, unless the graphic is undeliverable, or a browser is used that doesn't display graphics. Alt text is important because search engines can't tell one picture from another. Alt text is the one place where it is acceptable for the spider to get different content than the human user, but only because the alt text is accessible to the user, and when properly used is an accurate description of the associated picture. Special web browsers for visually challenged people rely on the alt text to make the content of graphics accessible to the users.

ANALYTICS

A program which assists in gathering and analysing data about website usage. Google analytics is a feature rich, popular, free analytics program.

ASSETS

Assets typically refer to the graphics, photographs, videos, audio files and text content that are required to complete a website

B

BOT (ROBOT, SPIDER, CRAWLER)

A program which performs a task more or less autonomously. Search engines use bots to find and add web pages to their search indexes. Spammers often use bots to "scrape" content for the purpose of plagiarising it for exploitation.

BOUNCE RATE

The percentage of users who enter a site and then leave without viewing any other pages.

BREADCRUMBS

Website navigation in a horizontal bar above the main content which helps the user to understand where they are on the site and how to get back to the root areas.

BREAKPOINT

Breakpoints are used in responsive web design and are usually defined by width. They determine whether a mobile or desktop view will be displayed to the user.

C

CALL-TO-ACTION

A call-to-action (CTA) is a button, image or line of text that prompts users to take action. The action you want people to take could be anything: download a file, sign up for a newsletter, attend an event, etc. CTAs are usually designed to appear prominently and get the attention of the user.

CONTENT

Web content refers to the text, images, video and audio that are contained within web pages.

CONVERSION (GOAL)

Achievement of a quantifiable goal on a website. Add clicks, sign ups, and sales are examples of conversions.

CPC COST PER CLICK

The rate that is paid per click for a Pay Per Click Advertiser

D

DESIGN WORKSHOP

This is a meeting that is held between the designers and the client to give the designer a clear brief and discuss visual priorities. Any issues that will affect the design of the website should be discussed during this workshop.

DEVELOPMENT

Web development is the coding or programming that enables website functionality. It mainly deals with the non-design aspect of building websites; this includes coding, building databases and content management systems.

DEVICE

This refers to the type of computer used to view a website, typically a desktop computer, laptop, tablet or mobile phone.

DROP DOWN

A drop down menu is a graphical element containing a list of sub-navigation labels, which is displayed when the parent navigation label is clicked or hovered over.

DUPLICATE CONTENT

Content which is similar or identical to that found on another website or page.

E

ELEMENT

An element of a web page is any individual part of the user interface to be displayed such as a block of text, an image or a button.

ECOMMERCE SITE

A website that allows people to buy or transact online.

F

FOOTER

The bottom section of a webpage is also known as a footer. This area typically contains legal, privacy, accessibility, disclaimer and sitemap links. If the business has a social media presence then there should be links to these in the footer.

FORM

A form on a webpage allows a user to enter data that is sent to a server. Data can be inputted in various forms such as text entry, checkboxes and radio buttons. Forms can be used for many types of input, such as signing up for a newsletter, submitting customer feedback or booking an appointment.

FUNCTIONAL SPECIFICATION

A Functional Specification of a website describes how the website will work entirely from the user's perspective. It describes each element of functionality, explaining the interaction between the user and the

G

GOOGLEBOT

Google's spider program

GRID

A grid is a structure (usually two-dimensional) typically made up of a series of intersecting vertical and horizontal guide lines used to arrange content. The grid allows the designer to organise elements in a rational, easy to absorb manner.

H

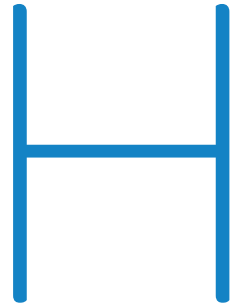
HEADER

The header of a webpage typically includes the company or organisation's logo, as well as the main navigation bar. This section, which resides at the top of each webpage, is often part of a template and therefore is the same across all pages within a website or section of a website.

HIT

Once the standard by which web traffic was often judged, but now a largely meaningless term replaced by Pageviews. A hit happens each time that a server sends an object - documents, graphics, include files, etc. Thus one Pageview could generate many hits.

HOVER STATE



HOVER STATE

A hover state is a graphical control element that is activated when the user moves or “hovers” the pointer over a certain area. An example would be when the mouse is hovered over a text link and the link becomes underlined while the mouse is over it. The purpose it to gives users visual cues as to what is clickable.

HTML (HYPER TEXT MARKUP LANGUAGE)

Directives or “markup” which is used to add formatting and web functionality to plain text for use on the internet. HTML is the mother tongue of the search engines, and should generally be strictly and exclusively adhered to on web pages.



ICON / ICONOGRAPHY

Icons are graphical elements that support related content on the page. They give visual cues to allow the user to understand the supported content that they are looking at.

INFOGRAPHIC

An infographic is a visual representation of information or data, e.g. as a chart or diagram. An infographic takes a large amount of information in text or numerical form and then condenses it into a combination of images and text, allowing viewers to quickly grasp the essential insights the data contains.

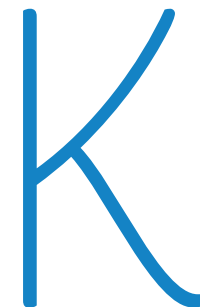


INFORMATION ARCHITECTURE (IA)

Information architecture refers to the process of categorising and structuring information, labelling groups of content and organising navigation systems and search systems. The goal is to organise this information in a sustainable way in order to help users find information and complete tasks.

INTERACTION

This refers to features in the website which accept and respond to input from people - for example, clicking on a navigation button might cause a mega menu to appear.



KEYWORD / KEYPHRASE

The word or phrase that a user enters into a search engine.

KEYWORD DENSITY

The percentage of words on a web page which are a particular keyword. If this value is unnaturally high the page may be penalised.

Landing page

A landing page is the page where a visitor first enters a website or a section of a site.



LANDING PAGE

A landing page is the page where a visitor first enters a website or a section of a site.

LINKS

A link is a clickable element on a web page that when clicked, opens up a new web page. When you move the cursor over a link in a web page, the arrow will turn into a little hand, letting you know that it is a link.

LINK POPULARITY

A measure of the value of a site based upon the number and quality of sites that link to it.

LONG TAIL

Longer more specific search queries that are often less targeted than shorter broad queries. For example a search for “widgets” might be very broad while “red widgets with reverse threads” would be a long tail search. A large percentage of all searches are long tail searches.



MEGA MENU

Mega menus are large navigation panels that typically drop down or fly out from a primary navigation bar, and allow the user to access all subpages of the primary navigation in one place.

META TAGS

Copy within the HEAD section of an HTML page which furnishes information about the page. META information may be in the SERPs but is not visible on the page. It is very important to have unique and accurate META title and description tags, because they may be the information that the search engines rely upon the most to determine what the page is about. Also, they are the first impression that users get about your page within the SERPs.

MOCK-UP

A mock-up is a static image that resembles the future user interface of the website in as many aspects as possible. As opposed to a wireframe, on a mock-up every visual detail is displayed, including colours, images, font types and font sizes. All user interface elements (entry fields, labels, buttons etc.) are fully designed and positioned.

MODULE

A module consists of elements grouped together to form re-usable blocks of content.

For example this could be a banner, which typically would consist of an image, one or more blocks of text and often a button. Natural search results / Natural ranking .The search engine results which are not sponsored or paid for – these are also known as organic search

N

NAVIGATION

Navigation refers to the system that allows visitors to a website to move around that site. Navigation is most often thought of in terms of menus, but links within pages, breadcrumbs, related links, pagination, and any other links that allow a visitor to move from one page to another are included in navigation.

- Sub-navigation - Sub-navigation is used on inner pages to help the user to navigate to different pages of that section.
- First, second & third level navigation – the first (or primary) level navigation consists of the navigation links that are visible at the top of the page when the page first loads (or on mobile, when the menu icon is tapped). The second level navigation appears when the user hovers over a first level item. Third level items appear (if they are available) when the user hovers over a second level item.

NO-FOLLOW

A command found in either the HEAD section of a web page or within individual link code, which instructs robots to not follow any links on the page or the specific link.

NO-INDEX

A command found in either the HEAD section of a web page or within individual link code, which instructs robots to not index the page or the specific link.

P

PAGERANK (PR)

A value between 0 and 1 assigned by the Google algorithm, which quantifies link popularity and trust among other factors.

PAGINATION

On websites, pagination is used for displaying a limited number of results on search results pages, or showing a limited number of posts when viewing a forum thread. Pagination is used in some form in almost every web application to divide returned data and display it on multiple pages.

PERSONAS

Personas are realistic representations of the key audience segments of a given website, i.e. fictional characters that represent the different user types which would be expected to use the website. Personas are based on research and each one gives a clear picture of the user's expectations and how they are likely to use the site. This helps to uncover the required features and functionality of the site.

PPC (PAY PER CLICK):

A contextual advertisement scheme where advertisers pay whenever a user clicks on their add. Adwords is an example of PPC advertising.

PROTOTYPE

A prototype is a group of wireframes, with interactive and clickable elements which allow it to be used like a finished website. Prototypes are used to test design concepts, eg. a website booking form, and allow changes to be made before the UI design or development phases have begun.

R

REDIRECT

Any of several methods used to change the address of a landing page such as when a site is moved to a new domain.

- A 301 Redirect is a way to permanently redirect a URL address to a new destination, either on the same domain or to another domain. Whenever you change the web address of a page, apply a 301 redirect to make the old address point to the new one. This ensures that people who have linked to the old address will automatically get to the new one, and search engines can update their index.
- A 302 Redirect: is Similar to a 301 redirect, however this is only meant as a temporary measure and not permanent.

ROBOTS.TXT

A file in the root directory of a website use to restrict and control the behaviour of search engine spiders. Responsive web design.

ROI

Personas are realistic representations of the key audience segments of a given website, i.e. fictional characters that represent the different user types which would be expected to use the website. Personas are based on research and each one gives a clear picture of the user's expectations and how they are likely to use the site. This helps to uncover the required features and functionality of the site.

S

SE

Short for Search Engine

SEARCH ENGINE

A program, which searches a document or group of documents for relevant matches of a user's keyword phrase and returns a list of the most relevant matches. Internet search engines search the entire internet for relevant matches.

SEM

Short for search engine marketing, SEM is often used for organic and paid search. SEM includes things such as search engine optimisation, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site

SEO

Short for search engine optimisation, the process of increasing the number of visitors to a web site by achieving high rank in the search results of a search engine. The higher a web site ranks in the results of a search, the greater the chance that users will visit the site. SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be indexed and favourably ranked by the search engine.

SERP

Search Engine Results Page

S

SITEMAP

A sitemap is a list of all the pages within a site, showing top level pages first with lower level pages displayed under their parent pages.

SHOW/HIDE

Show/hides are used when a lot of content is to be displayed on one page. Instead of displaying all the content at once and creating a lot of scrolling, the content is organised in a manner that allows the user to open and close different sections.

SLIDER

Sliders are used to showcase snippets of content that can be grouped together and presented in a linear format. They add an interactive element to the page. By clicking the left or right arrow buttons, new content items will slide into view.

SOCIAL MEDIA

Various online technologies used by people to share information and perspectives. Blogs, wikis, forums, social bookmarking, user reviews and rating sites are all examples of Social Media.

SPOTLIGHT

Spotlights are used to highlight featured content on templates. They are generally used on homepages and landing pages but can also be applied to inner pages to showcase related content.

SUB PAGE/INNER PAGE

This is a web page that typically forms part of a group of other pages, categorised under one section, each giving more detailed information

T

TEMPLATE

A template consists of different elements and modules that are combined to build a page.

Different web pages can use the same template by changing the elements, i.e. using different text, images, buttons etc.

TABS

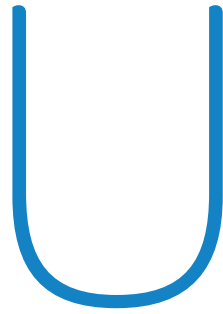
Tabs are a means of consolidating similar content into one page. The content is visually presented to resemble multiple documents that the user can easily switch between, similar to browser tabs.

TOPE OF VOICE

Tone of voice in websites refers to the way in which sentences are constructed and the personality that is being communicated through the written content. Tone of voice should be distinct, clear, consistent and relevant to the target audience.

TRANSITION

Transitions are animations that help users understand the pace and flow of an interface. They are used to visually indicate a change of state of an element, eg. Clicking a navigation button might cause a drop down menu to slide down.



USER

Users are people who use websites or other apps to accomplish goals (eg. find information, pay bills, make bookings etc.)

USER EXPERIENCE (UX)

User Experience refers to the overall feel of a website. The UX process involves determining (through research) what type of people (personas) will likely use the website and the tasks that a user will have to accomplish within the site. UX design explores many different approaches to solving specific user problems.

For example, UX Designers will look at a task that a user will have to accomplish, such as paying a bill online, and work to find the most user-friendly way of doing this, with the interaction process logically flowing from one step to the next.

By identifying stumbling blocks in such a process, they refine and iterate to create the most satisfactory experience for the user.

USER TESTING

User testing (also known as usability testing) is the process of evaluating a website design by testing it with representative users. Typically, during a test, participants (i.e. users) will attempt to complete typical tasks while observers watch, listen and takes notes. User testing typically takes place during the early design stage, after wireframes have been prepared and before the visual design has begun.

URL

Uniform Resource Locator – otherwise known as a web address



WEB 2.0

Is characterised by websites, which encourage user interaction

WIREFRAME

A wireframe is a two-dimensional representation of a website's interface. The primary purpose is to represent the arrangement of the different blocks of content on a page.