



New Glasgow
flourish

CONTENT STRATEGY REPORT



New Glasgow

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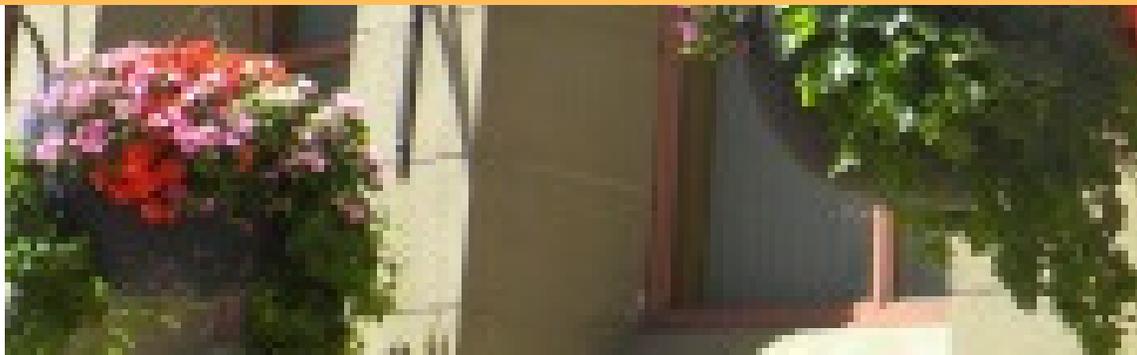


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Introduction

This content strategy report is designed for the Town of New Glasgow in conjunction with the recently accepted contract proposal. This supplemental was suggested in addition to the request for proposal (RFP) and will further analyze the efficiency of the Town of New Glasgow through their website. Specifically to analyze the town's needs, their audience, current content and how it can be redesigned, competitors, key performance indicators and messaging framework.

Executive Summary

The Town of New Glasgow's website is currently outdated, difficult to follow and very confusing. The site needs to undergo massive restructuring in order to make it easier for the audience: citizens, tourists and businesses. Any redesigns should be made with those audiences in mind. This content strategy report is designed to further analyze the areas that need further improvement.

Client Needs

The Town of New Glasgow makes their needs clear by having their website functions fall into three separate categories. These categories include being the information site for citizens, marketing the town as a tourist destination and promoting community engagement. As of right now the website does not clearly differentiate between these three categories, meaning The Town of New Glasgow's most important need is the need to easily differentiate between these three categories. Once that need is met the secondary need of making New Glasgow feel like an urban hub in Nova Scotia will also be met because the website will feel modern and updated as a reflection of the town.

Audience

The audience for the Town of New Glasgow includes citizens of New Glasgow, tourists and businesses. Most people are coming to the website in order to find out information about daily lifestyle regulations, events that are happening in the town or business related findings such as new restaurants to try or specific rules businesses must abide by.

Current Content

The New Glasgow website features 174 HTMLs and 0 images. The site uses different titles for the page links. The shortest title reads as follows, “Golf” and the longest title reads as follows, “2018/07/23 4:00PM News Release- New Glasgow Regional Police asking for public assistance to locate missing 59 year old female, New Glasgow, N.S.”. The titles are descriptive because they are all unique and give at minimum a vague understanding of what the page will be about. An example of a good title is, “2019 Preliminary Property Assessment Information” this is because it gives a time frame and a detailed description. An example of a bad title is, “Members” because it leaves more questions than it answers. Members of what? During which time? Where?

Most of the meta descriptions read as follows, “New Glasgow is a beautiful riverside town of 9,455 residents, located in northern Nova Scotia, which serves as the commercial-service centre for the region of Pictou County.” With only 8 alternating meta descriptions out of 169 they’re too cryptic and difficult to understand to provide any helpful descriptions. The shortest meta description is, “Natural Gas Awareness Bulletin” and the longest is “New Glasgow is a beautiful riverside town of 9,455 residents, located in northern Nova Scotia, which serves as the commercial-service centre for the region of Pictou County.” An example of a good meta description is, “Programs to help low-income households make emergency, health and safety related repairs,” this is because the description is explanatory. A bad meta description would be, “New Glasgow is a beautiful riverside town of 9,455 residents,

located in northern Nova Scotia, which serves as the commercial-service centre for the region of Pictou County,” because it is used in too many other places and is not specific enough.

Some of the content can be re-used seeing as a lot of the information on the site is related to town ordinances and other details of everyday life for residents of New Glasgow. However much of the meta descriptions will have to be re-done to make them more diverse and individual while some of the titles will have to be revised to make them more descriptive.

Core Strategy Statement

When examining the current content that the Town of New Glasgow features it's easy to see some places that need improvement. At its core the content misses the feeling of a cohesive community just because so much of the website is disjointed and difficult to follow. In addition to that the site fails in conveying that New Glasgow is a modern destination spot because the website looks very outdated. However the website succeeds in showing content in the form of photos on the site, that show people enjoying their time in New Glasgow and some of the prettier features the town offers. In order to get the site back on track they need a core strategy statement. That core strategy statement reads as follows: To create a space for all information about the Town of New Glasgow, we will provide a comprehensive source for current happenings, future plans and proud history that makes citizens, tourists and businesses feel excited to participate in the community of New Glasgow.

Messaging Framework

Messaging framework is from the user's perspective, it begins with a first impression of how user's feel when viewing the content, then a value statement about what the content provides and finally the success or failure depending on if the organization made users feel the way they were intended to feel. Meghan Casey in her book *The Content Strategy Toolkit*, describes messaging framework as a tool that, "clarifies what you want your audiences to know and believe about you, and tries to prove that this message is true" (Casey, 2015). These are not framework of the current site but rather what we want the users to feel in the future.

First Impression: "This website is modern and easy to follow."

Value Statement: "New Glasgow is great at answering any questions I have and pointing me in the right direction."

Proof: "I don't have to search around hoping to find what I'm looking for, I can easily find what I need and New Glasgow has made it so simple to find information."

Messaging Framework Presentation

Community

Page Banner

- About Us
- Town Hall
- History
- Events
- Gallery
- FAQ

Photo

Google Maps

Weather

FB TWT IG

Footer

Tourism

Page Banner

- Where to Stay
- Attractions
- Eat
- Play

Photo

Google Maps

Weather

FB TWT IG

Footer

Residents

Page Banner

- Request a Service
- Pay Bills
- Waste Collection
- Water
- Municipal Forms
- Send Complaint
- Event Registration

Photo

Google Maps

Weather

FB TWT IG

Footer

Businesses

Page Banner

- Support for Businesses
- Business Park
- Business Registration
- Ranking

Photo

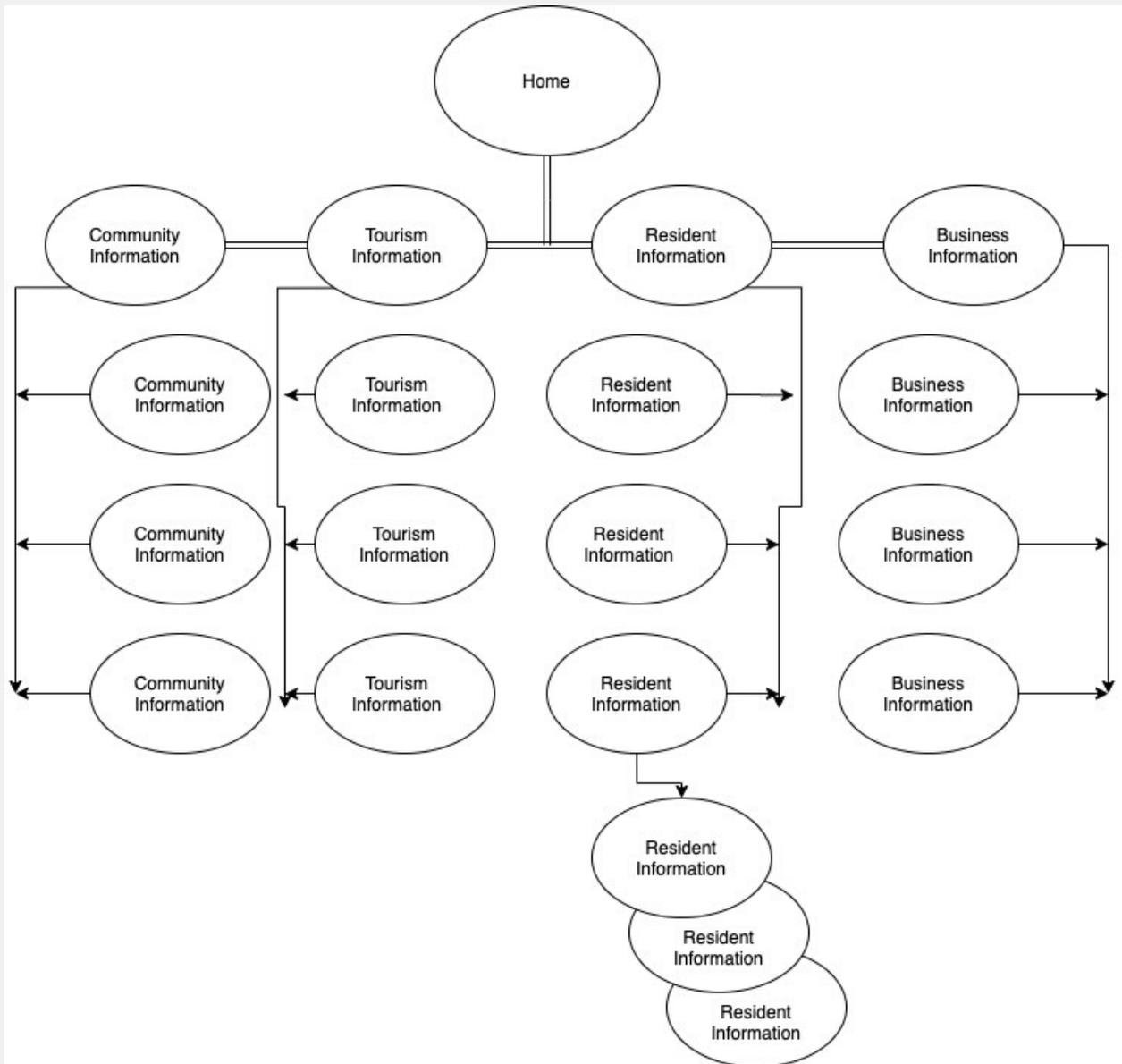
Google Maps

Weather

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Footer

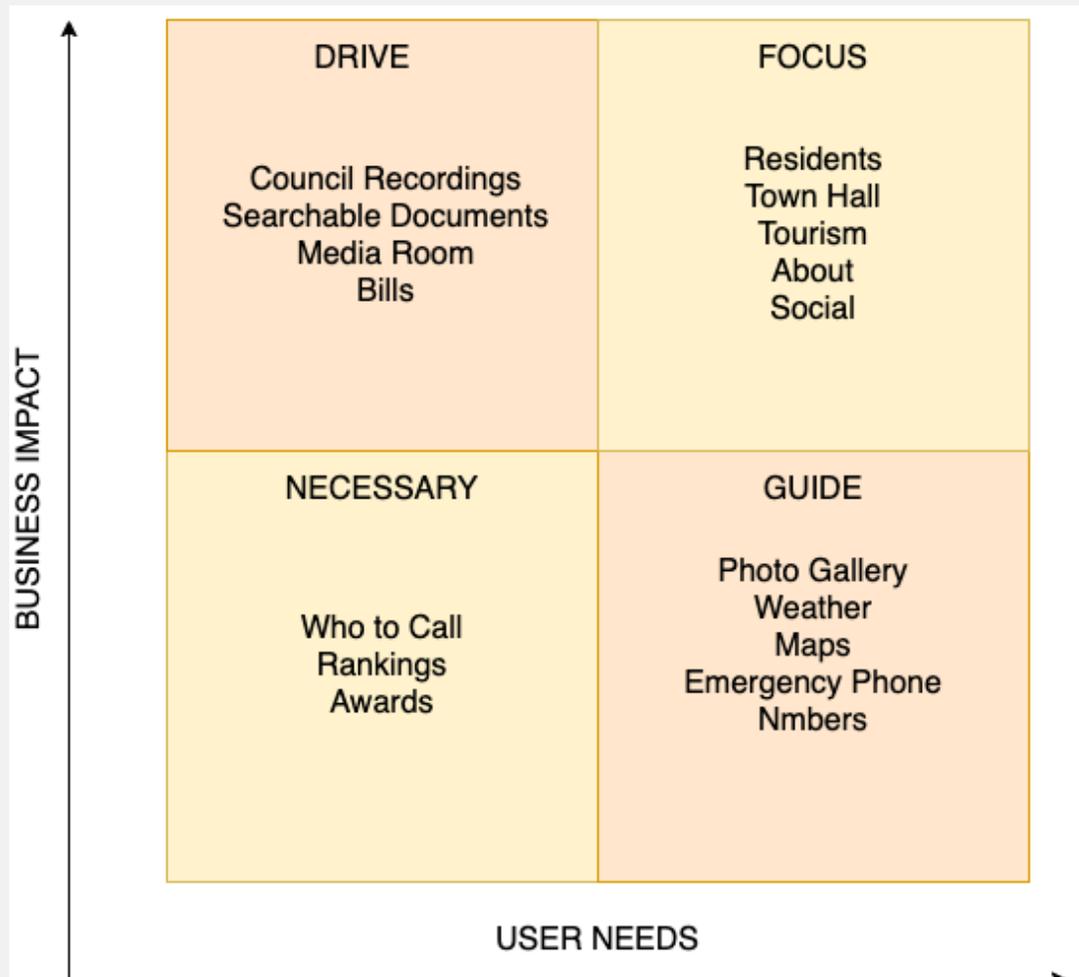
Messaging Framework Organization



Messaging Framework Content Model

Goal	Goal Page	Core Page Content
Keep community up to date with daily life and events	Community Information	Event Information Town Hall About Us
Become a popular travel destination	Tourism Information	Attraction Information Event Information
Assist residents in confirming they know the town is listening to them	Resident Information	Municipal forms Council Recordings Services
Have professionals stay up to date with the latest ordinances	Business Information	Support Ranking

Prioritization



Competitors

Comparing the Town of New Glasgow against other sites similar to them or their "competitors" is important because it can reveal things that are obviously missing or can inspire new ideas. When looking at another Nova Scotia town, Amherst, there isn't much difference. Both websites are almost identical and both feature outdated layouts with the same content. This content includes resident information, events, business information and tourist information. The one thing Amherst does better is that they advertise upcoming events right on their homepage which gives viewers an immediate sense of community. Next, looking into another Nova Scotia town shows Stellarton. Stellarton has a much more updated and user friendly website and offers various features that New Glasgow and Amherst are both missing. This includes videos to view the town, social media and a contact us tab. These would be great additions to the Town of New Glasgow site because site navigation would become much simpler. However, all three sites have in common that they could be showing their information in much more concise manners.

Key Performance Indicators

Below are some Key Performance Indicators that the Town of New Glasgow can use to measure their success based on the information gathered in this content strategy report:

- Number of visits per page
- Amount of time spent on each page
- Exits per page
- Popular questions entered in search bar
- Number of clicks per page
- Where people enter page from (google, social media, etc)

Writing Style Guidelines

Writing style guidelines are important to consider if you want to reach as wide of an audience as you can. For the Town of New Glasgow the recommended tone should be friendly and welcoming, this way it can attract tourists to come and visit. Content that can include this would be rather than the "events" page simply stating the upcoming events it can feature photographs from a recent event with the caption: "We can't wait to see you at the next one!" Exclamation marks and welcoming language can help convey this message. The reading level and vocabulary should be simple, but should still include accurate and detailed descriptions that are easy to follow when people have questions.

Sources

Casey, M. (2015). *The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right*. United States of America: New Riders.

“Stellarton, Nova Scotia.” Stellarton, www.stellarton.ca/.

“Town of Amherst.” Town of Amherst | Business, www.amherst.ca/.

Town of New Glasgow, www.newglasgow.ca/index.php.