

South Carolina Revenue and Fiscal Affairs Office

Content Best Practices and Page Construction

Presented by Portland Webworks, Inc.



Review **Page Composition**

Page Composition - Sections

Practice Makes Perfect



SOUTH CAROLINA REVENUE AND FISCAL AFFAIRS OFFICE Transforming data into solutions for South Carolina

 $\underline{\mathsf{Home}}$ > S.C. Community Profiles Home > State Data Center

- How many content sections are there?
- What section (column) layouts are in use?

State Data Center

The State Data Center for South Carolina is the coordinating unit for Census information in the state. The South Carolina State Data Center site provides U.S. Census Bureau demographic, social, economic, and housing statistics for South Carolina. The State Data Center Program is a cooperative program between the states and the Census Bureau that was created in 1978 to make data available locally to the public through a network of state agencies, universities, libraries, and regional and local governments. State Data Centers also provide training and technical assistance in the use of Census Bureau data for research, administration, planning and decision making to local governments, the business community, researchers, and other interested data users.

For more information about the Census Bureau and the State Data Center Program, please visit the U.S. Census Bureau website.

Sources of Data

- Decennial Census: Population, Housing, and Socio-Economic Characteristics
- American Community Survey
- Current Population Survey
- Economic Census
- Population Estimates
- Population Projections

Available Geographic Levels of Data

ABOUT US

EVENTS

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BOARDS & COMMITTEES

Email

Q

- Nation
- State
- Metropolitan and Micropolitan Statistical Areas
- County
- Census Tract
- Census Block Group or Census Block
- Congressional, Senate and House Districts
- School District

Page Composition - Sections

Header and breadcrumb - other than menu settings, do not require special attention.		SOUTH CAROLINA REVENUE AND FISCAL AFFAIRS OFFICE Transforming data into solutions for South Carolina Home > S.C. Community Profiles Home > State Data Center	ABOUT US EVENTS BOARDS & COMMITTEES
Page Title	•	State Data Center	Share this page 🖙 Print 🛛 😪 Email
Section 1 (1 column, 100% Width)		The State Data Center for South Carolina is the coordinating unit for Ce U.S. Census Bureau demographic, social, economic, and housing statist between the states and the Census Bureau that was created in 1978 to universities, libraries, and regional and local governments. State Data C data for research, administration, planning and decision making to loca users. For more information about the Census Bureau and the State Data Ce	ensus information in the state. The South Carolina State Data Center site provides tics for South Carolina. The State Data Center Program is a cooperative program make data available locally to the public through a network of state agencies, Centers also provide training and technical assistance in the use of Census Bureau al governments, the business community, researchers, and other interested data
Section 2 (2 Column, 50%/50% Width)		 Sources of Data Decennial Census: Population, Housing, and Socio-Economic Characteristics American Community Survey Current Population Survey Economic Census Population Estimates Population Projections 	 Available Geographic Levels of Data Nation State Metropolitan and Micropolitan Statistical Areas County Census Tract Census Block Group or Census Block Congressional, Senate and House Districts

Page Composition - Components

Practice Makes Perfect



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Home > S.C. Community Profiles Home > State Data Center

State Data Center

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What
 components
 do you see on
 this page?

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Page Title	► State Data Center	Share this page 🕞 Print 💟 Email
Text Component	The State Data Center for South Carolina is the coordinating unit fr U.S. Census Bureau demographic, social, economic, and housing si between the states and the Census Bureau that was created in 197 universities, libraries, and regional and local governments. State D data for research, administration, planning and decision making to users. For more information about the Census Bureau and the State Dal	or Census information in the state. The South Carolina State Data Center site provides tatistics for South Carolina. The State Data Center Program is a cooperative program 78 to make data available locally to the public through a network of state agencies, vata Centers also provide training and technical assistance in the use of Census Bureau o local governments, the business community, researchers, and other interested data ta Center Program, please visit <u>the U.S. Census Bureau website</u> .
Section Headers (h2)	Sources of Data	Available Geographic Levels of Data
Text Components with bulleted lists	 Decennial Census: Population, Housing, and Socio-Economic Characteristics American Community Survey Current Population Survey Economic Census Population Estimates Population Projections 	 Nation State Metropolitan and Micropolitan Statistical Areas County Census Tract Census Block Group or Census Block Congressional, Senate and House Districts School District

Page Composition - General (Recommended) Structure

Top to Bottom

- Header (Default)
 - o Logo
 - \circ Navigation
 - $\circ \quad \text{Search}$
 - Breadcrumb
- Body
 - Page Title (Default)
 - <u>Section 1 Page Description</u>
 - Text Block
 - \circ Section 2
 - Section Header
 - Text component
 - Optional Additional Component
 - Section 3
 - Section Header Component
 - Component
- Footer (Default)

Best Practices

Best Practice #1: Understand Your Content & Select Optimal Layout



SOUTH CAROLINA REVENUE AND FISCAL AFFAIRS OFFICE to data into solutions for South Caroli

Q' HOME ABOUT US CALENDAR CONTACT US

Budget Development And Research -1

Budget Development And Received

Revenue and Fiscal Affairs supports the General Assembly in the development of an appropriation bill by reviewing state agency budget plans and providing analysis and reports to the Ways and Means and Senate Finance Committees. The agency assists legislators, legislative staff, the Governor's Office, constitutional officers, and state agencies with research regarding budget issues. We also prepare a variety of reports that support the General Assembly's budgetary decision-making including analytical and historical budget reports, summaries, and other statistical information. Throughout the fiscal year, the agency consults with and advises state agencies on budget priorities, cost-effectiveness, and statewide considerations regarding agency plans and funding needs.

Publications:

Three-Year General Fund Financial Outlook rai Fund Outlook is prepared in consultation with the board of Economic Advisors in accordance with Section (1-11-550 of the

S.C. Code of Laws, 1976. The Outlook provides three-year revenue and spending projections based on the latest enacted General Fund operating budget.

HISTORICAL ANALYSES - DECEMBER 31, 2018 (UPDATED 3-8-19)

The Historical Analyses report provides an overview of historical data about the state's appropriations, expenditures, and revenues.

State Revenue Reports And Forecasts

These reports provide detailed information on State revenues, both historical and forecasted, as well as topical economic analyses OTHER PROJECTS:

Employer Contribution Trends - June 4, 2019

Presentation outlining historical changes in state government employment costs.

External Resources:

Appropriation Bills and Acts

(link to the General Assembly website)

EXECUTIVE BUDGET OFFICE

The Executive Budget Office (EBO) is responsible for the development of the Governor's budget and oversight of the annual state budget for South Carolina. Additionally, EBO establishes and maintains the guidelines for the budget request process and helps foster performance improvement and transparency through overseeing the annual accountability report process for state agencies. EBO also has oversight for the state's permanent improvement projects

State Agency Budget Plans (Requests)



South Carolina Revenue and Fiscal Affairs Office

Disclosures and Reporting

Accessibility

Privacy Statement

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5 Geology Rd Columbia, SC 29212

1000 Assembly St. Rembert Dennis Building, Suite 240 Columbia, SC 29201



SOUTH CAROLINA REVENUE AND FISCAL AFFAIRS OFFICE

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Budget Development And Research - 2



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Internal Resources

External Resources

Appropriation Bills and Acts

(Link to the General Assembly website)

State Agency Budget Plans (Requests)

Executive Budget Office P

(Link to Agency Budget Plans)

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General Fund tables January 2009.pdf (PDF) (1 MB) @ Historical Analyses - December 31, 2018 (Updated 3-8-19)

The Three-year General Fund Outlook is prepared in consultation with

the Board of Economic Advisors in accordance with Section 11-11-350 of the S.C. Code of Laws, 1976. The Outlook provides three-year

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Three-Year General Fund Financial Outlook

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Employer Contribution Trends - June 4, 2019 P Employer Contribution Trends - June 4, 2019

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South Carolina Revenue and Fiscal Affairs Office

Report Fraud

Privacy Statement



Challenge No. 2

Assess an Existing Page

- Each participant should take a page from the list, review it carefully for a few minutes, and then describe to the group how they would compose a new page in the CMS to use the components available and increase the usability of the page.
- Questions to consider:
 - What components would you use?
 - What layouts?
 - What other content improvement?
 - Do you combine it with any other pages?

Legacy Page Examples State Revenue Information Motor Fuel Information Health Statistics Interactive Mapping E911 Mapping and Addressing Budget Development and Research Agency Disclosures and Reporting Geodetic Survey Contacts Legislative Impact Forms

Best Practice #2: Handle text heavy pages appropriately

The American Community Survey (ACS) helps

husinesses understand the changes taking

American Community Survey Design & Methodology

The 2014 Design and Methodology Report contains descriptions of the basic design of the American Community Survey and details

of the full set of methods and procedures.

American Community Survey Data

only produces data about our nation's population every year, we also provide a variety of resources to help data users

understand how to use and access this information.

Decennial Census Datasets

The American Community Survey (ACS) not

We have archived the previous version of the

local officials, community leaders, and

place in their communities.

report.

Guidance 🖻

Census 2010



Every 10 years since 1790, Congress has authorized funds to conduct a national census of the U.S. population, as required by the U.S. Constitution. In the past, a majority of households received a short-form questionnaire, while one in six households received a long form that contained additional questions and provided more detailed socieconomic information about the population.

Significance of 2010

> SOUTH CAROLINA 2010 PROFILE

Beginning in 2010, the decennial census changed to a short-form only census that counts all residents living in the United States. This form asks for name, sex, age, date of birth, race, ethnicity, relationship and housing tenure - taking just minutes to complete, while long form surveys became reserved for a more rotational distribution.

This detailed socioeconomic data gathering method became the **American Community Survey**. The survey provides current data about your community every year, rather than once every 10 years. It is sent to a small percentage of the population on a rotating basis throughout the decade. No household will receive the survey more often than once every five years.

STATE LEVEL DATA

Resident Population of the 50 States, the District of Columbia, and Puerto Rico 2010 Census 04.524 KB IM

Resident Population of the 50 States, the District of Columbia, and Puerto Rico 2010 Census and Census 2000 (XIS 44 80) 회

Apportionment Population and Number of Representatives, by State 2010 Census (XLS 32 K8)

Overseas Population of the 50 States and the District of Columbia 2010 Census (XLS 30 KB)

SOUTH CAROLINA COUNTY LEVEL DATA

Resident Population of South Carolina by County 2010 Census (XLS 36 KB)

Resident Population of South Carolina by County 2010 Census and Census 2000 (XLS 35 KB)

Suggested approaches to text heavy pages:

- 1. Utilize section headers to create a clear informational hierarchy
- 2. Utilize accordions to organize and group/simplify related information
- Break up link groups where necessary (internal vs external, section headers for link groups)
- 4. Get creative with section and column widths, and varied component usage

Best Practice #3: Introduce Visual Interest & Consider Illustrative Ways to Convey Text



A brainstorming exercise: Challenge Yourself to Create Visual Interest

- What components are available in your new CMS to create visual interest?
- What are the challenges you envision to putting these to use?
- Which component do you think will be hardest to use, or least likely to get used?
- Which components are most exciting or intriguing to you?

Best Practice #4: Vary Component Frequency, Usage, and Type



Best Practice #5: Create link sections for large lists of links, avoid splitting onto multiple pages

Avoid	Economic Analysis and Rep State Register Information	vorts « back	Do	EXTENSION AND VIEW. ATTAINS OFFICE. EXTENSION AND VIEW. ATTAINS OFFICE. Extension and analysis of scale for any scale of the scale of	
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	2020 Bankruptcy Limitation 2018 Bankruptcy Limitation 2016 Bankruptcy Limitation 2014 Bankruptcy Limitation 2012 Bankruptcy Limitation 2012 Bankruptcy Limitation	Economic Analysis and Reports State Register Information	« back	Noneconomic Damage Limitation (Medical Malpractice) 2020 Noneconomic Damage Limitation (PO 11741 🖨 2019 Noneconomic Damage Limitation (PO 12741 🖨 2019 Noneconomic Damage Limitation (PO 12741 🖨	Iterative U - Punitive Damage Limitation 2020 Punitive Damage Limitation (PGF 10440) @ 2019 Punitive Damage Limitation (PGF 10440) @ 2018 Punitive Damage Limitation (PGF 10440) @ 2017 Punitive Damage Limit
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S Geology Rd Columbia, SC 29212 HEALTH AND DEMOGRAPHICS DIVISION 1000 Assembly St, Rembert Dennis Building, Suite 240 Columbia, SC 29201

Exercise - Link Groups

A brainstorming exercise: What's Wrong With This Picture?

- What could we do differently with this page to make it more user-friendly and to optimize the CMS and components more?
- What components could we put to use here?



To optimize the user experience, it is important to consider the placement of information in the site's overall structure. Important questions to ask before creating a page are:

- 1. Does this content live somewhere else? Is it duplicative?
 - a. If **Yes:** Consider ways the content may be simplified to reduce redundancy, and consider appending new information onto a pre-existing page or reconsidering if the content needs to be a new page at all
 - b. If **No:** Explore existing pages and see if there is a way to combine content, or create a child page in a related topic section
- 2. Does this content truly need its own page? Can it be combined in any way?
 - a. If the content is maybe one or two components, perhaps reconsider if it needs to be on its own page.
- 3. How can I simplify this content, and organize it via section headers and smart layout choices?
- 4. How can I keep the website structure as flat as possible?
 - a. The less layers of the website a visitor has to click into to find necessary information, the better

Other key takeaways

• Follow a predictable content structure

From Section Header, to (optional) subtitle/subtext, to text block, following a predictable content structure will allow for further ease of reading. Try to include descriptive text, image captions, and introductory text where possible to promote a positive and clear user experience.

• Pair affiliated links with related text

If there are resources that pertain directly to the text above, make affiliation clear by indicating resources are 'Related Links/Resources' by utilizing an H3 or H5 section header

• Don't be afraid to experiment with section widths

To promote visual interest where possible, and to create an optimal user experience that allows for the content to stand out, don't be afraid to experiment with different section columns and arrangements. Text is easier to read when broken up, and there are many layout options at your disposal which can change depending on the section.

Great! Now we have content to manage.

Manage Content

- The content section is an area of the administrative interface you will likely use most often. It serves two primary purposes: finding existing content and creating new content.
- By clicking on the content menu link in the administrator main menu, you will be brought to a list of all content on your website, including unpublished items. You can also hover over the main 'Content' link to see more options as shown below.



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(3)	Conter	nt St	ructure	4
	Add conte	nt	>	elect I
	Add media	a	>	
	Files			00





How to... Locate Existing Content

- You can <u>sort</u> this site-wide content list by published status, type, owner and language <u>or search</u> by keyword.
- A page's published status is either published or unpublished.
- Content type is the type of content entity used to create it.

\mathbf{O} Back to site $\mathbf{\Xi}$ Manage $\mathbf{\bigstar}$ Sho	rtcuts 👤 alison 🙁 Sı	ubscription not active					
🔥 🖹 <u>Content</u> 👬 Structure 🔇	Appearance 🚡 Extend	Configuration	Le People	eports 🕜 Help			+
Overview Moderated content							_
+ Add content							
Title	Owner Content type	Published stat	us Language				
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Filter							
Action							
Make content sticky Make content unsticky							
Promote content to front page Publish content	OWNER	AUTHOR	CONTENT TYPE	STATUS		OPERATIONS	
Save content Remove content from front page			2	B. L. B. L.			
Unpublish content Update URL alias		todd	Page	Published	06/24/2019 - 16:13	Edit	
What is SUD?		alison	Page	Unpublished	06/24/2019 - 10:57	Edit -	
Home Page		adam.kempler@p	Page	Published	06/24/2019 - 08:15	Edit -	
Help for Me		alison	Page	Unpublished	06/19/2019 - 16:38	Edit 💌	
About the Doorway		alison	Page	Unpublished	06/19/2019 - 16:29	Edit 💌	









How to... Access Quick Actions

- Method 1: Edit or apply changes to content en masse by selecting the checkboxes of content you would like to edit and performing an action
- Method 2: Take immediate action on individual pieces of content by accessing the operations dropdown (edit/delete)

Method 1: Apply changes in bulk

Home » Administration » Content							
+ Add content							
Title	Content type	Published status	Language				
	- Any - 🔻	- Any - 🔻	– Any –	•			
Filter							
Action	0						
Delete content Make content sticky	t)						
Make content unsticky							
Promote content to front page Publish content							
Save content		CO	NTENT TYPE	AUTHOR	STATUS	UPDATED *	OPERATIONS
Remove content from front page Unpublish content	seting	Eve	ent	Anonymous (not verified)	Published	07/23/2020 - 15:07	Edit
Revenue and Fiscal Affairs Boa	rd Meeting	Eve	ent	Anonymous (not verified)	Published	07/23/2020 - 15:07	Edit
Board of Economic Advisors Me	eeting	Eve	ent	Anonymous (not verified)	Published	07/23/2020 - 15:07	Edit
RFA Board Meeting Agenda - V	Vork Session	Eve	ent	Anonymous (not verified)	Published	07/23/2020 - 15:07	Edit

Method 2: Apply changes to individual content entities

Action Delete content Apply to selected items					
П ТІТLЕ	CONTENT TYPE	AUTHOR	STATUS	UPDATED	OPERATIONS
Board of Economic Advisors Meeting	Event	Anonymous (not verified)	Published	07/23/2020 - 15:07	Edit
Revenue and Fiscal Affairs Board Meeting	Event	Anonymous (not verified)	Published	07/23/2020 - 15:07	Edit •





Managing Content - Editing Existing Page Layout

- Editing an existing page layout is as simple as clicking on the Layout link at the top of the page while logged in as an administrator.
- A familiar interface will then appear, showing the WYSIWYG layout builder tools that are available to the administrator when creating a new page.
- Adding new sections and new blocks within existing sections is accomplished in the same manner as described in each of the component sections outlined earlier in this training.







Managing Content - Editing Existing Page Layout

- The administrator also has the option to edit existing components that were previously added to the page. When the administrator hovers the mouse over a component that needs to be edited, a pencil icon will appear in the top right-hand corner of the component. Clicking on the pencil will present 3 options for the administrator:
 - **Configure (Edit)** used to modify the content that is configured in the component
 - **Move** used to move the component to another section of the page
 - **Remove Block** If the component is no longer needed, it can be removed with this link.
- When opting to configure an existing component, the administrator can simply update the content within the component and then click the Update button that will be located at the bottom of the Configure Block component form to apply the changes to the component. Important Always remember to click the Save Layout builder to save any changes made to components!





That's it! You are ready to create and manage your content.









