

How to reorganize your content

Here is a simple process for quickly reorganizing your content without cutting and pasting material or creating a long, unwieldy document. The steps in this process will help you reorganize content that is on an existing website into a new PHSA website.

This example is from <http://www.bccancer.bc.ca/PPI/TypesofCancer/Breast/default.htm>. The topic is Breast Cancer. The page sits within a larger topic, Types of Cancer.

1. Do a quick audit of your content topic.

List each page in the topic. For pages that are long, with lots of subsections, you might want to list the subsections as well. You also might want to list subpages; the level of detail you go into is up to you. The pages and subsections are your subtopics. Don't worry about the order of the list at this point. You might even want to put everything in alphabetical order, for simplicity's sake.

Breast Cancer

- Can I help to prevent it?
- Can I help with research at BCCA?
- Chemotherapy
- Diagnosis
- Exercises after Surgery
- Follow-up after Treatment
- Hormone Therapy
- Information Kit
- Library Resources
- Living with Cancer
- Lymphedema
- Male Breast Cancer
- Menopause
- Radiation Therapy
- Reconstruction or Protheses
- Screening for breast cancer
- Signs and Symptoms
- Surgery
- Recommended Websites
- Treatment
- Types and Stages
- Videos / Presentations
- What causes it and who gets it?

2. Think of a few headings.

Scan the list and come up with a few descriptive headings. Headings should capture the main ideas in the content. To get ideas for headings, you might want to look at similar pages elsewhere on your site and on other similar websites. Include a couple of catch-all headings such as Additional Content and Resources.

Breast Cancer Prevention

Diagnosis
Treatment
Resources

3. Put each subtopic under a suitable heading.

Look at each subtopic and put it under a suitable heading. You might need to review the content on the original page to figure out the main idea of the subtopic, but don't spend too long on the original page or you will lose steam.

If you see that content on the original page needs editing (perhaps it is out of date), make a note to come back to it later. By the same token, don't change the wording of the subtopics yet or else you will get confused. At this point you want the list to reflect the existing content.

A few tips:

- Put introductory material under the first heading (the page title).
- Put material that doesn't fit under a heading but is still related to the topic theme under Additional Content.
- Put material that is related to the whole topic but not its actual health theme (such as resources, contact information, recommended links) under Resources.

Breast Cancer

Signs and Symptoms

What causes it and who gets it?

Prevention

Can I help to prevent it?

Diagnosis

Screening for breast cancer

Types and Stages

Male Breast Cancer

Treatment

Chemotherapy

Hormone Therapy

Radiation Therapy

Surgery

Follow-up after Treatment

Reconstruction or Prosthesis

Additional Content

Lymphedema

Menopause

Resources

Library Resources

Information Kit

Recommended Websites

Videos / Presentations

Living with Cancer

Can I help with research at BCCA?

4. Review the overall organization and amend as desired.

Once you have organized all your subtopics, you might want to amend the organization. For example, you might find that two subtopics can be combined. Or you might want to change the order of the subtopics.

In this example, the original page in the subtopic “Can I help to prevent it?” (now under the heading Prevention) has only one sentence, so it does not warrant its own subtopic. Combine it with the introductory material on the home page, and delete the heading Prevention.

Breast Cancer

Signs and Symptoms

What causes it and who gets it?

Can I help to prevent it?

5. Review the Additional Content and amend as desired.

At this point, you might decide that a subtopic fits under one of the headings after all. In that case, move the subtopic.

Or you might decide that a subtopic should be moved to another content topic entirely. In that case, make a note to come back to the subtopic at another time.

Or you might find that your original decision is correct: the subtopic does not fit under any heading but is relevant to the whole content topic. In that case, there are two ways to accommodate the subtopic:

- for one subtopic, or for more than one subtopic with similar or related content, create a new heading (or subpage) and put the single or related subtopics in it
- for more than one subtopic with dissimilar or unrelated content, create a new heading (or subpage) for each subtopic

In this example, the two subtopics have dissimilar and unrelated content.

Sub-pages

Lymphedema

Menopause

6. Review the Resources and amend as desired.

You might find that a page or section is actually a “call to action”, and can be edited down to be a single “button link”. Or you might want to change the order or group the pages and sections differently.

In this example, the first four pages consist mainly of links to resources. Leave these under Resources.

The last two pages consist mainly of a specific direction to a user (a “call to action”) and would be better as “button links” (one click). Write the actual call to action for each button.

Resources

Library
Information Kit
Recommended Websites
Videos / Presentations

Button: Get help coping with cancer

Living with Cancer

Button: Participate in BCCA research

Can I help with research at BCCA?

7. Review your final list and amend as desired.

Check that you have included all the pages and sections from your content topic. Check that the headings appear in the order you want them to appear. The most important material should come first. Check that your subtopics, which might still be alphabetical order, are in the order you want them to appear.

Breast Cancer

Signs and Symptoms
What causes it and who gets it?
Can I help to prevent it?

Diagnosis

Screening for breast cancer
Types and Stages
Male Breast Cancer

Treatment

Hormone Therapy
Chemotherapy
Radiation Therapy
Surgery
Follow-up after Treatment
Reconstruction or Protheses

Sub-pages

Lymphedema
Menopause

Resources

Library
Recommended Websites
Videos / Presentations
Information Kit

Button: Get help coping with cancer

Living with Cancer

Button: Participate in BCCA research

Can I help with research at BCCA?