Tip Jar for PHSA web & POD editors

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Bad web content is redundant, obsolete or trivial. Create good web content by identifying the key purpose, audience, and user needs for each of your web pages.

Does your web content suffer from R.O.T?

The acronym R.O.T describes bad web content or information that is redundant, obsolete or trivial.

- **Redundant content** already exists somewhere on the internet, and likely does not belong to your team. We should not produce redundant content.
- **Obsolete content** is inaccurate, and can be harmful to people.
- **Trivial content** is not useful for people, or doesn't serve an organizational goal.

Use the three U's to create good web content. You should create web content that is:

- **Unique, not redundant**: The information is owned by your team, and does not exist elsewhere on the internet.
- **Up-to-date, not obsolete**: The most up-to-date version of information and documents should be on the website. Use your team's shared drive to archive information.
- **Useful, not trivial**: Fulfils specific needs of clearly-defined audiences. Content should supports your program's services and business goals.

In summary, our websites should have up-to-date information about PHSA programs services that British Columbians want and need.

Useful and unique content supports your business goals

The content on our websites should help [provide better patient care](#). Before you create or update web content, you should list which business goals your content is supporting.

Some sample business goals are:

- We provide care for children with asthma in B.C.
- We enable PHSA staff to work remotely
- We provide gender-affirming resources for health professionals in B.C.

Define your audiences

List the **audiences** for whom you're creating content. Common audiences include:

- Patients
- Families, supporters or caregivers
- PHSA staff
- Health professionals in B.C.

It may be helpful to list major **sub-groups in your audiences** if they have unique needs. For example, for patients, you may want to include:

- New patients
- Re-occurring patients
- Male patients
- Patients who use English as an additional language

List key stages in user journeys

For each audience, identify **key stages in their user journey(s)** as they interact with your service. For example, for a new patient, the key stages may be:

- Learning about your service (but haven't been referred)
- Receiving a referral for your service
- Preparing for their first appointment
- Travelling to their first appointment
- Finishing their patient journey

Identify key tasks and information needs

For each key stage of their user journey, list their **key tasks and informational needs**.

For example, for a new patient who has learned about your clinic but has not received a referral, they may have questions like:

- What services does this clinic provide?
- Where is this clinic located?
- How can my family doctor refer me to this clinic?
- How long are wait times for an appointment?

Your action this month

1. Identify everyone in your team who should be involved with the web pages. This includes the web editor and owner, leadership, and subject matter experts who provide expertise on a topic.
2. Together, list the business goals that your content is serving.
3. Determine your key audiences, their user journey(s) and key needs.
4. Write content that fulfills your user needs.
5. Update your web pages with this useful content, and remove web R.O.T.