هيئـــة الحكومة الرقميـة
Digital Government Authority

The Guideline
of Digital Content of Government Websites
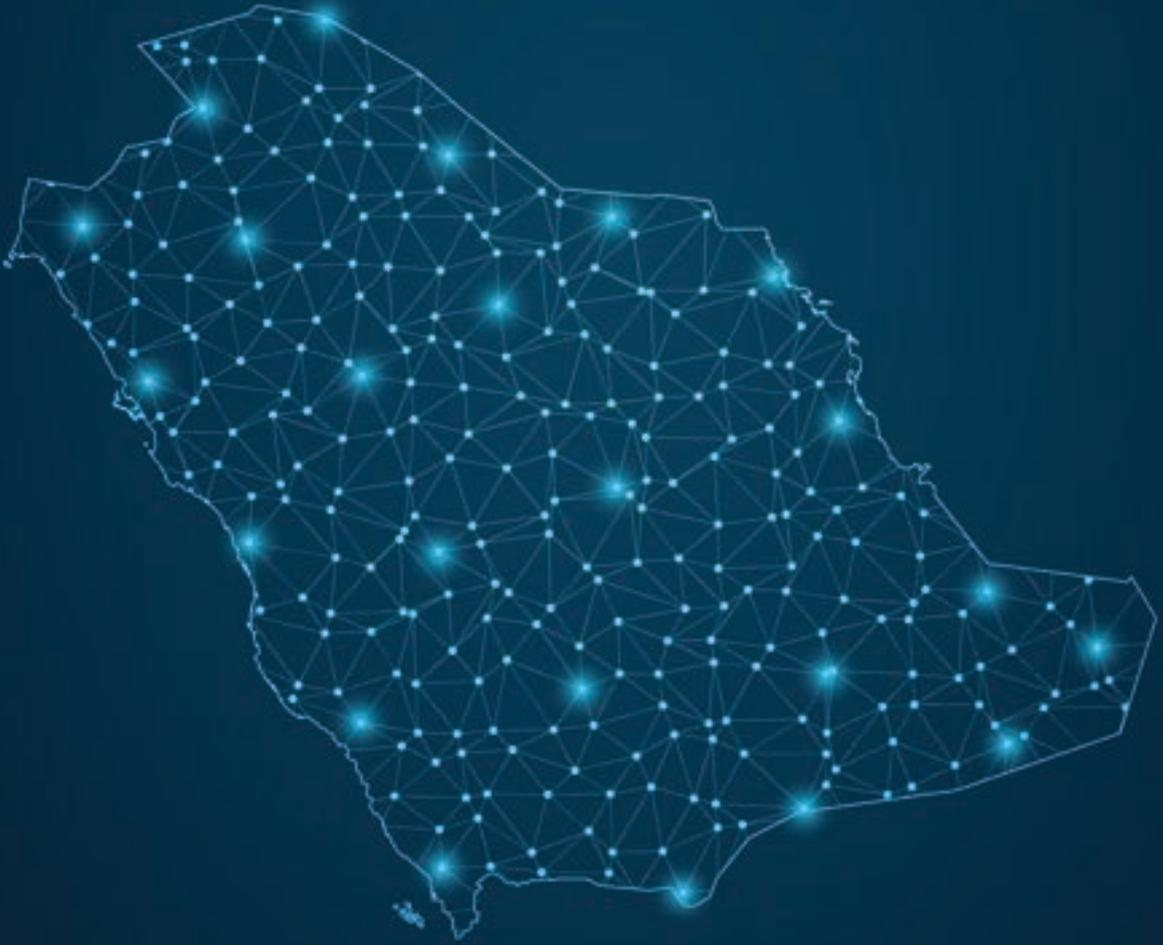
Content Table

1 Introduction

The guideline for digital content aims to assist senior content officers in government entities in making content rich, valuable, accessible, and appropriate for all ages of the target audience.

The guideline for digital content has been developed taking into consideration relevant national references and legislation and international best practices, including: Content Strategy Phases approved by the Content Marketing Institute (CMI), which can be used for government entities.

2 Objectives

1

Assist content editors in creating informative and marketing content for products and services offered by government entities

2

Supporting government bodies in developing a reference for web sites and portals content that meet the aspirations of public

3

Developing content that reflect the mission and vision of government entities

4

Providing recommendations to improve the digital content of government websites and portals

1 Guideline Content

3.1 Main Aspects of Governmental Websites

To have a high-quality website, we need to be mindful of several organizational, technical, and media related aspects, which can be summarized as follows:

Main Aspects of Government Websites

Display and Design	Content	Legal Aspects	Accessibility
User Experience	Responsiveness	Navigation	Information Security

1 Accessibility

Ensures that service beneficiaries can access website with desired degree of ease.

2 Legal Aspects

Aims at disclaiming entities from the relevant types of legal liabilities and stating terms of use

3 Content

Ensure that websites are designed according to a unified mechanism. Increase transparency by providing relevant and updated information.

4 Display and Design

Ensures service beneficiaries are presented with a display as per standard font size, foreground, background color, etc.

5 Information Security

Ensures security, information / data sharing, and privacy of websites thereby increase trust of citizens.

6 Navigation

Enables service beneficiary to navigate through the website with high degree of ease.

7 Responsiveness

Enables websites to respond to the needs of the services beneficiaries in various controls such as varied browsers, media, accessibility of downloaded documents.

8 User Experience

Ensures website users to have standardized and desired experience while using the websites for service delivery.

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3.2 Main Phases for Developing Digital Content for Governmental Websites

Given the importance of the informational and mediatic aspects for government websites, this guideline focuses on the main phases for developing digital content for governmental websites, starting from content planning until assessing the content efficiency.

Main Phases for Developing Digital Content for Governmental Websites

1 Content Planning

2 Content Creation Plan

3 Auditing

4 Publishing Plan

5 Measuring Content Efficiency

4.0   Content Planning

4. Content Planning

Content Planning

Content usage	Content Creation	Content Team	Specifying The Audience Needs	Planning Steps

The content is the tool used for achieving the main purpose and strategic goals of websites, applications, media platforms.

Content strategic planning helps governmental entities achieving their goals and purposes, according to the standards and methodological specifications that leaves no space for randomness and individual judgement. The content efficiency is evaluated according to elements and targets determined by the content team, which includes:

Data Analysis	Services	Audience	Goals

Content Team

The content team composition varies according to the website's size, content volume, and the content type. The content team should, at least, cover the following roles:

CMS Editor	Content Writer
Content Team Manager	Senior Editor
English Translator	Proofreader
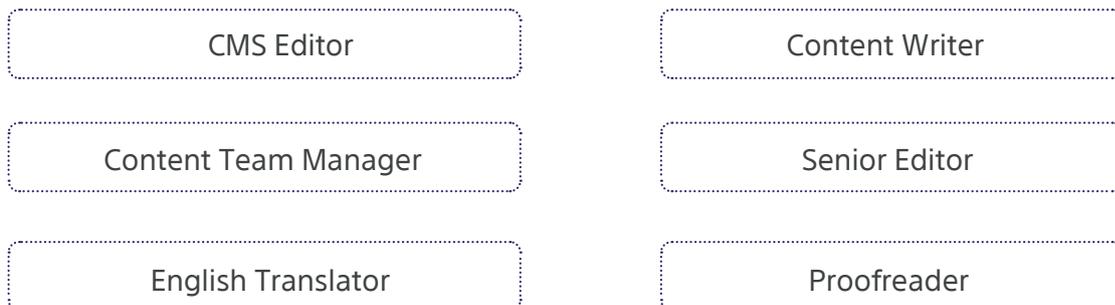
Content Creation

Governmental websites and applications are mainly evaluated, based on the beneficiaries and websites visitors' needs.

Good and bad practices for digital conetent:

Content that should not be published on governmental websites	Content that should be published on governmental websites
Duplicate content	Useful in achieving a specific electronic service (As a guideline for examples)
General advice that is not compatible with the entity' s mandate	Displays governmental bodie's services
Outdated or incomplete information	Build a strong relationship with the beneficiaries (promote trust)

Tips for Sustainable Content Creation

● Creating lists

Lists are one of the content types that - often – have high interaction rates by followers, such as "the three most important steps to protect your PC from a hack", and other simple and useful lists related to the Government entity activity.

● Update the previously published contents and republish them in different wording.

● Interview with one of the important officials in the Government entity regarding its activity to provide some advices for the public.

● Ask the audience about their needs (regarding your activity), e.g.: What are the problems you face on the Internet? Provided that all followers' comments are collected, and a time to reply to all inquiries is defined, in addition to notifying them about that.

Identifying the Audience Needs

The audience needs shall be regularly reviewed in order to identify whether the presented content meets their needs or not. This can be done by using the analytical tools of the website and social media networks in order to identify the necessary content and the best time for publishing, in addition to the nature and form of the content. The following methods are recommended to identify the audience interests:

● Ask the Audience: Encourage the audience participation through questions and discussions about topics of importance for the followers, via the website or the social accounts of the Government entity.

● Hashtag: Identify the main hashtag related to the Government entity to receive audience inquiries, measure their impressions, identify their needs, and identify hashtags for services and advices provided by the government entity.

How to develop content that meets the needs of the public?

The famous search engine Google is the first option for the public to reach the information with one click, so it is important to put the key message in front of them, at the top of the text and at the top of every page:

● Write an address that identifies the page, and then write down a brief that summarizes the page content, provided that it contains the key information.

● You can follow the inverted pyramid style since the key elements are at the top and the information that is less important is below.

● The first and second lines are the most critical for helping the reader make the decision of continuing to read.

● Collecting some suggestions from the employees of the Government entity about the subjects that can be discussed on social media and that people find useful for the society.

● Analyzing followers' comments on various social media platforms, searching for the most frequently asked questions related to the Government entity mandate, or the government entity most spoken-about service, so that, relevant content can be created for the observed subjects.

5.0   Content Production

Content Planning

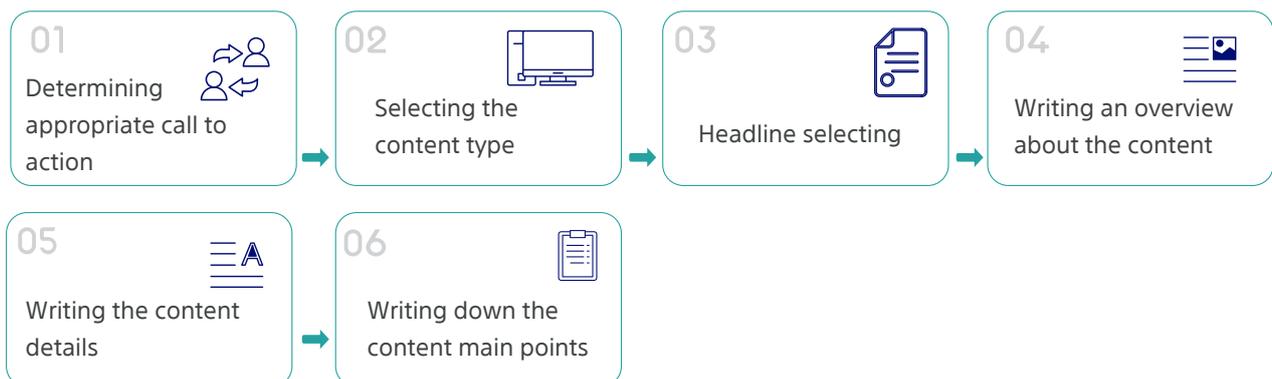| Body content writing	Overview Writing	Headline Writing	Headline Selection	Steps of content production
Content production measures	Content suitability to social media	SEO Components	Photo controls	Hyperlinks

This phase begins with developing the content, then addressing the methods of content writing on the website (how to write The main title, writing the biography, writing the main content, methods of placing hyperlinks, choosing and adding appropriate images, Content suitability to the requirements of improving visibility on search sites.

The Steps of Content Production

Content development

Some points that need to be focused on during writing on websites:
● Writing short paragraphs
● Staying away as far as possible from underlining the text; because sometimes it may be mixed up with the hyperlinks.
● Trying as much as you can –especially on pages in Arabic language-to follow the format (Align right).

01 Determining appropriate call to action	02 Selecting the content type	03 Headline selecting	04 Writing an overview about the content

05 Writing the content details	06 Writing down the content main points

Selecting the content type (video, photo, text)

The content needs to be unique and valuable; there are many types for a featured content. For example:
- General statistics
- Interviews
- Useful educational articles
- Lists (larger, better, and more than)
- Short Video files
- Polls
- Slideshows
- Infographics
- Competitions
- Unique items and services

Selecting a text title for the content, editing the headline

The title is the first element of attraction for getting followers interested in reading the content. The following are some guidelines from best practices for creating a distinctive title for the content:
- Put within the title (the substance of the content in which the public is interested) and always focus on what is important for the readers.
- Add (keywords) within the title.
- Always remember to add a call to action (CTA).
- Writing an introduction or an overview about the substance of the content (the first sentence in the overview).
- Writing the body of the content in a direct and simple language.

Writing the headline

Headlines are one of the most important elements for two reasons:
- Their importance in attracting the reader.
- Their importance in attracting search engines.

The headline usually summarizes the overall content, and indicates its main message; therefore, it is advised when writing down the headline to follow the below guidelines:

- Summarize the content of the page or provide an idea of the main message.
- Be accurate in writing and reporting.

Writing the headline

Headline characteristics:
- Contribute to attracting the attention to the page.
- Appear in search results.
- Used as data descriptions.
- Can be used as hyperlinks.

Based on the foregoing, what are the best headlines among the following ones?

Some points need to be focused on during writing on websites:

- Two steps to renew a driver's license from My License Service. ✓
- Renewing a driver's license.
- How to renew a driver's license under routine procedures?

Why do we need one headline per page, supported with a sub-heading for the topic or article?

The importance of sub-headings lies in understanding the content of the page and the fact that they help the reader while moving up and down on the Page without noticing that there is a description of many words, which leads him to exit the page directly.

On one page you can put:

● One headline: To describe the content of the page clearly.

● Several sub-headings: In each paragraph of the content, it is preferable to write a sub-heading describing the paragraph.

How can you choose an appropriate headline for the page and content?

● When writing a headline, always think about what your audience is thinking! This means: What does a page reader need? Or: Why are you writing this page?

● A good headline starts with attractive keywords that are related to the subject matter (see the following example).

Appropriate Headline	Inappropriate Headline
An easy way to renew your driver's license online	General advice that does not correspond to the government entity mandate.

Choosing the appropriate headline strategy

There are several strategies on how to use the headline to get more attention. The example will apply to "My License Service"; Note that the name does not actually exist.

The examples that are mentioned below show how to choose an appropriate headline to write content for the My License service:

Headline Strategies	The Example
writing to explain how	How to use "my driving license" service to renew your license online
writing to clarify the list of features	Two important reasons to use "my driving license" service
Use of an influencing factor	What did the Manager of Passports say after using "my driving license" service?
Questions that are touching emotion or need	Do you find any difficulties in using "my driving license" service?
Making promises that can be fulfilled	Renew your license in a minute!
Sharing an important information	"my driving license" service is the most used in Saudi Arabia

From technical standpoint, web developers should pay attention to the following guidelines:

● Headlines must be under the heading tag <h1>
● Sub-headings must be encoded under <h2>, <h3>, and so on.
● For the tag of photos - as shown in the following photo - the description of the photo should not be ignored.

<h1>
Main header

Digital government policy

Reader-attractive overview

The digital government policy will define the directions of the digital government and will enable and accelerate the sustainable digital transformation of the government sector in the medium and long term

<h2>
Sub- header

Digital government policy goals

<ahref>

Add links to content

Create a comprehensive, beneficiary-focused digital government system.

Facilitate the digital transformation of the government sector by enhancing its local capacity and effectiveness and improving its response to meet the needs and priorities of beneficiaries.

<img src=alt>

Do not ignore the description of the photo correctly in the code and within the alt box to make it easier for search engines to reach the desired content

The perfect combination of content

Main Content Header that includes the keyword
An overview under the header to attract the reader to complete the content browsing
Sub-headers
Pay attention to white spaces
Add (call to action at the end of the page)

NB: The above codes are not written within the text, but rather are software codes that are added to the HTML pages if the site is programmed by the same entity, or they are added in the code of the text editor.

Writing an overview

An overview

An overview is a brief of a page content under its headline. It intends to explain the content of the page in more detail than the headline. It is recommended not to exceed 4 lines when writing the overview.
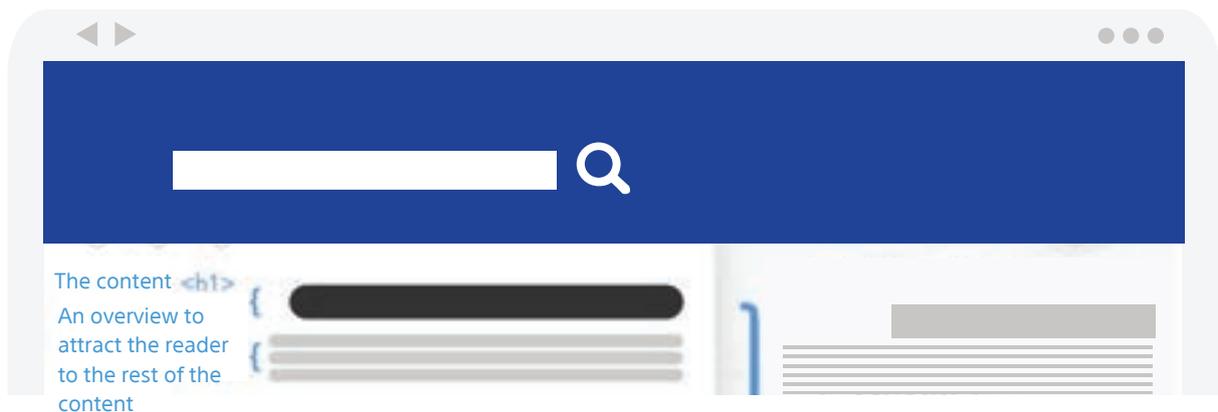
An example of writing an overview

How to write an overview?

When writing your overview, never start with chat words or words that do not attract the reader's attention, rather focus on engaging the reader from the beginning.

As the first 16-25 words of a web page contain the search words that an Internet user types into the Google search field, it is very likely that those words are exactly what will appear in the search engine results, and that is why the overview is quite important.

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Writing the Content Body

Before writing the main content, it is preferable to prepare a list of the main points of the content. When you start writing the content body, you must support those points in your content – it is usually the points of interest to of your target audience – you have to make the text easy to understand and brief so that most of the content focus is on the "key points" you made earlier. Take care not to delve into any topics or titles that might distort the reader from the content or main idea of the content.

For example: Some of the contents of some sites go into intricate technical details and explanations that may require previous experience from the reader to understand the content. This should not be done, unless this content is directed to a specific category of readers, hence, we can get into more details.

Give the reader the opportunity to find more details

One of the best practices in content writing is to give the reader options to find more details; either by adding links at the end of the content that refers to other pages on the same site that contain more details or providing an easy way for communication that makes the interested reader use it to get more details or any other method that you think is appropriate to provide the reader with any detail he may need.

Final Review

After you have finished writing the content, make sure that the content has covered all the main points of interest for your target audience.

(Hyperlinks)

Links are an important component of content as it directs the reader to more details and also supports SEO requirements.

Link types

- Path Links: this type is very important and related to the site architecture.
- Content links: This type is created by the content editor or the content writer to enrich the article or the news.
- List links: This type is related to the site architecture.

Link rules

- Setting links from right to left (in Arabic web pages); so that it is easier for the reader at first sight, and vice versa in English web pages - Figure (2-1).
- Avoid putting too many links within the article content, it may distract the reader and take him to other pages that may not be related to the content he is looking for.

How to Choose the Appropriate Photo for the Content

Link types

● It is recommended to use photos that give an explicit idea about the information, for example: using a "Keyboard" photo with a content related to e-services may be unsuccessful and inappropriate; it is better to replace it with a photo that gives an explicit vision of the e-service benefits.
● Always remember that the more the photo is relevant, the more it attracts readers to the content.

● The importance of photo quality, and some mistakes to avoid:
•   Always use a good-quality photo, e.g., for websites, it is better to use a photo with resolution not less than 72 Pixel/Inch (the designer is always able to help you in this matter).
•   Make sure that the photo has a good quality by a testing it before publishing.
•   Make sure that the photo you are about to use is not blurred, pixelated, or stretched.

Blurry

Pixelated

Stretched

Requirements for using photos

● Use the photos of the government entity, whether they are taken or pre-designed by the government entity designer

● Avoid using photos that have (over text), since the photo aims to make the point just by looking at it without checking its various details.

● Pay attention when selecting the photo's name before uploading it to the website. Examples: avoid unknown names such as IMG0021.jpg, aaa.jpg, or 1aws.jpg. Use a name that is related to the context of the content, such as How-to-use-google-adwords.jpg. the name could be selected in Arabic.

● Remember that the photo name supports its presence on search engines.

● The bar Alt text of the photos is quite significant in order to explain the context of the photo so do not leave it empty and it is better to develop a good description for the photo since it helps support search engines in addition to helping (the Screen Reader) in understanding the photo.

● The Captions bar: to add a description for the context of the photo.

● Use the following extensions for photos: png | gif | jpg.

● The "dimensions pre-defined on the site" shall be followed. You can refer to the Webmaster to find out the appropriate dimensions.

● Do not use a Border for the photo before uploading to the website.

The Consistency of the Content and On-page SEO Requirements

The first fundamental rule in On-page SEO is to think in the same way as your target audience and think of the phrases they may use when searching for your service or product in order to use these words in On-page SEO Components.

On-page SEO Components

First Component (Title Tag)

It is known as HTML Tag. It is found in the header of the page, and in the page for content editing.

In this component, a phrase of no more than 77 letters is added to describe the page content, taking into consideration the use of the most significant keywords in the phrase. This component is the first element or factor to be checked by the search engine to identify whether the search phrase is linked to the content or not.

Second Component (Meta Description)

Meta Description is the part that appears in the search results (as illustrated below) and that describes the page content.

This component frequently informs about the page content but is not useful regarding the optimization of search results. However, as stated before, this part has the most important role in making the reader click on the search result link.

What can be added to this component?

Two fundamental elements can be added to this component (Keywords + Call to action)

Third Component (Content)

The content is organized based on the structure explained above, by including the following elements:

Headings > overview > Sub-headings > Content Body

More importantly, "keywords" must be professionally employed within these four elements, i.e., "the content must not be stuffed with keywords intensely and annoyingly", but you can make the keywords merged within the content while describing your service or product.

Fourth Component (Localization)

It is always a good practice to promote the government entity by defining its geographic location; especially the entities that provide their services only to specified regions, such as: "Municipalities".

The site can be determined by:
- Google.com/business
- Bingplaces.com

Several tools can be used to help assess the extent to which the site meets the requirements for improving visibility on web search engines:

Semrush.com

seositecheckup.com/seo-audit

woorank.com

There are many ways to define the site appropriate keywords:

● Creating a list of 10 words related to your content, service or product.

● Add these words within the Google tool to find the right keywords: Google AdWords keyword planner.

● After adding each of the ten words to the list, the tool will show a list of the appropriate keywords.

● Choose the words that are most relevant to your content and activity and which have the least competition.

Alignment of the content to social media platforms

Here is the guide for using e-participation tools in government agencies in the Kingdom of Saudi Arabia. we mention that the content should be:

- Inspiring.
- Informative.
- Entertaining: Need also to align with competent authorities, such as: The General Entertainment Authority
- High quality.
- Requesting a "Call to Action"

In addition to the previous requirements, posting on social media sites must achieve two important elements:

- The first element: Choosing the right time for posting on social media:

Choosing the right time is one of the methods that support content sharing. The right times can be chosen by:

- The use of technical tools determines peak time when followers are online, and the best times of interaction with them.

- These tools are:

- Targeting society events and choosing the appropriate timing for the presence of followers (Feasts, official occasions, official holidays, weekends).

The second element: Relying on the ideal number of posts according to the well-known international standards of the most important social media websites, which are as follows:

Twitter platform

It is a low value / high volume platform, which means that the tweets should be more focused on (quantity) than quality. This is due to the speed of tweets overtime. The best practice for posting on Twitter is having a minimum of 5 tweets / day.

LinkedIn platform

It is a high value / low volume platform, which means that posts on LinkedIn should be more focused on quality than quantity. The best practice for posting on LinkedIn is having no less than 2 posts / week, and no more than 5 posts / week.

Content Production Procedures

Presenting it to the content manager	Writing Draft Content
Add content within CMS	Approval of the content and its translation
Presenting it to the Content Manager for approval	View the content in HTML
Content performance monitoring and evaluation	Post the content on the Website

6. Content Audit

Content audit

Audit Evaluation	Audit Steps

Content audit is a systematic examination of the status of your content before publishing, in addition to determining its strengths and weaknesses. This stage begins with defining the required audit criteria, and the procedures following the audit.

Steps for the Audit of Content

The audit of content aims at identifying whether the content achieves its purpose and objectives. Audit helps identifying the content type that creates a good interaction with the target audience. The following table can be applied to find out whether the content is good to be posted online or needs some changes:

Does the content	Example
Indicate the manner?	Is h1>tag> used within the headline?
	Is description, title, metadata used professionally?
	Is the Alt tags bar filled in for images attached to the content?
Is well structured?	Is there a headline for the content?
	Is there an overview of the content placed below the headline?
	Was a subheading used to clarify the content of each part of the content?
	Were points being used to review ideas rather than list them adjacently?
Is easily understood by the reader?	Was the inverted pyramid structure applied in the content?
	Was the content written considering the characteristics of the target reader?
Have the comments activated?	Was a call-to-action CTA phrase written after reading the content?
	Are additional links placed at the end of the page for similar content that the reader can click on?
	Is there a bar for adding comments below the content?
Can be shared?	Are there options that make it easier to share content?
	Is there a reason to make the reader share the content (such as for the content to be unique or within a certain event, which motivates the reader to share?

Steps of Content Audit

The audit of the content leads us to three different results, they are as follows:

The Content Case	Description
Keep as is	The content does not need to be modified, the description of this content can be used and applied to the new content
Improve	The content needs some improvements to reach the stage of publishing and interaction.
Remove	Content should be removed; Because it does not match the evaluation criteria.

7. Content Publishing

Publishing

| Fill in the Posting schedule | Posting matrix | Select channels | Publishing steps |

Publishing content requires developing a plan that ensures quality, review of sources, and clarity of media messages.

Steps for Posting

Having a plan for the content you produce achieves many benefits, for example:

- Easy access to the interested audience category.
- Reducing the cost of "paid Publishing", which will be explained to you through the Publishing/posting matrix.
- It helps to know which platforms/ Channels are quite Effective.
- Sustainability in knowing the appropriate platforms/channels for Publishing.

Defining the government entity channels: (owned, earned and paid)

Owned channels: such as accounts on social media platforms, website, and applications
Earned channels: such as media ambassadors, reports issued by the government entity, interactive audiences.
Paid channels: Channels that require "payment" such as: newspaper ads, advertising campaigns on social media, or Google ads.

Paid advertising by:

social media platforms
Celebrities/ Influencers
Take Over Ads
paid per click PPC

Earned Channels

Paid Channels

Owned Channels

Paid advertising by:

Your celebrity ambassadors on different platforms

Comments you get from followers of social platforms

Reports issued by official sources about the government entity and its services

Determine the channels of the Government Authority

website   mobile app

Posting Matrix Application

The posting matrix aims to help the publishers of the content by showing them all available channels in terms of value and return on investment of those channels if they are paid through them. It consists of two main axes:

- The first axis: The value of channels when Publishing through them.
- The second axis: The return on investment of those channels when paying through them.

The distribution of channels in the matrix requires practical experience to know their Value and returns. Therefore, it is preferable to conduct several experiments on all channels available to the government entity. According to the results, the channels are distributed over the matrix, as shown in the following figure:
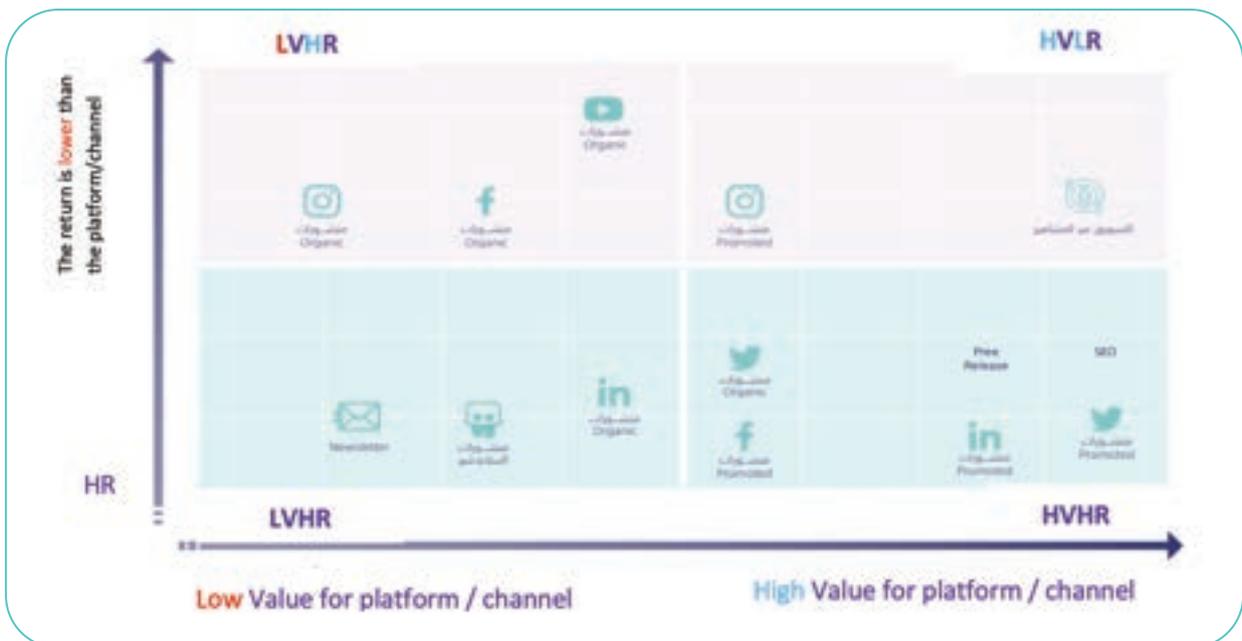
The channels in the matrix above were distributed based on several and previous experiences through paid or spontaneous (organic) publishing through the various platforms and channels shown in the matrix. After measuring the results of each experiment, the platforms and sites were distributed as follows:

• High Valued and High return: the best choice of Publishing platforms.

• High value and low cost: the cost should be reduced, and the efficiency should be improved in the selection of paid platforms.

• Low Value and high cost: Focus on redistributing the budget, searching for platforms with good returns and higher Value, or improving the efficiency of platforms with low Value.

• Low value and low return: It is the worst and least important area.

The phase of filling out the posting table

Content detailing	
The content title	
The page hyperlink	
People you can communicate with	Writing down names of public figures or officials relevant to the content

Twitter platform	
Date of publishing	
People you can tag them	Make sure that the photo size is 1024×550 pixels
Selecting a proper tag for the content	Yes/no
Tweet text	Mentioning names of figures that can participate in re tweeting or interaction
Is there a photo/video?	Yes/no
Size of the photo?	Make sure that the photo size is 1024×550 pixels

Linked in platform	
Size of the photo?	
Selecting a proper tag for the content	# a proper tag for the content+ # the main tag related to the Authority
Publish text	
Is there a photo/video?	Yes/no
Size of the photo	

The phase of preparing and filling out the schedule

The application of the following table is suggested in the process of publishing:

YouTube platform	
Date of publishing	
The time period of the video	
The Keywords used with publishing the video	

Electronic newspapers	
Date of publishing	
Hyperlinks of the most important E-newspapers	

Mailing list	
Date of publishing	
The description of the mailing lists content	
Identifying the sentence of CTA at the end of the file	

8. Measuring the Performance of the Published Content

Measuring the Performance of the Published Content

Measuring the performance of the published content

The basic criteria for measuring the performance of the posted content	Posting methodology

The methodology of measuring the performance of the published content relies on collecting data related to the content, which shown in the previous table, as other criteria can be added according to each government entity, based on its strategic objectives.

Basic criteria for measuring the content performance

The following table is approved for measuring the content performance after publishing:

rates	Content performance criteria	Description
Prevalence rates	The visitors returning to the page	It measures the percentage of visitors returning to the page and gives an impression of the extent of Their interest in the content
	New visitors	Indicates the number of new visitors to the page you visited contain content
	Geographic location	Defines the percentage of the website visit rates according to geographical distribution.
	Number of readers from various devices	Reads the devices used in writing the content. (e.g. if the visit with using the device represents 80%, then it means that there is a need for optimizing the content appearance in that device.
	Content sharing rate on social media channels	Shows the audience's desire of sharing the content, for this purpose, the BuzzSumo.com tool can be used.
Action rates	Bonus rate from the page (if it is less than 40%, it's considered positive)	The reason why readers are interested in the content when they first access the page; and their going to new pages within the website.
	Average time on page	How long does a reader spend on a page that contains a Content?
	Number of times the page which contains the content is viewed compared to the other pages	How long does a reader spend on a page that contains a Content?
Emotion rates	Comments on the content	Examines whether comments are positive or negative

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