



PARKS & RECREATION **CONTENT STRATEGY** 2018

OCTOBER 2018

EXECUTIVE **OVERVIEW**



- Introductions
- Understanding Content Strategy & How It Relates to Branding
- Importance of Branding & Content Strategy for Government
- Current Content Industry Trends
- Website Analytics
- Brainstorm Session/Website Recommendations

WHAT IS CONTENT MARKETING?



Content marketing is a long-term strategy that focuses on building a strong relationship with your target audience by giving them high-quality content that is very relevant to them on a consistent basis.

Having content marketing strategy provides organizations (and departments) with a level a credibility to show users that information can be used as a relevant and valuable resource .

BRANDING CONTENT AND THE IMPORTANCE



Branding is not only about getting your target market to select you over the competition but about getting your prospects to see you as the sole provider of a solution to their problem or need.

Objectives for a good brand strategy includes and achieves:

- A clearly delivered message*
- Confirms your credibility
- Emotionally connects your target audience with your product and/or service
- Motivates the buyer to buy (or to take action)
- Creates loyalty and ambassadors

***While the foundational message should be consistent across the brand, how the message is stated and the language used to communicate that message can be different across platforms.**

CONTENT MARKETING **NOT JUST FOR BUSINESS**

Everybody knows that businesses often rely on marketing, but few consider that the government (at just about any level) needs to market itself, too. While government marketing isn't always the first thing that one imagines when thinking about the turning of the wheels of bureaucracy, a bit of good government branding can actually go quite a long way.

Good government marketing can really help keep the relationship between a government entity and its local constituents peaceful.

CONTENT MARKETING

MAKE DIFFERENT ENTITIES DISTINCT

Since good branding essentially functions as a strategically-developed “personality” for an organization or business, government branding can help eliminate any confusion that members of the public might have.

Different branches of government accomplish different things, and the right branding can make it much easier to communicate the goals and areas of expertise that belong to a certain one. Branding is a largely visual exercise, and visuals are incredibly easy for individuals to remember and identify with.

HOW DOES THIS RELATE TO THE GOVERNMENT?



Government entities are always the most effective when actively take part in the communities that they serve. The ability to effectively communicate with the public makes it much easier for a government entity to spread its messages and the services they offer.

A government entity that effectively communicates enhances their creditability with the public along with highlighting the great work it does.

Government branding and content strategy might not be something federal employees think of right away, but it can be incredibly helpful when it comes to serving the public.

The background of the slide is decorated with several horizontal bars of varying lengths and colors. These include light gray, dark gray, and a deep red. The bars are arranged in a layered, abstract fashion, some overlapping others, creating a modern, geometric aesthetic.

LATEST WEBSITE CONTENT TRENDS

OCTOBER 2018

LATEST 2018 WEBSITE CONTENT TRENDS



Government organizations should want to create a strong reputation for original and authoritative content. However, generating good content for a website that accommodates a lot of content is a tricky balancing act to pull off.

Within the next few slides, we will review the latest content trends for websites and see some examples of these designs/styles being applied.

LATEST 2018 WEBSITE CONTENT TRENDS

- Tell A Story
 - Humans are storytellers by nature. Providing context surrounding the pertinent information on the page will help resonate with users and makes content easier to digest.
- Use Headings that are Clear & Descriptive
 - Along with visuals, major and minor headings aid in breaking up content for users

PLACES TO VISIT



EMERALD NECKLACE

of nine parks is linked
rways.

NECKLACE



CEMETERIES / HISTORIC BURYING GROUNDS

We manage three active cemeteries and 16
burying grounds in Boston.

LEARN MORE ABOUT CEMETERIES



URBAN WILDS

The Urban Wilds form an essential part of the
City's open space system.

LEARN ABOUT URBAN WILDS

PARKS & RECREATION

< Previous

Next >



Activity Guide



Online Registration

LATEST 2018 WEBSITE CONTENT TRENDS



- Critical Content needs to be above the fold
 - Think of the inverted pyramid in journal. The most important information should be at the top.
- Main Content is Concise & Explanatory
 - Can you say the same thing in half as many words? Websites want to avoid jargon by being concrete and descriptive. It also helps by reinforces that organizations use words/language that users understand.

PARKS AND RECREATION



We create and maintain clean, green, safe, and accessible open space in more than 2,300 acres of park land throughout Boston.

[GET STARTED](#) [SPOTLIGHT](#) [EVENTS](#) [PLACES TO VISIT](#) [NEWSLETTER](#) [SERVICE REQUESTS](#) [NEWS](#)

[TREES IN THE CITY](#) [PARKS INFORMATION](#) [RESOURCES](#) [RELATED LINKS](#) [COMMISSIONER](#)

Our department is responsible for 217 City parks, playgrounds and athletic fields, two golf courses, 65 squares, 17 fountains, 75 game courts, 16 historic and three active cemeteries, urban wilds, four High School Athletic Fields, and approximately 125,000 trees, all covering 2,346 acres, 1,000 of which comprise the historic Emerald Necklace. We are also responsible for more than 35,000 street trees.



CONTACT



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PUBLIC HEARINGS AND MEETINGS

For information on our hearings and meetings, please [visit the public notices section of Boston.gov](#).

LATEST 2018 WEBSITE CONTENT TRENDS



- URLs are Helpful & User-Friendly
 - Keyword focused URLs (and hyperlinks) help visitors to your website as well as for search engines. It makes your website easy to read and intuitive. It also has a huge impact on SEO
- HTML Page Titles & Meta Data aid in Accessibility and Usability
 - While it is not visibly shown on the website's pages, it is vital for ADA compliance and ranking high in search engines
 - Page titles & meta data should be unique and descriptive, that way it doesn't look spammy to visitors

Community Parks

Boulan Park | 3671 Crooks Rd

- Location: West side of Crooks Road between Big Beaver and Wattles Roads
- Area: 63 acres

Boulan Park, one of Troy's five major community parks, offers a wide variety of recreation facilities including three ball diamonds, eight lighted tennis courts, five soccer fields, two sand volleyball courts, two barrier-free play structures, and a 1.25 mile paved walking path. Boulan also offers the convenience of two picnic shelters, restrooms and concession stand operating in season and parking for up to 451 vehicles.

Firefighters Park | 1300 W. Square Lake

- Location: North side of Square Lake Road between Crooks Road and Coolidge Highway
- Area: 96 acres

One of Troy's five major parks, Firefighters Park offers a mix of open space and wooded areas with a section of the Rouge River running through the north end and along its east border. Amenities include nine soccer fields, a barrier-free play structure, ball diamond, eighteen-hole disc golf course, sand volleyball courts, picnic shelter, shore fishing, restrooms and concession stand operated during scheduled soccer games.

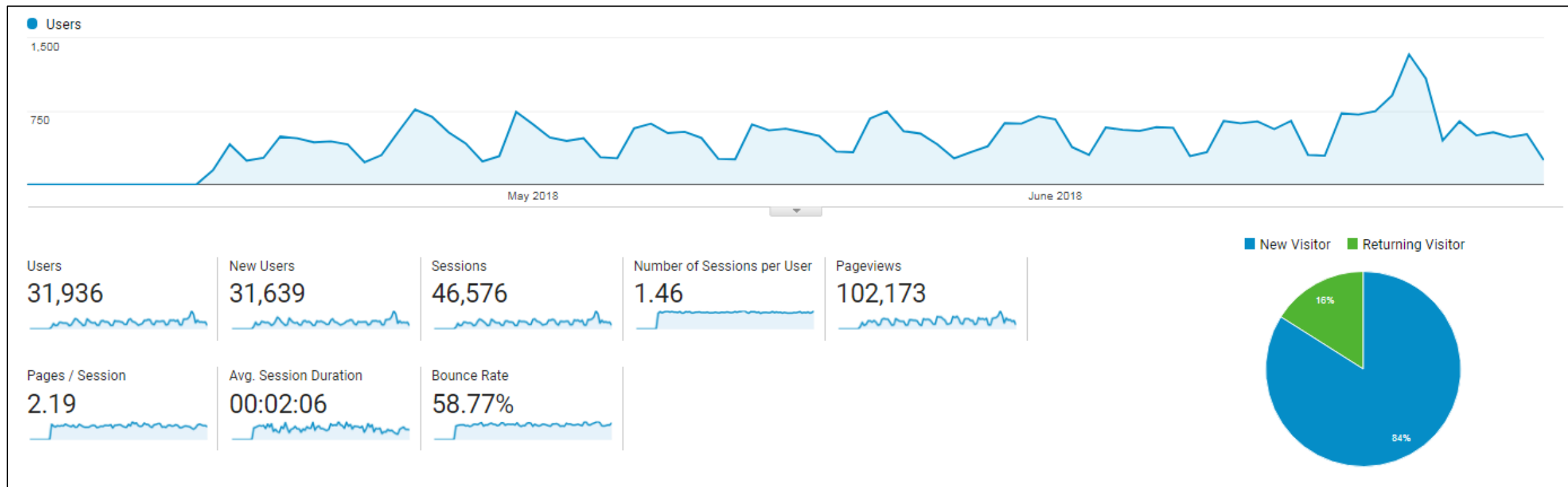


WEBSITE ANALYTICS

DATA RANGE: APRIL 1, 2018 – JUNE 30, 2018

OCTOBER 2018

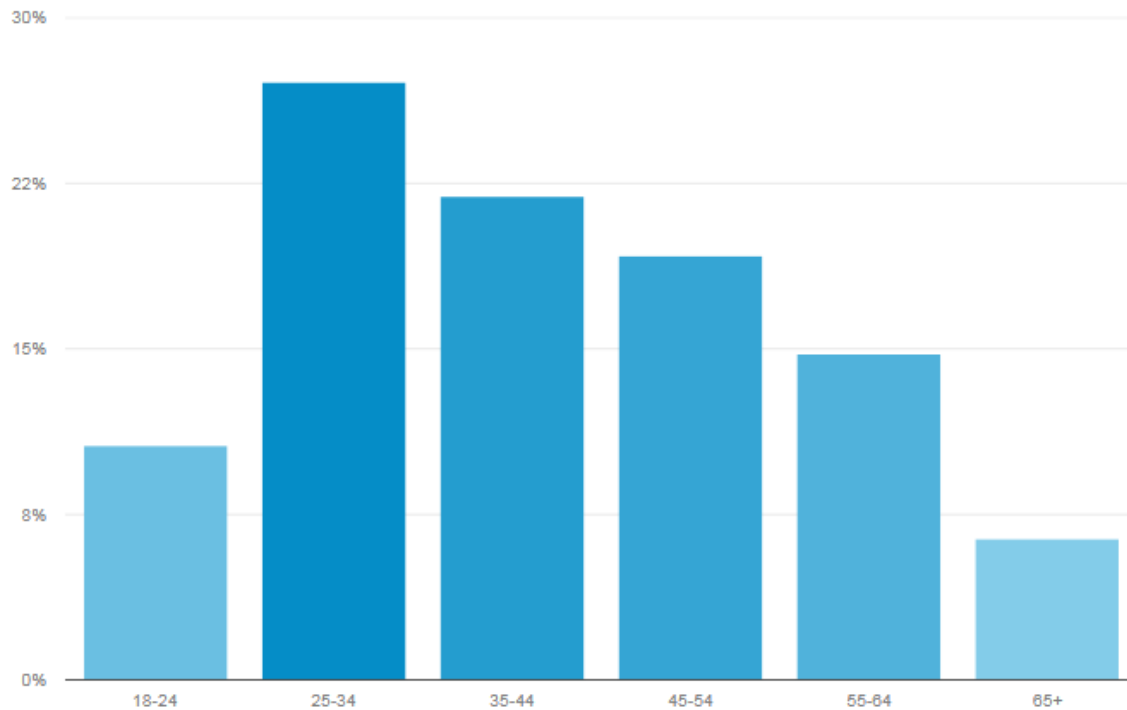
AUDIENCE OVERVIEW



GENERAL DEMOGRAPHIC OVERVIEW

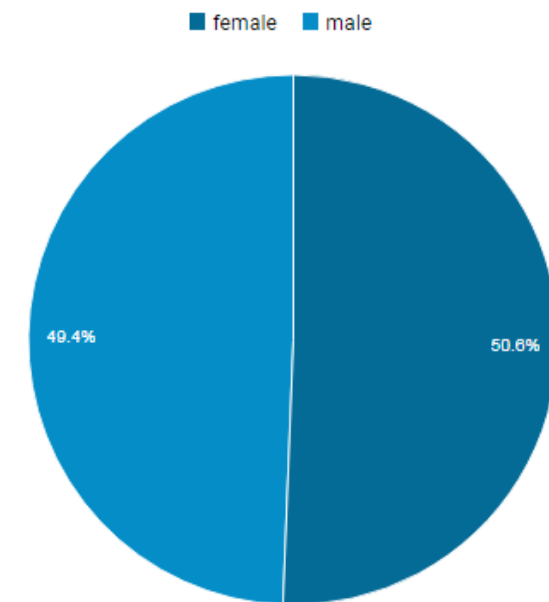
Age

44.57% of total users



Gender

44.69% of total users



SOURCE/MEDIUM

User Type ?	Source / Medium ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		31,936 % of Total: 100.00% (31,936)	31,655 % of Total: 100.05% (31,639)	46,576 % of Total: 100.00% (46,576)	58.77% Avg for View: 58.77% (0.00%)	2.19 Avg for View: 2.19 (0.00%)	00:02:06 Avg for View: 00:02:06 (0.00%)
1. New Visitor	google / organic	18,447 (48.39%)	18,437 (58.24%)	18,437 (39.58%)	56.45%	2.22	00:01:40
2. New Visitor	(direct) / (none)	7,351 (19.28%)	7,363 (23.26%)	7,363 (15.81%)	64.74%	1.97	00:01:24
3. Returning Visitor	google / organic	4,094 (10.74%)	0 (0.00%)	8,128 (17.45%)	56.91%	2.28	00:02:13
4. New Visitor	bing / organic	1,648 (4.32%)	1,648 (5.21%)	1,648 (3.54%)	45.87%	2.79	00:02:21
5. Returning Visitor	(direct) / (none)	1,019 (2.67%)	0 (0.00%)	4,154 (8.92%)	58.86%	2.21	00:05:30
6. New Visitor	m.facebook.com / referral	772 (2.03%)	772 (2.44%)	772 (1.66%)	85.75%	1.36	00:00:26
7. New Visitor	yahoo / organic	569 (1.49%)	569 (1.80%)	569 (1.22%)	47.28%	2.57	00:01:54
8. New Visitor	crainsdetroit.com / referral	484 (1.27%)	484 (1.53%)	484 (1.04%)	91.53%	1.16	00:00:20
9. New Visitor	com.google.android.googlequickse archbox / referral	466 (1.22%)	466 (1.47%)	466 (1.00%)	62.02%	2.09	00:01:30
10. Returning Visitor	bing / organic	351 (0.92%)	0 (0.00%)	771 (1.66%)	42.67%	2.88	00:02:52
11. Returning Visitor	auburnhills.org / referral	280 (0.73%)	0 (0.00%)	521 (1.12%)	71.79%	1.79	00:02:03
12. New Visitor	facebook.com / referral	189 (0.50%)	189 (0.60%)	189 (0.41%)	71.43%	1.59	00:00:58
13. Returning Visitor	m.facebook.com / referral	173 (0.45%)	0 (0.00%)	288 (0.62%)	79.51%	1.42	00:00:42
14. New Visitor	rochesterhills.org / referral	169 (0.44%)	169 (0.53%)	169 (0.36%)	68.64%	1.83	00:01:00
15. New Visitor	indeed.com / referral	139 (0.36%)	139 (0.44%)	139 (0.30%)	89.93%	1.16	00:00:26
16. Returning Visitor	yahoo / organic	133 (0.35%)	0 (0.00%)	225 (0.48%)	47.56%	2.61	00:01:52
17. New Visitor	links.govdelivery.com / referral	108 (0.28%)	108 (0.34%)	108 (0.23%)	98.15%	1.10	00:00:07
18. New Visitor	l.facebook.com / referral	99 (0.26%)	100 (0.32%)	100 (0.21%)	65.00%	1.86	00:00:31
19. Returning Visitor	com.google.android.googlequickse archbox / referral	95 (0.25%)	0 (0.00%)	152 (0.33%)	48.68%	2.91	00:02:18
20. New Visitor	mml.org / referral	88 (0.23%)	88 (0.28%)	88 (0.19%)	6.82%	2.26	00:00:36

DEVICE TYPES

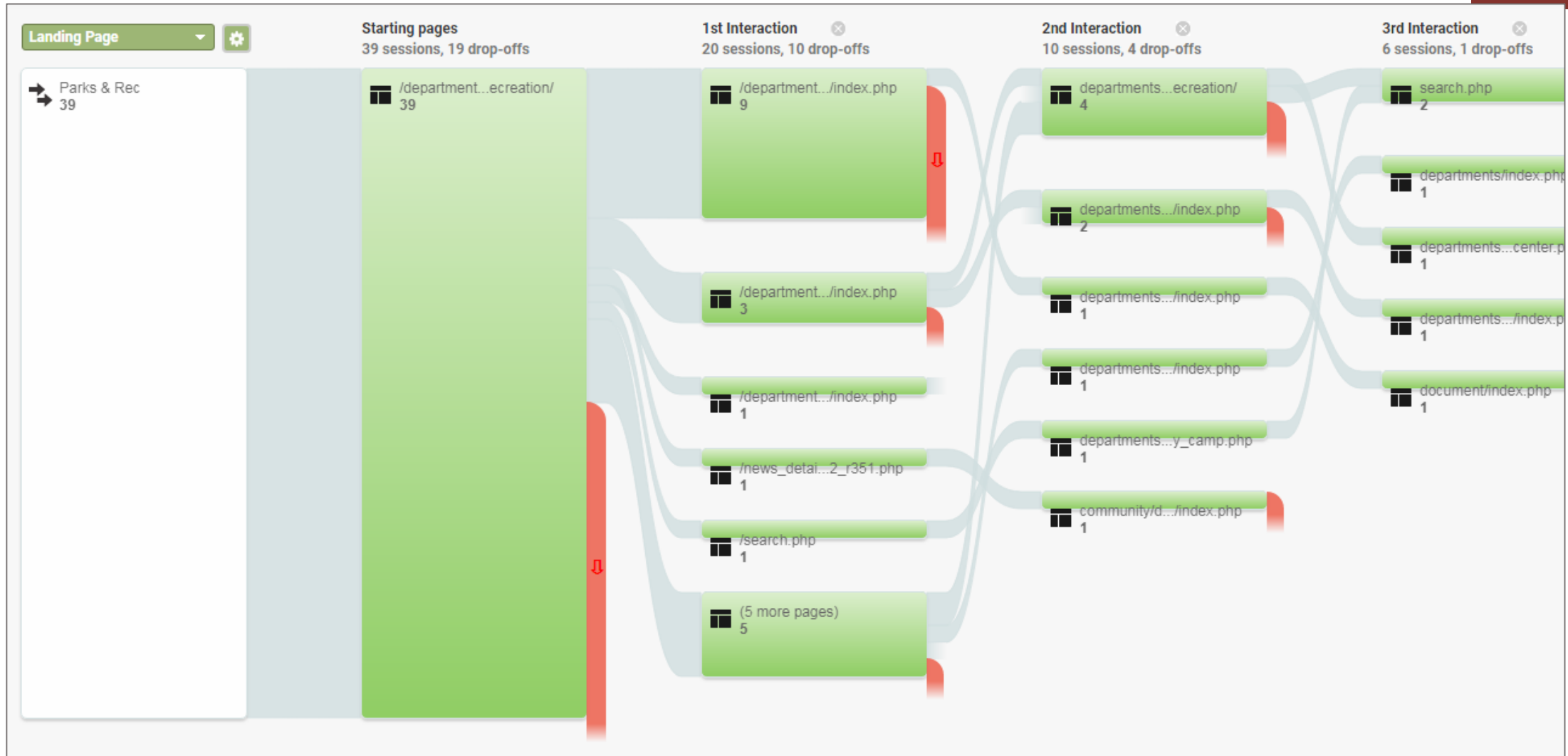
Browser [?]	Age [?] [⊗]	Acquisition			Behavior		
		Users [?] [↓]	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
		13,979 % of Total: 43.77% (31,936)	13,619 % of Total: 43.04% (31,639)	19,706 % of Total: 42.31% (46,576)	56.17% Avg for View: 58.77% (-4.42%)	2.34 Avg for View: 2.19 (6.70%)	00:01:57 Avg for View: 00:02:06 (-6.52%)
1. Chrome	25-34	2,677 (18.87%)	2,588 (19.00%)	3,792 (19.24%)	56.96%	2.49	00:02:10
2. Chrome	35-44	1,960 (13.82%)	1,890 (13.88%)	2,649 (13.44%)	56.74%	2.32	00:01:58
3. Chrome	45-54	1,500 (10.57%)	1,432 (10.51%)	2,165 (10.99%)	52.47%	2.48	00:01:59
4. Chrome	55-64	1,101 (7.76%)	1,054 (7.74%)	1,438 (7.30%)	50.90%	2.54	00:02:02
5. Chrome	18-24	1,063 (7.49%)	1,026 (7.53%)	1,416 (7.19%)	58.47%	2.14	00:01:36
6. Chrome	65+	439 (3.09%)	426 (3.13%)	593 (3.01%)	48.74%	2.66	00:02:23
7. Internet Explorer	45-54	357 (2.52%)	332 (2.44%)	629 (3.19%)	49.44%	2.57	00:03:28
8. Internet Explorer	55-64	330 (2.33%)	304 (2.23%)	518 (2.63%)	39.77%	3.00	00:02:54
9. Safari	25-34	318 (2.24%)	310 (2.28%)	430 (2.18%)	65.35%	1.83	00:00:58
10. Internet Explorer	35-44	310 (2.19%)	290 (2.13%)	482 (2.45%)	53.53%	2.29	00:02:00
11. Internet Explorer	25-34	309 (2.18%)	298 (2.19%)	535 (2.71%)	54.95%	2.40	00:02:56
12. Safari	35-44	287 (2.02%)	277 (2.03%)	374 (1.90%)	58.82%	1.98	00:01:06
13. Safari	45-54	269 (1.90%)	259 (1.90%)	320 (1.62%)	54.69%	2.04	00:01:36
14. Safari	55-64	204 (1.44%)	196 (1.44%)	272 (1.38%)	56.25%	1.95	00:01:27
15. Firefox	25-34	172 (1.21%)	162 (1.19%)	268 (1.36%)	59.70%	2.42	00:02:28
16. Firefox	45-54	169 (1.19%)	160 (1.17%)	254 (1.29%)	55.91%	2.14	00:01:24
17. Safari	18-24	161 (1.13%)	154 (1.13%)	206 (1.05%)	65.53%	1.84	00:01:32
18. Safari (in-app)	35-44	160 (1.13%)	155 (1.14%)	181 (0.92%)	83.98%	1.31	00:00:18
19. Edge	55-64	140 (0.99%)	136 (1.00%)	205 (1.04%)	43.90%	2.90	00:02:42
20. Safari (in-app)	45-54	139 (0.98%)	133 (0.98%)	183 (0.93%)	79.78%	1.33	00:00:32

TOP PAGES FOR PARKS & RECREATION



Page	Next Page Path	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
/	/	18508	14703	159.07	13904	40.76%	40.91%	0.00
/departments/parks_and_recreation/parks_and_facilities/index.php	/departments/parks_and_recreation/parks_and_facilities/index.php	2706	2170	153.69	1411	75.32%	62.71%	0.00
/departments/parks_and_recreation/parks_and_facilities/hawk_woods_nature_center/index.php	/departments/parks_and_recreation/parks_and_facilities/hawk_woods_nature_center/index.php	2453	1882	145.77	1745	69.40%	65.35%	0.00
/departments/parks_and_recreation/index.php	/departments/parks_and_recreation/index.php	2360	1879	81.97	827	51.03%	44.11%	0.00
/departments/parks_and_recreation/community_events/index.php	/departments/parks_and_recreation/community_events/index.php	1183	1013	135.47	460	78.91%	56.80%	0.00
/departments/parks_and_recreation/discount_tickets/index.php	/departments/parks_and_recreation/discount_tickets/index.php	665	619	195.85	538	94.23%	84.66%	0.00
/departments/parks_and_recreation/recreational_programs/index.php	/departments/parks_and_recreation/recreational_programs/index.php	602	536	59.23	186	46.77%	35.05%	0.00
/departments/parks_and_recreation/recreational_programs/youth.php	/departments/parks_and_recreation/recreational_programs/youth.php	560	478	188.77	276	74.45%	67.32%	0.00
/departments/parks_and_recreation/summer_day_camp.php	/departments/parks_and_recreation/summer_day_camp.php	542	399	143.07	316	59.68%	50.18%	0.00
/departments/parks_and_recreation/job_openings/index.php	/departments/parks_and_recreation/job_openings/index.php	451	342	7.10	89	2.25%	9.09%	0.00
/departments/parks_and_recreation/parks_and_facilities/camping.php	/departments/parks_and_recreation/parks_and_facilities/camping.php	389	320	127.45	167	71.86%	57.58%	0.00
/departments/parks_and_recreation/community_center_rental_information/index.php	/departments/parks_and_recreation/community_center_rental_information/index.php	368	271	104.57	117	64.96%	42.93%	0.00
/departments/parks_and_recreation/recreational_programs/adult.php	/departments/parks_and_recreation/recreational_programs/adult.php	281	248	142.08	128	71.88%	61.92%	0.00
/departments/parks_and_recreation/parks_and_recreation_plan.php	/departments/parks_and_recreation/parks_and_recreation_plan.php	236	198	73.13	133	43.94%	40.68%	0.00
/departments/parks_and_recreation/contact_us/index.php	/departments/parks_and_recreation/contact_us/index.php	190	157	82.33	47	70.21%	40.00%	0.00
/departments/parks_and_recreation/recreational_programs/all_ages.php	/departments/parks_and_recreation/recreational_programs/all_ages.php	181	142	106.25	52	53.85%	35.36%	0.00
/departments/parks_and_recreation/photo_gallery/index.php	/departments/parks_and_recreation/photo_gallery/index.php	143	103	51.76	8	75.00%	21.68%	0.00
/departments/parks_and_recreation/other_services/index.php	/departments/parks_and_recreation/other_services/index.php	111	87	61.10	13	46.15%	21.62%	0.00
/departments/parks_and_recreation/news_and_announcements/index.php	/departments/parks_and_recreation/news_and_announcements/index.php	91	79	40.95	8	37.50%	19.78%	0.00
/departments/parks_and_recreation/volunteer_opportunities/index.php	/departments/parks_and_recreation/volunteer_opportunities/index.php	83	67	56.61	26	69.23%	38.55%	0.00
/departments/parks_and_recreation/recreational_programs/registration_information.php	/departments/parks_and_recreation/recreational_programs/registration_information.php	67	59	230.92	20	80.00%	64.18%	0.00
/departments/parks_and_recreation/	/departments/parks_and_recreation/	58	49	64.52	39	48.72%	46.55%	0.00
/departments/parks_and_recreation/auburn_hills_riverwalk.php	/departments/parks_and_recreation/auburn_hills_riverwalk.php	56	53	111.75	21	76.19%	57.14%	0.00
/departments/parks_and_recreation/fitness_center.php	/departments/parks_and_recreation/fitness_center.php	43	38	123.08	0	0.00%	16.28%	0.00

BEHAVIOR FLOW FOR PARKS & REC



BEHAVIOR FLOW FOR PARKS & REC





WEBSITE CONTENT RECOMMENDATIONS

OCTOBER 2018

WEBSITE CONTENT RECOMMENDATIONS

- **Landing Page**
 - Remove the two columns
 - Make survey and Facebook buttons a CTA on the main content section of the page
 - Main contact information/hours/etc should moved up
 - Move contact information up “above the fold”
- **Awards**
 - Move to an “About” section
 - What is the “square” graphic at the top of the page?
 - Do we have more web friendly photos that could be used to create a gallery?
- **Community Center Rental Information**
 - Need navigation and back button
 - Need to update imagery
 - Need intro text to create context
 - Why should I care about this as a user
 - Virtual Tour should be a CTA
 - Rental Information should be a CTA
 - Merge with Community tab

WEBSITE CONTENT RECOMMENDATIONS

- **Community Events**
 - Needs Back button
 - Fix/adjust text spacing
 - Need intro text to create context
 - Why should I care about this as a user
 - Need to have the same navigation as the main Parks/Rec landing page
 - Need visual breaks
- **Contact Us**
 - Need a Back button
 - Phone number should be seen “above the fold”
 - Fix/adjust text and image spacing
 - Update photography for uniformity
 - Create “About us” section
 - Need to have the same navigation as the main Parks/Rec landing page
- **Discount Tickets**
 - Need a Back button
 - Are the Red Wings tickets still relevant?
 - Could these be features on the landing page as CTAs?
 - Need to have the same navigation as the main Parks/Rec landing page

WEBSITE CONTENT RECOMMENDATIONS

- **Event Sponsorship**
 - Remove the AH logo
 - Move intro text to create context to the top of the page
 - Add visual graphics
- **Fitness Center**
 - Shouldn't this be housed under the Community Center information?
 - Potentially make this a CTA on the landing page
 - Or, move under an "About" section
- **Forms and FAQs**
 - Fix/adjust text spacing
 - Have the link anchor tag to Parks/Rec Department questions
 - Change the title descriptions to another color so it doesn't confuse the user into thinking it is a link
 - Change to accordion style format (Revize)
- **Job Openings**
 - Should link directly to the HR section
 - Why do we have this here?

WEBSITE CONTENT RECOMMENDATIONS

- **News/Announcements**
 - Need to adjust text spacing
 - Add visual breaks
 - Question: How often is this updated?
 - Need a Back Button to Main nav
 - Should only keep relevant/up-to-date information
- **Other Services**
 - Information is repetitive to other pages
 - Parks info can be moved to Parks/Facilities
 - Volunteer info can be moved to Volunteer Opportunities
 - Community Center info can be moved to an “About” section and/or the Community Center pages
- **Parks & Facilities**
 - Need to update print materials
 - Remove repetitive hyperlinks
 - Virtual tour & Park Rental Rates should be a CTA
 - Riverwood map needs to be updated and placed in the Riverwood section
 - Back Button should be at the top on the navigation
 - Camping information
 - Isn't that at Hawk Woods? Information should be in the same place
 - Should update visuals and create a gallery (esp. with the new facility coming?)

WEBSITE CONTENT RECOMMENDATIONS

- **Parks & Recreation Master Plan**
 - Need intro context
 - Why should users care about this? How does this help them?
 - Should the survey be on this page too?
 - Make the pdf plans a CTA instead of a link
 - It would be nice to see visual infographics of the progress or current status of the MP
- **Photo Gallery**
 - Move gallery to the Revize photo gallery
 - Need to have the same navigation as the Parks main navigation
- **Recreation Programs**
 - Remove the 2 columns to allow for more space
 - Verify the content is up-to-date?
 - Remove double titles from the Child pages (i.e. Teen, Adult, Family)
 - Need a Back button and Navigation
 - Need intro context
 - Why should users care about this? How does this help them?
 - Registration information should be on the main Parent page
 - Need visual breaks

WEBSITE CONTENT RECOMMENDATIONS

- **Riverwalk Plan**

- Need intro context
 - Why should users care about this? How does this help them?
- Can this be merged with the Parks MP?
- Is the pdf the latest (2009)?
- Make the pdf plans a CTA instead of a link
- It would be nice to see visual infographics of the progress or current status of the RP

- **Summer Day Camp**

- Should be a feature item on the landing page when it is registration season
- Could be housed under the Programs section
- Need visual breaks
- Fix/adjust text spacing
- “America Let’s Exercise” page should have more context and updated content (They are now a nonprofit)

- **Volunteer Opportunities**

- Need visual breaks
- Fix/adjust text spacing
- Should mirror the Senior/Community volunteer page for uniformity and less confusion for users

- **Auburn Hills Review**

- Remove section since we link directly to the newsletter pdf

WEBSITE CONTENT RECOMMENDATIONS



New Proposed Navigation Structure Order

- AH Newsletter (can also be a CTA on the landing page)
- Parks and Facilities
- Parks and Recreation Programs
 - Summer Day Camp
- Community Events
 - Event Sponsorship
- Photo Gallery
- Parks and Recreation Master Plan
 - Riverwalk Master Plan
- Volunteer Opportunities
- About AH Parks and Recreation
 - Staff/Contact
 - Community Rental Information
 - Fitness Center?
 - Awards
- Contact Us
- News/Announcements
- Forms & Permits
- FAQs

WEBSITE CONTENT RECOMMENDATIONS

Community Center Section

- **Landing page**
 - Need intro context
 - Why should users care about this? How does this help them?
 - Update photography (create gallery?)
 - Fix/adjust text spacing
 - Contact information should be “above the fold”
 - Move Staff contacts to a “Contact” page
 - Rental information should be on the landing page
 - Pdfs could be CTAs
- **Events**
 - What information should be here? Currently it is empty
- **Virtual Tour**
 - Create a CTA on the main landing page

SOURCES

- <https://36creative.com/branding/1870/government-entities-shouldnt-avoid-branding-departments>
- <https://thelogocompany.net/blog/branding-guides/people-marketing-branding-government-entities/>
- <https://lab41.co/page-layout/>
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- <https://constructive.co/insights/best-practices-for-content-heavy-website-design/>
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