

# **Multi-Site Strategy & Implementation**

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**A Guide for Enterprise-Wide  
Content Management**

**EASTERN STANDARD**

# Table of Contents

## OVERVIEW

# Website CMS Consolidation & Migration

Our team has worked with enterprises and institutions to consolidate, streamline, and optimize their web infrastructure and content practices — even in cases where they had dozens or hundreds of web properties and applications.

A successful multisite strategy requires a multidisciplinary effort consisting of the phases shown to the right.

This guide provides a walkthrough of these phases with critical takeaways and recommendations from our experience. We'll discuss the process from end to end, beginning with internal consensus building all the way through to post-launch optimization.



# What Are the Benefits of Investing in a Multi-Site Design Framework?

## The Benefits for Digital Teams

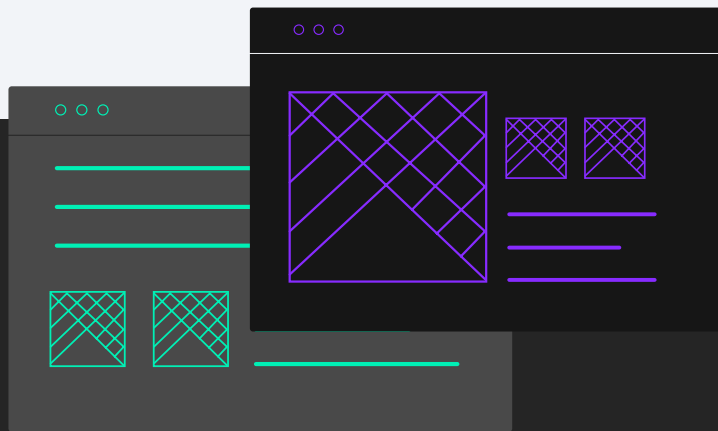
- Faster project turnaround times
- Brand consistency & governance
- Centralized site & content management
- Built-in flexibility for unique aesthetic personality for various departments, units & service lines
- Reduced costs over time

## The Benefits for Developers

- Overall work & time required for projects is reduced by eliminating the need to rewrite the same or similar code for multiple sites
- Shorter QA processes

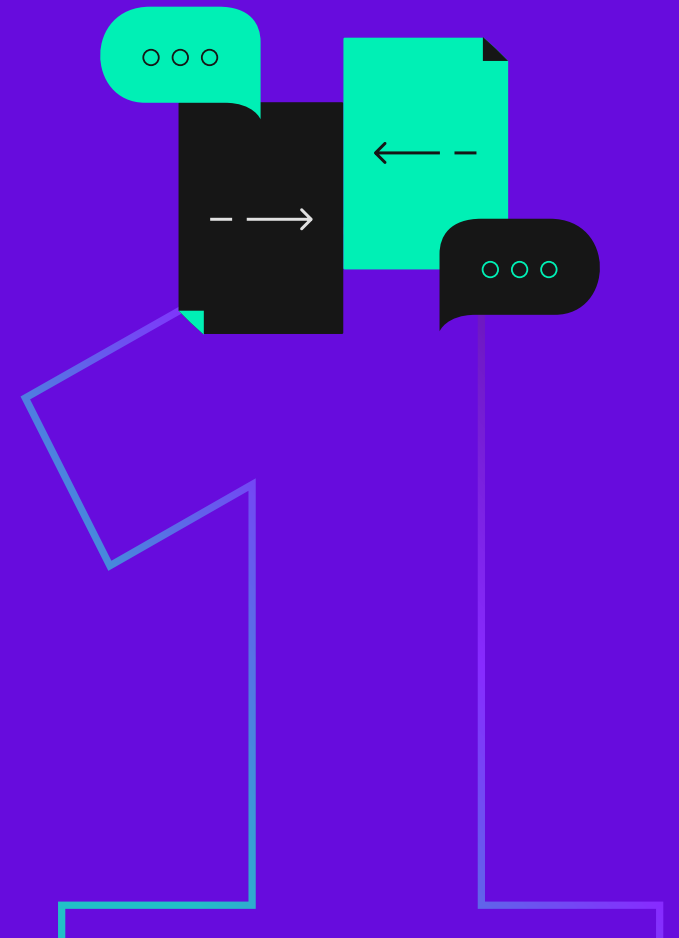
## The Benefits for End Users

- Easier navigation
- More consistent user experiences and better overall outcomes from components that perform as expected & intended across the framework (ex., universal menu structures, buttons, CTAs, webforms, and contact information formats)



PHASE 1

# Collaboration & Consensus

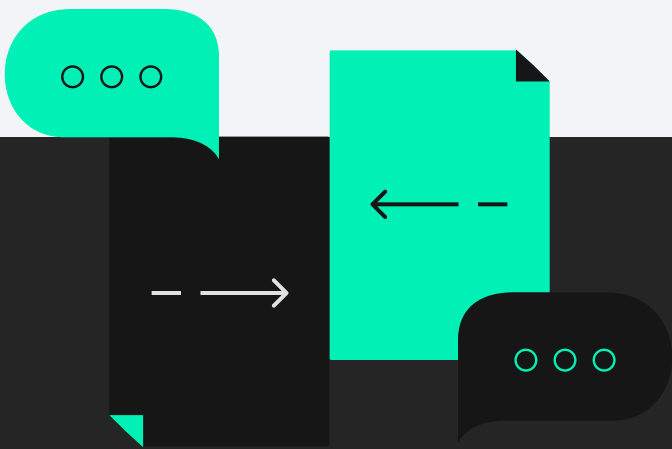


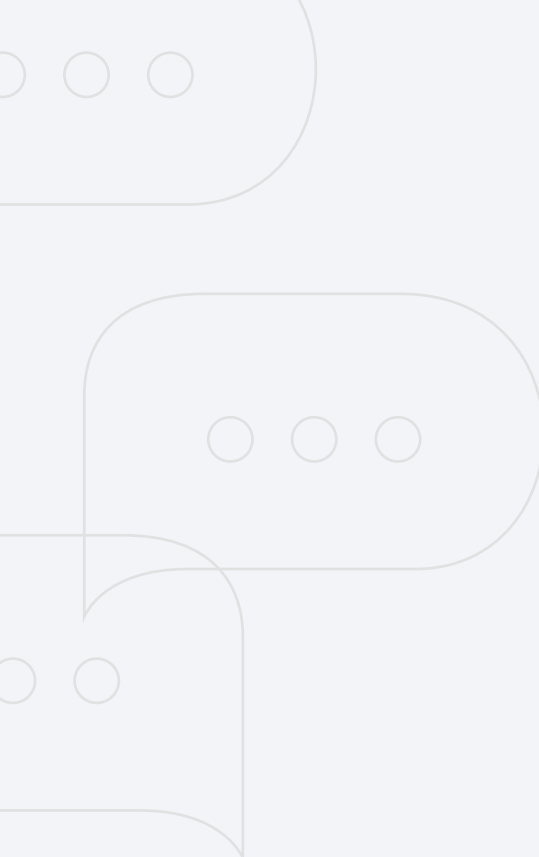
# Beginning the Conversation

Oftentimes, web consolidation is undertaken because too many individual sites have been deployed across an organization, creating not only inefficiencies in resourcing, but also a lack of consistent strategy and execution.

Moving away from an autonomous, per-department web strategy may be a significant shift, and may not be immediately well received. Reasons for skepticism of the process include:

- Loss of autonomy in decision making
- Delays in execution/changes
- Failure of the consolidation process to accommodate unique departmental needs
- Sunk-cost if significant work has already been put into an individual department's web property

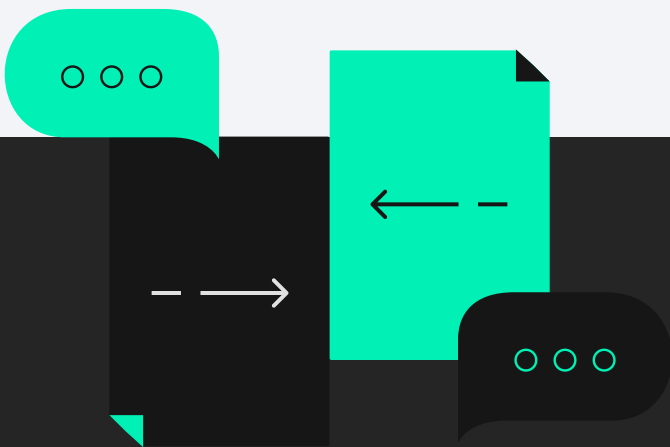




**It's important to listen to these concerns, be prepared to address them, and also be prepared to make organization-wide decisions that may not align with each individual department's preferences.**

Some tools and tactics for making the conversations as productive and constructive as possible:

- Make it clear that the process will begin by understanding each department's unique needs
- Provide a feedback mechanism for individual departments so that they can be informed about decision-making
- Review inefficiencies in the current setup – whether with staffing, technical costs, or end user experience
- Come prepared with data that demonstrates the challenges with a fractured digital landscape for your organization

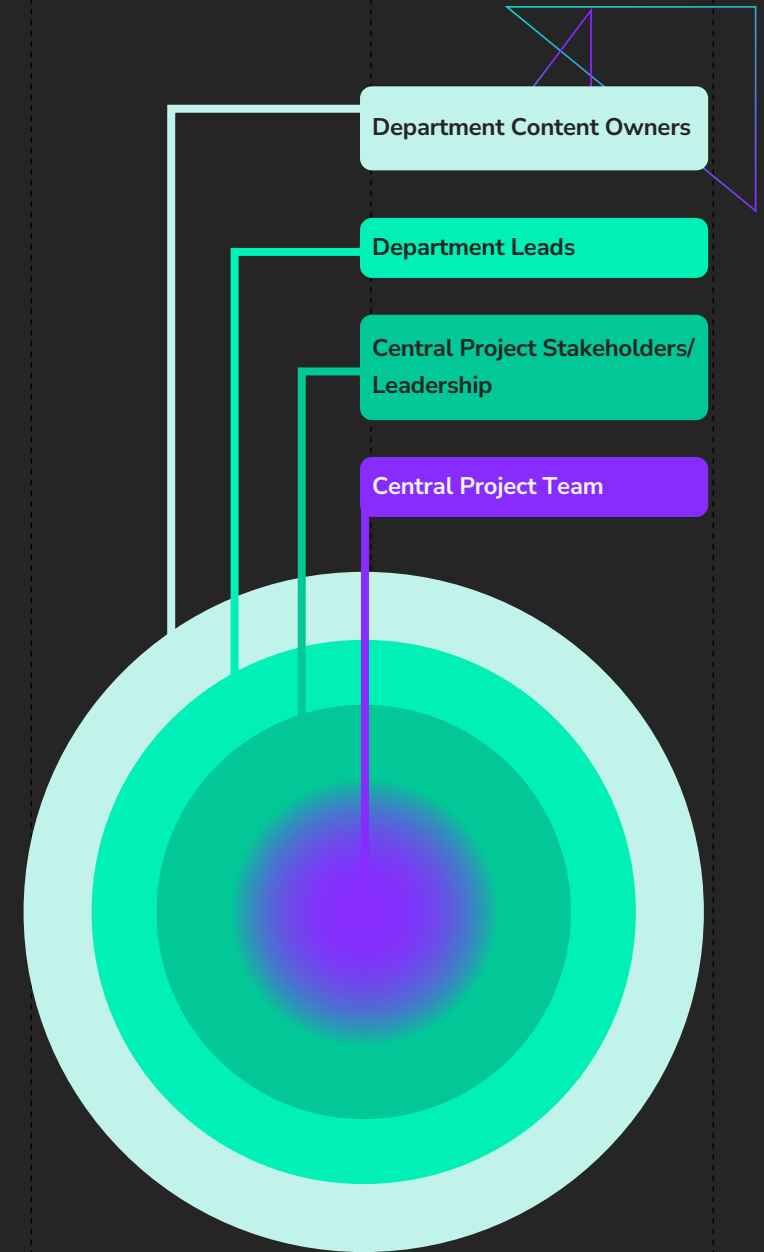


# Involving Other Departmental Stakeholders

The CMS platform is intended to support a wide range of needs and use cases across the organization, so it's important to build an enterprise-wide understanding of those needs. It's best to involve department leads and content owners as early as possible, but to also make sure their role in decision-making is clearly understood (i.e., how much influence they will have over the end product).

We generally start with a well-crafted survey that gathers information without making any specific claims about the end product; from there, we schedule breakout sessions and interviews.

During this process, we'll also identify champions and detractors. Champions are folks who are aligned with the idea of a unified platform; they can be helpful in creating buy-in. Detractors are folks who are skeptical and will have to be won over by solid planning, data, and by involving them in the decision-making process whenever possible.

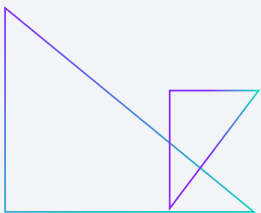




# Team Structure and Decision-Making

Team members and stakeholders should be categorized using a RACI matrix (outlined to the right) that identifies their role in the project.

It's also critical to identify which stakeholders have final say in key decisions — and how they'll be incorporated into the process. For example, the global head of brand may have final say over design, colors, and brand representation even if they are not involved in the day-to-day project.



**R**

**Responsible:** Solely their job to make sure that the project/task is completed.

**A**

**Accountable:** Those who assign and delegate work responsibilities.

**C**

**Consulted:** Subject matter experts or critical stakeholders who provide advice or feedback.

**I**

**Informed:** People who are to be kept in the loop over the course of the project.

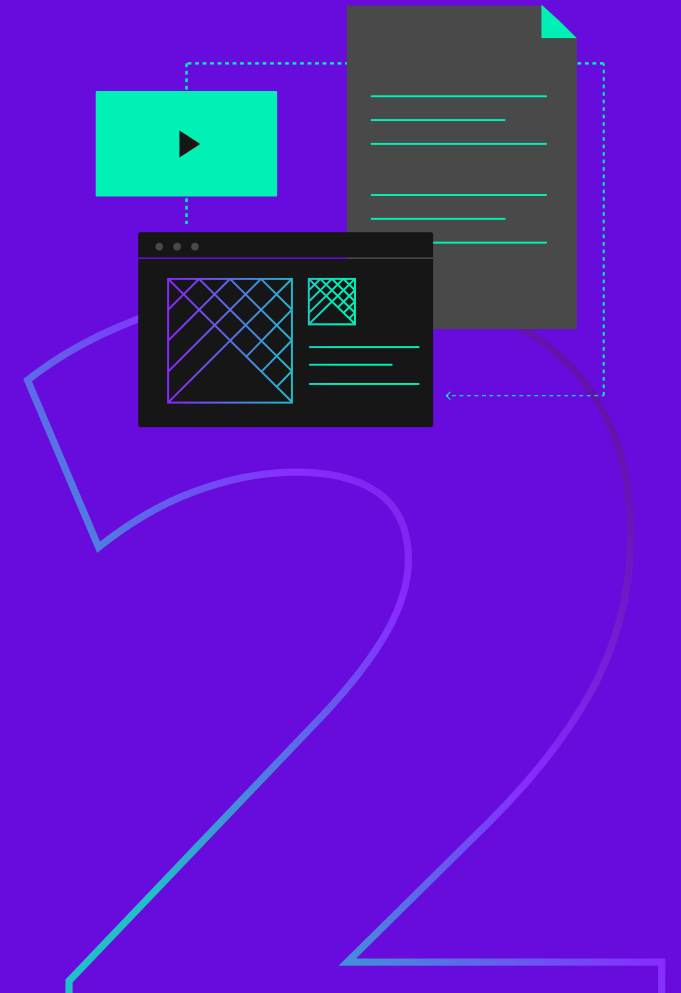


### SAMPLE RACI MATRIX

Project Activity/ Deliverable	Main Point of Contact	Core Project Team	Stakeholder Group #1	Stakeholder Group #2
Design Round 1	<b>A</b> Gathering all the feedback	<b>R</b> Provide input to the client's project lead	<b>C</b> Kept informed, sought advice from	<b>I</b> Updated on progress and its results
Design Round 2	<b>A</b> Gathering all the feedback	<b>R</b> Provide input to the client's project lead	<b>R</b> Provide input to the client's project lead	<b>C</b> Kept informed, sought advice from
Design Round 3 FINAL	<b>A</b> Approval & consolidation of last feedback	<b>R</b> Provide input to the client's project lead	<b>C</b> Kept informed, sought advice from	<b>I</b> Updated on progress and its results

PHASE 2

# Content Strategy & Governance



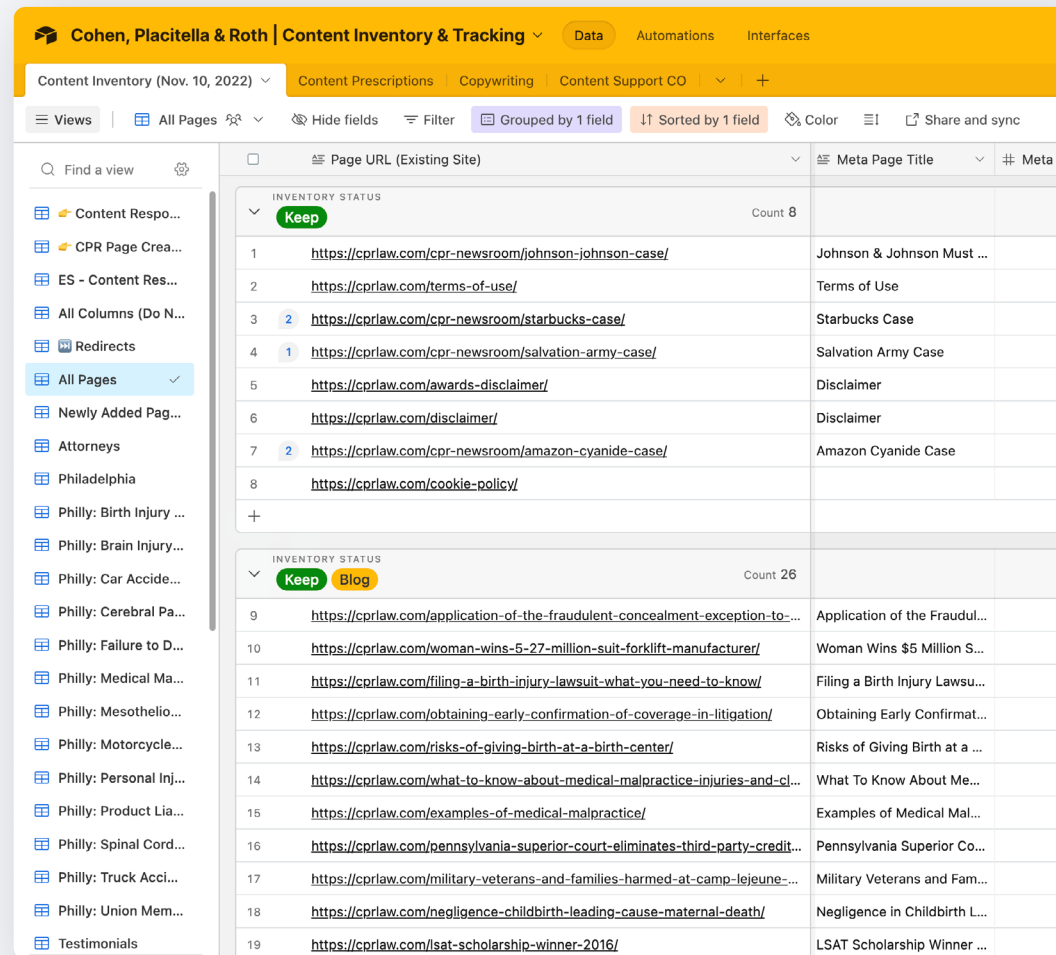
# Content Inventory

## Identifying what already exists

For every site in the ecosystem, a content inventory is generated first using an automated tool, then manually reviewed and categorized by our content team and yours.

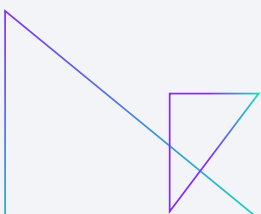
This artifact provides a reference for the content that will need to be accounted for — or eliminated — through the consolidation process.

In the example to the right, you can see multiple filterable views of the content (Blog, Press Releases, etc.) alongside the pages that have been added to those categories.



The screenshot displays a web application interface for 'Cohen, Placitella & Roth | Content Inventory & Tracking'. The main content area shows a table of content items, grouped by 'INVENTORY STATUS'. The first group is labeled 'Keep' and contains 8 items. The second group is labeled 'Keep Blog' and contains 11 items. The table columns include 'Page URL (Existing Site)', 'Meta Page Title', and 'Count'.

INVENTORY STATUS	Count	Page URL (Existing Site)	Meta Page Title
Keep	8		
1		<a href="https://cprlaw.com/cpr-newsroom/johnson-johnson-case/">https://cprlaw.com/cpr-newsroom/johnson-johnson-case/</a>	Johnson & Johnson Must ...
2		<a href="https://cprlaw.com/terms-of-use/">https://cprlaw.com/terms-of-use/</a>	Terms of Use
3	2	<a href="https://cprlaw.com/cpr-newsroom/starbucks-case/">https://cprlaw.com/cpr-newsroom/starbucks-case/</a>	Starbucks Case
4	1	<a href="https://cprlaw.com/cpr-newsroom/salvation-army-case/">https://cprlaw.com/cpr-newsroom/salvation-army-case/</a>	Salvation Army Case
5		<a href="https://cprlaw.com/awards-disclaimer/">https://cprlaw.com/awards-disclaimer/</a>	Disclaimer
6		<a href="https://cprlaw.com/disclaimer/">https://cprlaw.com/disclaimer/</a>	Disclaimer
7	2	<a href="https://cprlaw.com/cpr-newsroom/amazon-cyanide-case/">https://cprlaw.com/cpr-newsroom/amazon-cyanide-case/</a>	Amazon Cyanide Case
8		<a href="https://cprlaw.com/cookie-policy/">https://cprlaw.com/cookie-policy/</a>	
+			
INVENTORY STATUS	Count 26		
Keep Blog			
9		<a href="https://cprlaw.com/application-of-the-fraudulent-concealment-exception-to-...">https://cprlaw.com/application-of-the-fraudulent-concealment-exception-to-...</a>	Application of the Fraudul...
10		<a href="https://cprlaw.com/woman-wins-5-27-million-suit-forklift-manufacturer/">https://cprlaw.com/woman-wins-5-27-million-suit-forklift-manufacturer/</a>	Woman Wins \$5 Million S...
11		<a href="https://cprlaw.com/filing-a-birth-injury-lawsuit-what-you-need-to-know/">https://cprlaw.com/filing-a-birth-injury-lawsuit-what-you-need-to-know/</a>	Filing a Birth Injury Lawsu...
12		<a href="https://cprlaw.com/obtaining-early-confirmation-of-coverage-in-litigation/">https://cprlaw.com/obtaining-early-confirmation-of-coverage-in-litigation/</a>	Obtaining Early Confirmat...
13		<a href="https://cprlaw.com/risks-of-giving-birth-at-a-birth-center/">https://cprlaw.com/risks-of-giving-birth-at-a-birth-center/</a>	Risks of Giving Birth at a ...
14		<a href="https://cprlaw.com/what-to-know-about-medical-malpractice-injuries-and-cl...">https://cprlaw.com/what-to-know-about-medical-malpractice-injuries-and-cl...</a>	What To Know About Me...
15		<a href="https://cprlaw.com/examples-of-medical-malpractice/">https://cprlaw.com/examples-of-medical-malpractice/</a>	Examples of Medical Mal...
16		<a href="https://cprlaw.com/pennsylvania-superior-court-eliminates-third-party-credi...">https://cprlaw.com/pennsylvania-superior-court-eliminates-third-party-credi...</a>	Pennsylvania Superior Co...
17		<a href="https://cprlaw.com/military-veterans-and-families-harmed-at-camp-lejeune-...">https://cprlaw.com/military-veterans-and-families-harmed-at-camp-lejeune-...</a>	Military Veterans and Fam...
18		<a href="https://cprlaw.com/negligence-childbirth-leading-cause-maternal-death/">https://cprlaw.com/negligence-childbirth-leading-cause-maternal-death/</a>	Negligence in Childbirth L...
19		<a href="https://cprlaw.com/sat-scholarship-winner-2016/">https://cprlaw.com/sat-scholarship-winner-2016/</a>	LSAT Scholarship Winner ...



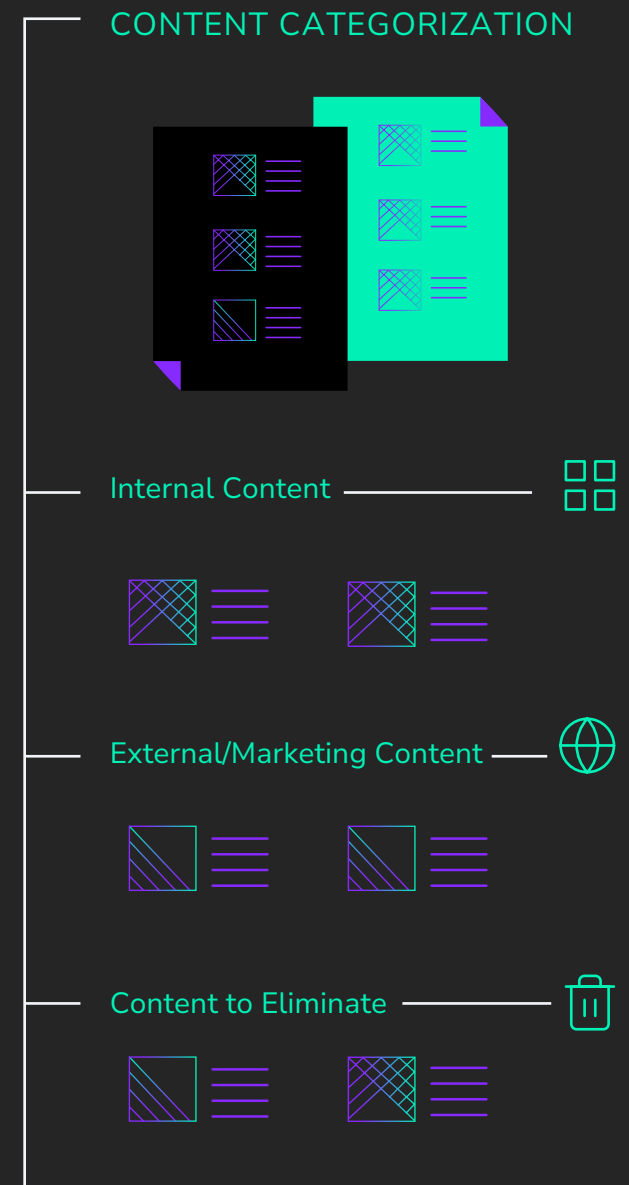
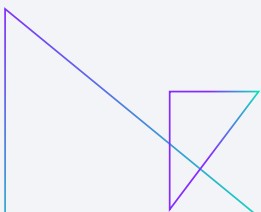
# Content Audit & Creation Plan

## Tracking status for rewrites and consolidation

When dealing with large bodies of content, it's important to recognize that not all content will be migrated as-is. You'll need a comprehensive audit & creation plan. We recommend leveraging tools like GatherContent or a customized AirTable for this purpose.


The audit and creation plan identifies:

- Which content should be eliminated
- Which content should be rewritten
- Pages that should be consolidated
- Responsible party for updating/creating content
- Approval/review status for new content



# User Personas

User personas are profiles of people who represent each of your audience segments. The persona outlines their needs, expectations, and browsing behavior. User personas establish a much more real, humanizing look at the people who make up your audience, and they allow you to make better decisions regarding content and user experience.



**Alicia, 25**  
Prospective Fellow  
Location: Sandusky, Ohio

**IDENTIFIERS**


- Second-year teacher
- Teaches high school math (algebra and geometry) at a public school
- Moved to a new town for her job

Familiarity with Knowles NOT AT ALL FAMILIAR VERY FAMILIAR

Alicia has wanted to be a teacher ever since her amazing third-grade teacher encouraged her love of word problems. She excelled throughout her academic career, even founding women in STEM clubs at her high school and university.

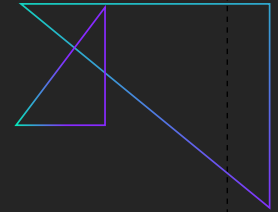
She loves her kids and what she does, but still feels unsure of herself at times. Though her administration is supportive, they're also spread very thin, and she doesn't have a local network to lean on.

Alicia attended a professional development course at Lake Erie West and met a Knowles Fellow who suggested she explore the Fellowship.



**"It's still sometimes a struggle to know how to keep kids engaged and enthusiastic about math. I've definitely picked up some useful tools, but I know I have more to learn."**

Goals	Initial Questions	Key Content	Opportunities
<ul style="list-style-type: none"> <li>- Help all of her students learn and grow</li> <li>- Find tools and approaches to learning that support her teaching goals</li> <li>- Feel more confident and prepared for the challenges she faces</li> <li>- Learn from other teachers</li> <li>- Get financial support to attend conferences and further own her learning</li> <li>- Build relationships with other new teachers</li> </ul>	<ul style="list-style-type: none"> <li>- What is the Knowles Fellowship? What will I get out of it?</li> <li>- Who runs this? Who will I learn from? What makes them experts in the field?</li> <li>- Is this for me? Am I qualified?</li> <li>- Is this a place that shares my commitment to equity and inclusion?</li> <li>- What can I expect when I apply?</li> <li>- What can I expect if I'm accepted?</li> <li>- How does the financial aspect work?</li> <li>- Is there anything I can use now?</li> <li>- Who can I talk to about this opportunity?</li> </ul>	<ul style="list-style-type: none"> <li>- About the Fellowship, including:               <ul style="list-style-type: none"> <li>- Overall approach</li> <li>- Financial benefits</li> <li>- Network connections</li> <li>- Career-long impact</li> <li>- Results (stories, impact)</li> </ul> </li> <li>- About the application process</li> <li>- Academy courses</li> <li>- Teaser-type content (e.g. downloadable resources teachers can use immediately)</li> <li>- Contact information</li> </ul>	<ul style="list-style-type: none"> <li>- Provide content that can be consumed immediately, with hooks into more in-depth content and courses</li> <li>- Emphasize the strong network of teachers and teacher leaders who develop these resources</li> <li>- Differentiate Academy Courses as being subject-specific and highly strategic</li> <li>- Encourage sharing, recruiting, and introduce services</li> </ul>



# Messaging Maps

For each key audience group, solution, or product line, the messaging map outlines how to organize your content to influence decision-making and provide maximum value to the visitor.

It provides a connection between content strategy and user experience, since the user journey is going to be informed by the messaging map.

Message Map: OEMs				
	AWARENESS	EVALUATION	ACTION	RE-ENGAGEMENT
What they need to know	<ul style="list-style-type: none"> <li>- MOTOR is a "force for good," key part of the industry ecosystem &amp; trusted data partner to help increase sales &amp; build/manage relationships</li> <li>- Details about MOTOR's mission, history &amp; market credibility</li> <li>- MOTOR will use their data responsibly</li> <li>- Scope of OEM-specific offerings</li> <li>- Core value propositions</li> <li>- Track record/reputation</li> <li>- Types of customer service/support</li> </ul>	<ul style="list-style-type: none"> <li>- MOTOR has a long &amp; strong reputation as a partner to OEMs serving vehicle owners in the after-sales service industry</li> <li>- MOTOR has deep expertise in data solutions delivered in standardized formats</li> <li>- MOTOR can help them build their brand, foster trust, increase customer retention &amp; boost their bottom line</li> <li>- MOTOR will prioritize their interests &amp; promptly return calls/emails</li> <li>- What level of support they can expect</li> <li>- Reliable online reviews/testimonials to support their decision</li> </ul>	<ul style="list-style-type: none"> <li>- The steps to becoming an OEM partner</li> <li>- MOTOR delivers results</li> <li>- MOTOR offers an open engagement model to explore opportunities</li> <li>- Who to contact/how to take next steps</li> </ul>	<ul style="list-style-type: none"> <li>- How they can stay in touch with MOTOR over the long term for future needs</li> <li>- How MOTOR can help with ancillary and follow-up products/services/solutions</li> <li>- What to do if future help is needed</li> </ul>
Messaging recommendations	<ul style="list-style-type: none"> <li>- Clear high-level overview of who you are &amp; what you do for OEMs (parts &amp; service content coded to industry standards, customer support, distribution/security of data, licensing agreements &amp; more)</li> <li>- Emphasize "most robust/comprehensive data set," timeliness, accuracy/reliability, &amp; ease of use</li> <li>- Provide easy access to relevant OEM content</li> </ul>	<ul style="list-style-type: none"> <li>- Break down offerings &amp; partnering process into everyday language</li> <li>- Use simple &amp; compelling imagery</li> <li>- Highlight statistics, "zingers," success stories &amp; client testimonials</li> <li>- Radiate reassurance, confidence &amp; expertise through design &amp; tone</li> </ul>	<ul style="list-style-type: none"> <li>- Clearly explain steps for getting started</li> <li>- Outline the various options for engagement</li> <li>- Provide prominent &amp; clear CTAs to lead users through the conversion funnel</li> </ul>	<ul style="list-style-type: none"> <li>- Connect via regular email/newsletter updates</li> <li>- Encourage social media follows</li> <li>- Engage with B2B content (blogs, ebooks &amp; legacy Motor Mag)</li> <li>- Ask for testimonials</li> </ul>

# Search Pattern Analysis

Using industry-leading SEO tools like Ahrefs and Moz, we analyze the search keywords and phrases driving users to your site — along with the phrases that you should be capturing but aren't.

Search pattern analysis allows us to further understand user behavior. We use it to inform our content strategy, especially around navigation and naming.



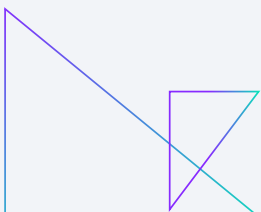


# Content Prescriptions

Content prescriptions are page-level recommendations for the content and structure of key pages on the website. They provide copywriters and content creators a script for each page that anchors the final copy to the audience and content strategy.

Prescriptions include:

- The relevant content components/assets to be utilized on the page (e.g., introductory text, headings, photo galleries, etc.)
- A list of page headings;
- Page title and meta tags;
- Keywords and phrases for SEO;
- Guidance for copywriters/content creators
- Recommendations for density and length.



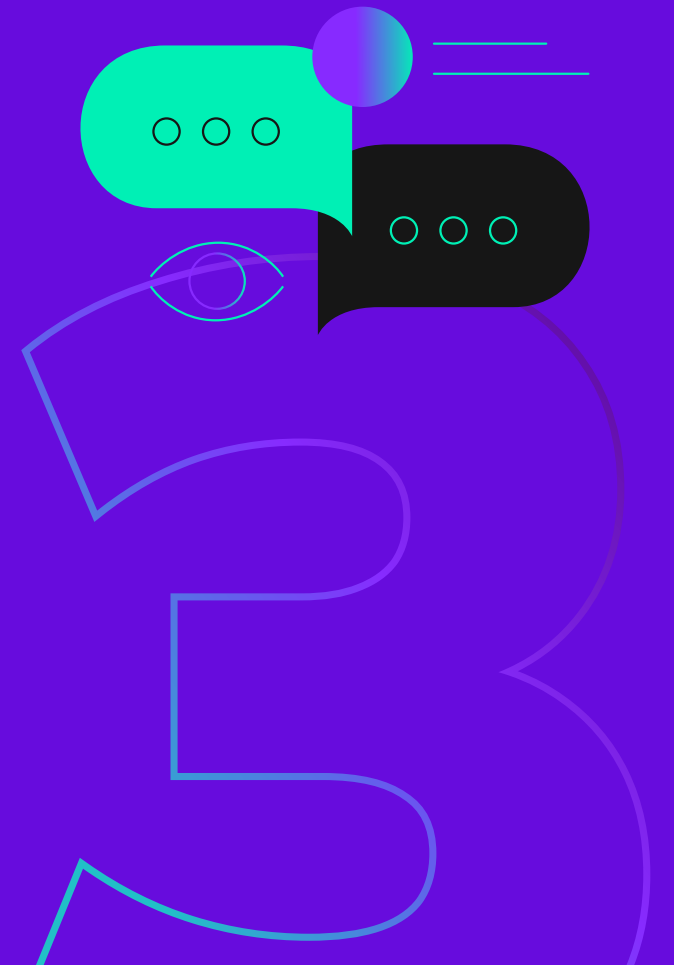
Page Strategy	
Content type	L4 detail page (child page under [PAGE NAME]) (interior page)
Page goals	<ul style="list-style-type: none"><li>• Assure users that...</li><li>• "Connect the dots" on how...</li></ul>
Target audiences	<ul style="list-style-type: none"><li>• Primary -</li><li>• Secondary -</li></ul>
Audience information needs	<ul style="list-style-type: none"><li>• Target audiences come to ... seeking ... They need to consume content in a way that helps them quickly achieve these user goals:<ul style="list-style-type: none"><li>◦</li></ul></li></ul>
Messaging approach	<ul style="list-style-type: none"><li>• Informative</li><li>• Authoritative</li><li>• Directional</li></ul>
Meta Title	
Meta Description (155 characters max)	
Meta Tags	

Component Hierarchy & Content Guidance	
GLOBAL NAVIGATION	
COMPONENT: HERO	
Purpose: Introduce...	
UX Components: <ul style="list-style-type: none"><li>• Hero image</li><li>• Text (H1, H2)</li></ul>	
Content Guidance: Image: abcd.jpg Image Alt Text: A screen of data analytics. Headline: Easy deployment for fast-growing brands Body: Get simplified logistics for your direct-to-consumer eCommerce business in just four weeks. CTA: Start today Links to /contact-us	
COMPONENT: MULTI-COLUMN COMPONENT	
Purpose: Introduce...	
UX Components: <ul style="list-style-type: none"><li>• Eyebrow</li><li>• Section Headline</li><li>• Column 1 Headline</li></ul>	

PHASE 3

# UX & Visual Design Systems

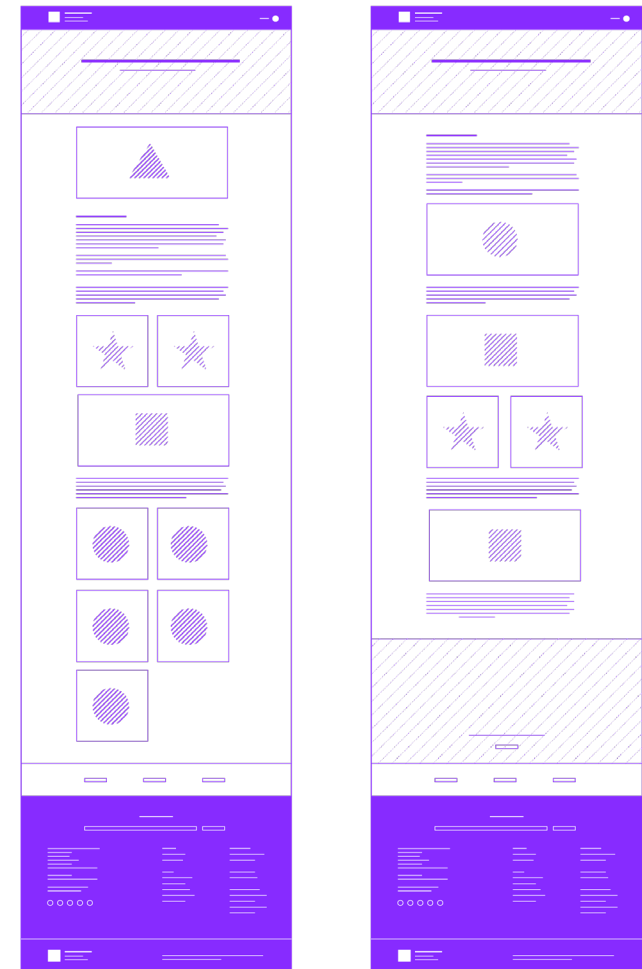
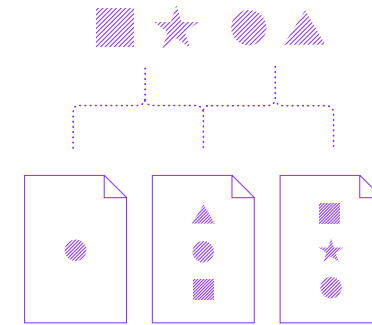
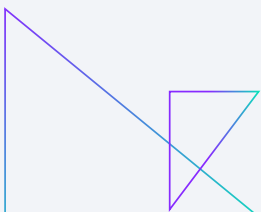


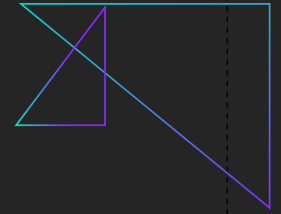
# Component-Based Design

With component-based design, pages are built using components (blocks) rather than rigid templates.

Content managers can mix and match components on the page so the page layout is relevant to the content — rather than forcing all content into the same structure.

Content creators enjoy flexibility in the presentation of content, but user experience remains consistent, and the design integrity is maintained.





## COMPONENT DESCRIPTION

### Component: Call to Action

A call to action (CTA) drives users to engage in a targeted, specific way based on the goal of the page.

This version is intended for interior pages, particularly to drive customers to reaching out either for a quote/estimate or to get support. The secondary button is optional.

## WIREFRAME

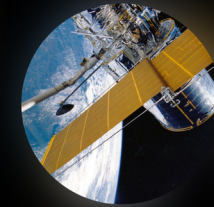
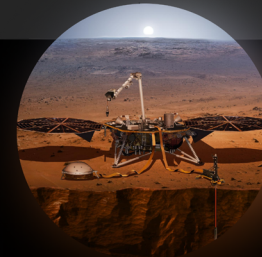
### Call to Action Headline Goes Here

Lorem ipsum skræpbot anteliga yngar kontrana. Sel nepp gånþe. Mövagt dikadat eftersom sper iktig ögt. Dengen antin de nynera, dekadat medan dorat. Bebore diktig fastän famore. Demiform tetranat.

Primary Button

Secondary Button

## FINAL DESIGN

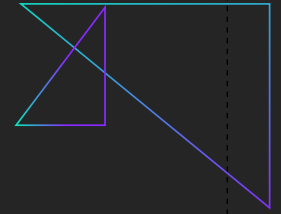


### Call to Action Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PRIMARY BUTTON TEXT →

SECONDARY BUTTON →



## COMPONENT DESCRIPTION

### Component: Teaser Cards

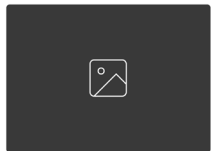
Cards can be used to showcase related or child information or to point to more ephemeral content like news or events.

This version of cards is intended to show product categories, capabilities, or even individual products with images. Headline and summary text above the grid is optional. The image, headline and link per item are required.

## WIREFRAME

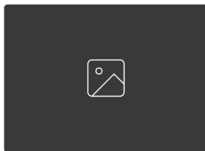
### Suspendisse vitae pharetra netus

At lacus vitae nulla sagittis scelerisque nisi. Pellentesque dui cursus vestibulum, facilisi ac, sed faucibus.



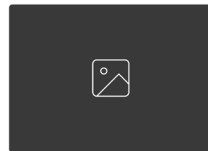
Aenean egestas libero amet vulputate.

Link (optional) →



Aenean egestas libero amet vulputate.

Link (optional) →



Aenean egestas libero amet vulputate.

Link (optional) →

## FINAL DESIGN

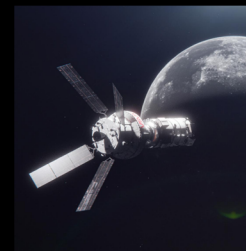
### Optional Section Headline Goes Here

Summary text goes here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.



Headline Goes Here Lorem Ipsum

LEARN MORE →



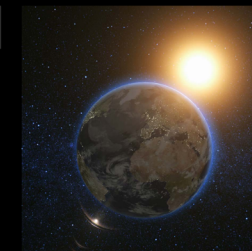
Headline Goes Here Lorem Ipsum

LEARN MORE →



Headline Goes Here Lorem Ipsum

LEARN MORE →



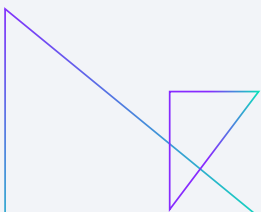
Headline Goes Here Lorem Ipsum

LEARN MORE →

# Design Documentation

Comprehensive design documentation shows the options, usage, and responsive behavior of each content component.

This documentation ensures that designers, developers, and content managers are aligned on the expected functionality and design treatments for each individual component.



Views	NEW 2024	13 hidden fields	Filtered by Batch #	Group
Name	Screenshot	Description		
1 - Secondary Navigation				
2 - On-Page Navigation		An interactive full-w		
3 - Quote/Testimonial		An interactive full-w		
4 - Proof Point/Stat Icon		A focused and minim		
4 - Proof Point/Stat Image-Text-Carou...		A new/enhanced pro		
4 - Proof Point/Stat Refreshed		An enhanced and re		
5 - AI Conversational Search Interface		Ai Search Results Ma		
6 - Content Ticker		A content ticker is a		
7 - Horizontal Storytelling				
8 - Impact Story				
9 - Top Navigation				
10 - Interactive Case Study				

Testimonial Design v4 - Desktop.jpg

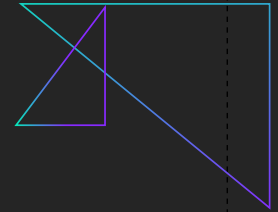
Testimonial-Tablet.jpg

Testimonial-Mobile.jpg

No Headshot.jpg

Description: An interactive full-width carousel element that allows for multiple quotes/testimonials within a single module.

# DESIGN SYSTEM: RESPONSIVE COMPONENTS DESIGNED INDIVIDUALLY



**Component: Call to Action**

This component is intended for content pages, particularly for those customers to reaching out to ProGrade either for a quote/inquiry or to get support. The subheadline and secondary button are optional.

Back to Table of Contents

**DESKTOP**

Phase 1 (Simplified): Default Star Pattern

Phase 1 (Simplified): Optional Background Image

Phase 2 (Added Circle)

**CTA TABLET**

Phase 1 (Simplified): Default Star Pattern

Phase 1 (Simplified): Optional Background Image

**CTA MOBILE**

**Component: Teaser Cards**

Each card can be used to showcase related or related information in a grid to help inform customer choices or actions. This version is intended for content pages, particularly for those customers to reaching out to ProGrade either for a quote/inquiry or to get support. The subheadline and secondary button are optional. Each card includes a large image for the card and a smaller image for the subheadline.

Back to Table of Contents

**TEASER CARDS DESKTOP**

Optional Section Headline Goes Here

Optional Section Headline Goes Here

**TEASER CARDS TABLET**

Optional Section Headline Goes Here

Optional Section Headline Goes Here

**TEASER CARDS MOBILE**

Optional Section Headline Goes Here

Optional Section Headline Goes Here

**Component: Switchback / 50/50 Phase 2**

Used to showcase content, such as images, text, and buttons, side-by-side, allowing for a clear and professional presentation.

Back to Table of Contents

**SWITCHBACK PHASE 2 GRAPHICS**

- Circle image, with the same image shown in the background to create the glowing effect
- Circle graphic with an outline and ring to allow for phase two
- Optional background space white and black

**OPTIONAL: EVENING TEXT SIDE HERE**

Switchback Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PRIMARY BUTTON TEXT

**OPTIONAL: EVENING TEXT SIDE HERE**

Switchback Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PRIMARY BUTTON TEXT

**OPTIONAL: EVENING TEXT SIDE HERE**

Switchback Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PRIMARY BUTTON TEXT

**Component: Homepage Hero**

The homepage hero is a critical element with design. It sets the tone for the site and encourages users to engage further with the content and features of the website. A common error given with homepage heroes is using too many messages to create unnecessary clutter. Keep the layout simple, consistent, and easy to scan. Image size: 16:9

Back to Table of Contents

**HOMEPAGE HERO DESKTOP**

Headline Example  
Lorem Ipsum Dolor Sit Amet

Subheadline Example Lorem Ipsum Dolor Sit Amet Consectetur Sadijsipcing

PRIMARY BUTTON TEXT    SECONDARY BUTTON

**TABLET & MOBILE**

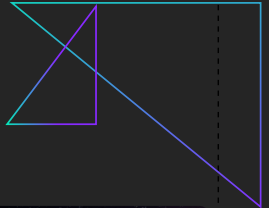
- The image will maintain the aspect ratio, so it appears smaller and the content will fill towards the imagery

Headline Example  
Lorem Ipsum Dolor Sit Amet

Subheadline Example Lorem Ipsum Dolor Sit Amet Consectetur Sadijsipcing

PRIMARY BUTTON TEXT    SECONDARY BUTTON

# DESIGN SYSTEM: COMPONENTS ARE COMBINED TO CREATE LAYOUTS



## Headline Example

Lorem Ipsum Dolor Sit  
Amet

Subheadline Example Lorem Ipsum Dolor Sit  
Amet Consetetur Sadipsing

PRIMARY BUTTON → SECONDARY BUTTON →

↑ Back to Top

### Call to Action Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.


PRIMARY BUTTON TEXT → SECONDARY BUTTON →

OPTIONAL EYEBROW TEXT GOES HERE

## Switchback Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PRIMARY BUTTON TEXT →



OPTIONAL EYEBROW TEXT GOES HERE

## Switchback Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PRIMARY BUTTON TEXT →







## Product Category

📍 / Our Products / Product Category / Product Type

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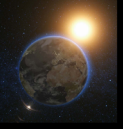
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Sollicitudin.

### Find the Product You're Looking For

 <p>Headline Goes Here Lorem Ipsum</p> <p>LEARN MORE →</p>	 <p>Headline Goes Here Lorem Ipsum</p> <p>LEARN MORE →</p>	 <p>Headline Goes Here Lorem Ipsum</p> <p>LEARN MORE →</p>	 <p>Headline Goes Here Lorem Ipsum</p> <p>LEARN MORE →</p>
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### Optional Section Headline Goes Here

Summary text goes here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

 <p>Headline Goes Here Lorem Ipsum</p> <p>LEARN MORE →</p>	 <p>Headline Goes Here Lorem Ipsum</p> <p>LEARN MORE →</p>	 <p>Headline Goes Here Lorem Ipsum</p> <p>LEARN MORE →</p>	 <p>Headline Goes Here Lorem Ipsum</p> <p>LEARN MORE →</p>
--	--	--	--

### Call to Action Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PRIMARY BUTTON TEXT → SECONDARY BUTTON →

## Landing Page Title Goes Here

Subheadline Example Lorem Ipsum

📍 Landing Page Title Goes Here

### Headline style 2

This is the paragraph intro style, lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam quis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Sollicitudin. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Sollicitudin.

“Our engineers provide comprehensive support to help customers optimize all aspects of design, from conception to long-term production.”

Attribution Name, Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Sollicitudin. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Sollicitudin.


### Call to Action Headline Goes Here

Summary text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PRIMARY BUTTON TEXT → SECONDARY BUTTON →

OPTIONAL EYEBROW TEXT GOES HERE


## Switchback Headline Goes Here





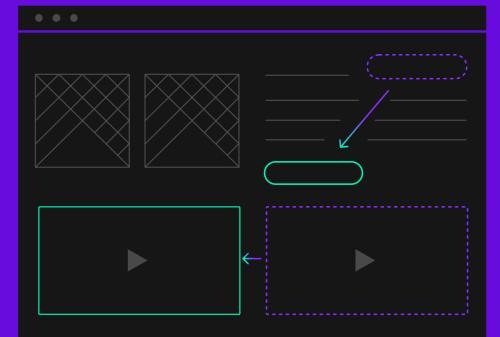


## “Writing the Book” on Multi-Site Design Systems

Our work on multi-site design systems was the inspiration for our book, “Design Systems for the Web”, which is available for free [on our website.](#) 

PHASE 4

# Content Management



# Choosing a Content Management System

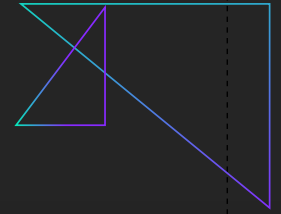
There are many Content Management Systems (CMS) to choose from – how do you identify the best one for your organization? The next few pages describe some features to look for, but first we'll list some fundamental requirements:

- Ability to support flexible, component-based page creation
- Separation of presentation and content to keep content portable
- Centralized management of multiple sites/subsites
- Widespread use so that you can get support and find developers

## Some questions for your organization:

- Is there a tech stack your organization already uses?
- What are the top 3 most important criteria for your content managers, marketing team, and technology team?

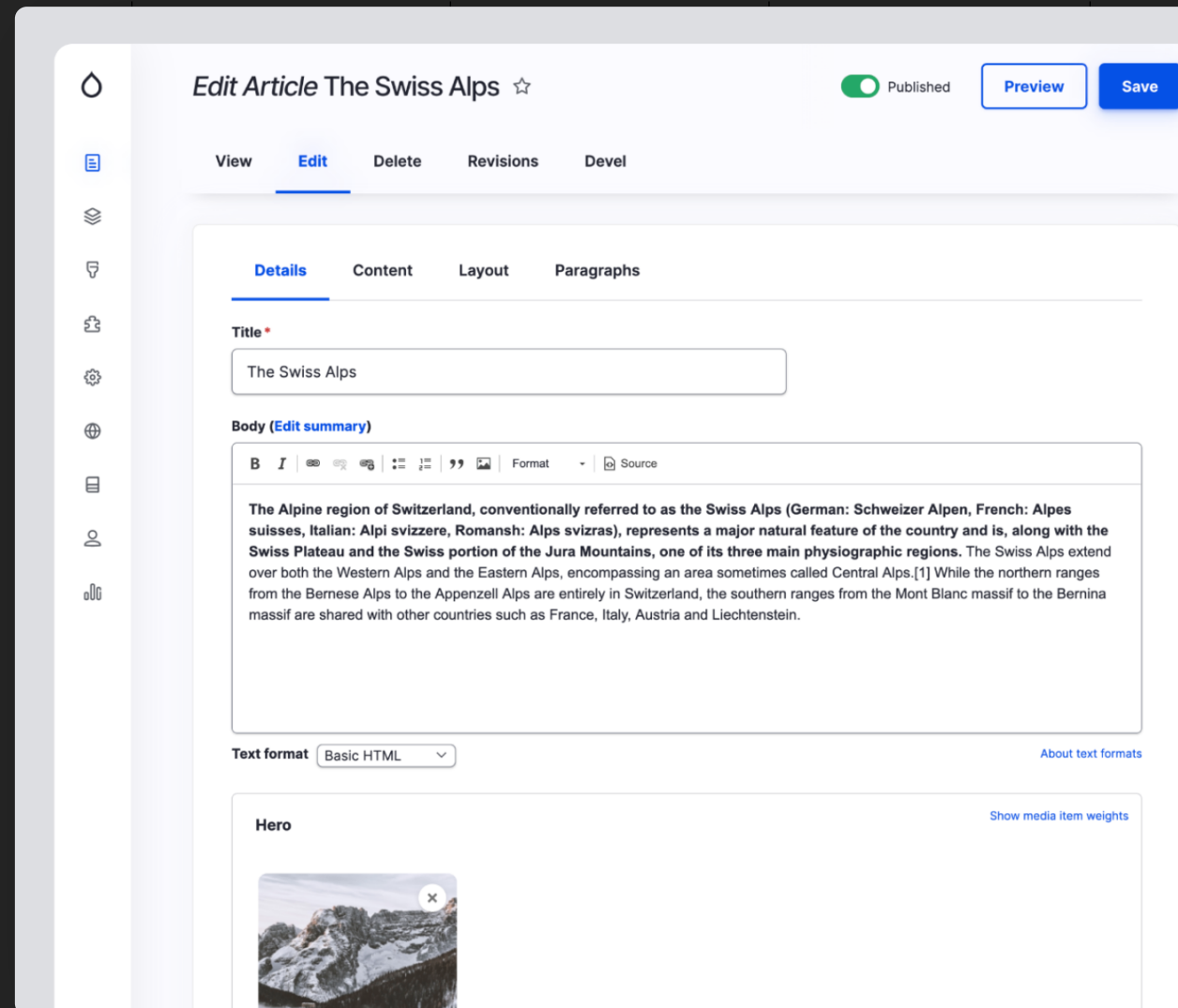


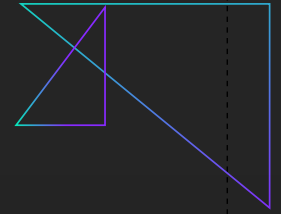


## CMS FEATURE

# Point-and-Click Editor

No code required to create fully customized pages

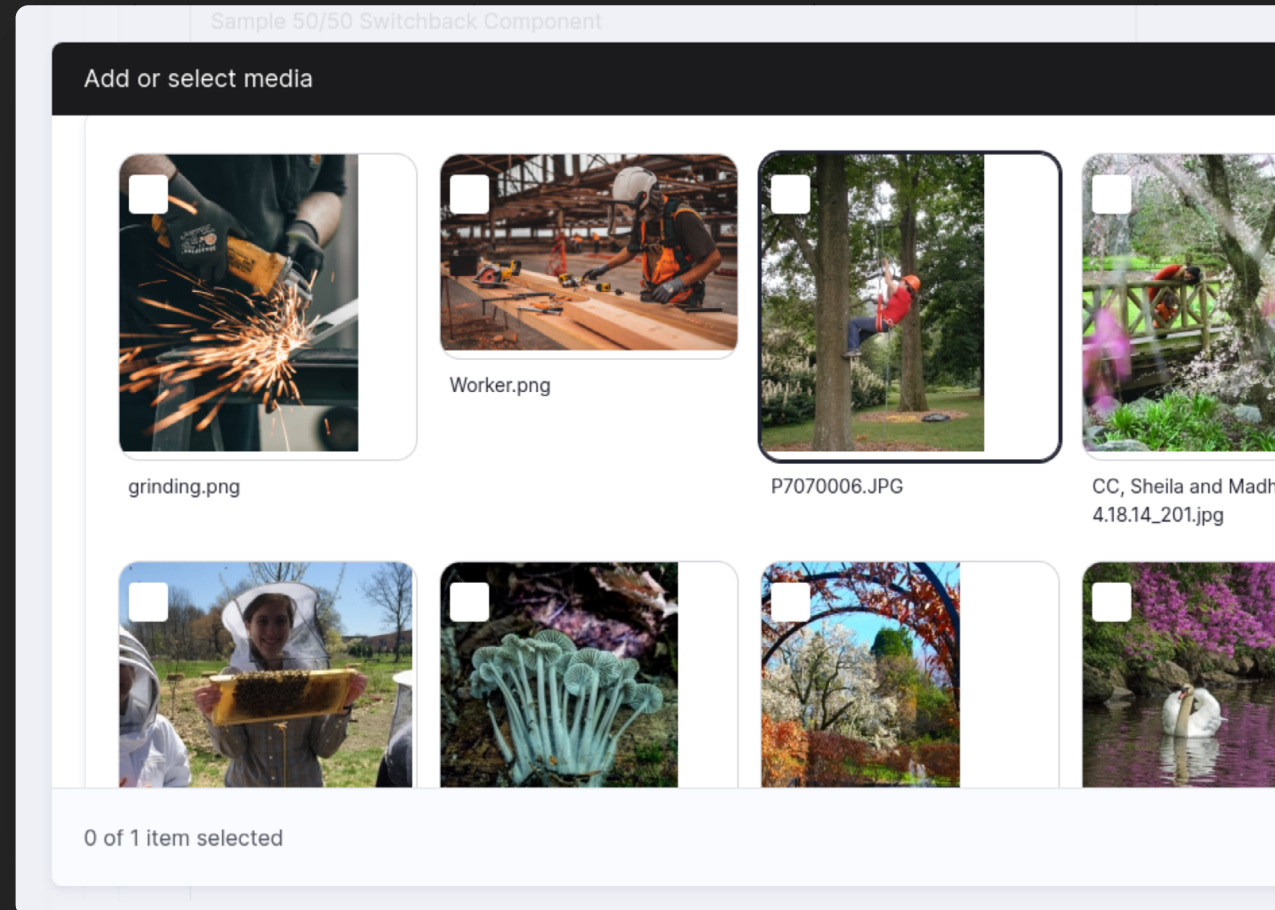


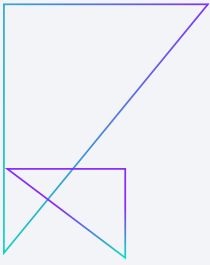


## CMS FEATURE

# Media Management

Centralized media interface for management, cropping, and ALT tags/captions





## TECHNICAL INFRASTRUCTURE

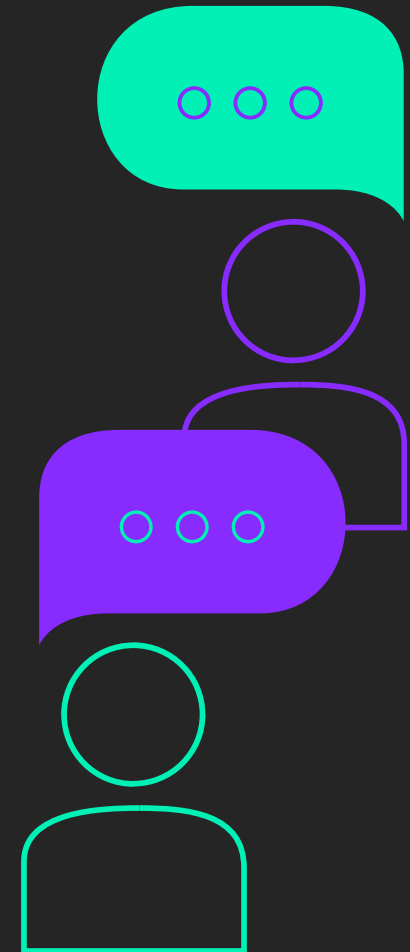
# User Authentication

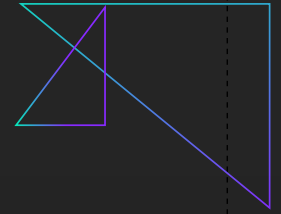
### Local or connected to single sign-on

The system can support its own fully isolated user accounts, but it can also be connected to other sign-on systems such as:

- Active Directory/LDAP
- Shibboleth
- SAML
- CAS

Group membership and other attributes can also be applied directly on sign-on.



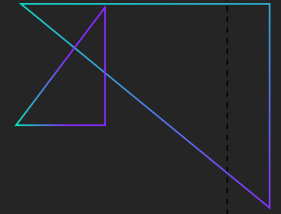


## CMS FEATURE

# Granular Permissions

Customizable for group roles  
or individual users

Permission	Anonymous user	Authenticated user	Content editor	Administrator
<i>Alert</i> : Create new content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Blog</i> : Create new content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Event</i> : Create new content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Interior Page</i> : Create new content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Landing Page</i> : Create new content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Press Release</i> : Create new content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Alert</i> : Delete any content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Blog</i> : Delete any content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Event</i> : Delete any content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Interior Page</i> : Delete any content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Landing Page</i> : Delete any content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Press Release</i> : Delete any content	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

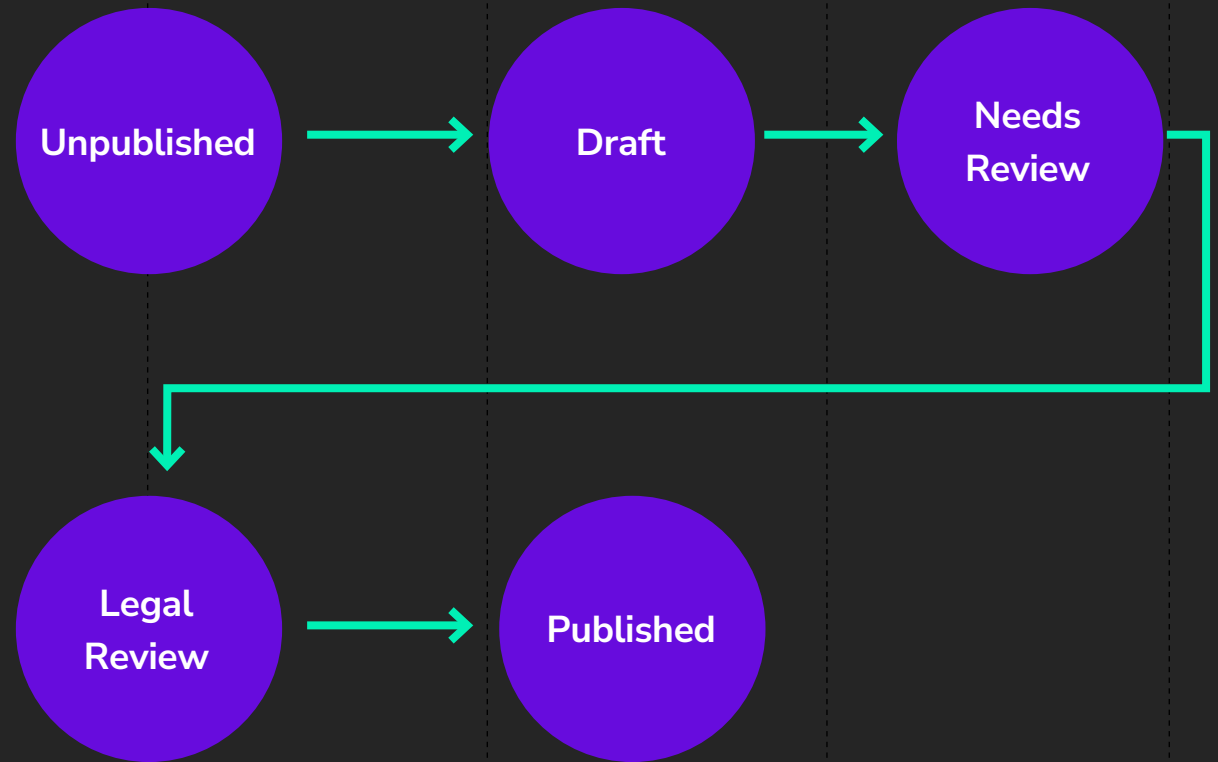


## CMS FEATURE

# Workflow & Content States

## Creating an editorial workflow

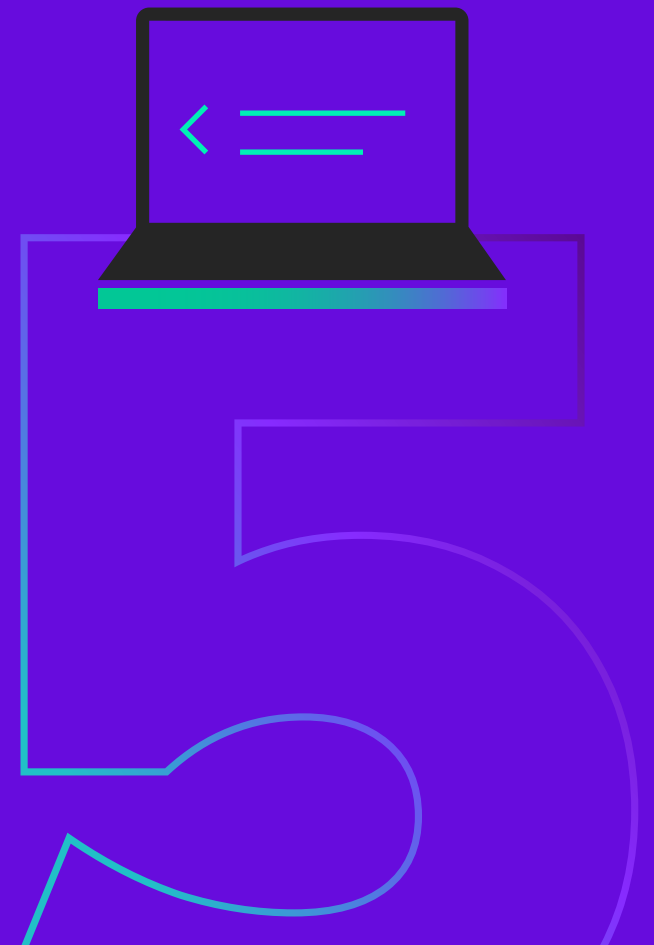
Content workflow involves user roles, permissions, and various “states” of content (e.g., draft, published) so that different editors and content contributors have different levels of access to the site.





PHASE 5

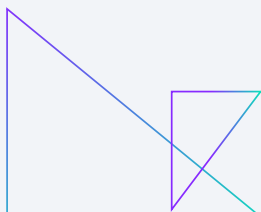
# Technical Implementation



# CMS Feature & Functionality Requirements

We mentioned earlier the importance of understanding the needs of different departments, and that understanding is codified into a requirements table that details each design component the CMS will support, and how fields will be configured to support that content.

This planning artifact should also highlight specific functional requirements, as it will provide the foundation for the creation of tickets for developers to implement as part of an Agile development process.



Drupal Requirements Airtable Template

Feature Sets | QA | Scope | Content Types | Display Modes | Content Types: Fields | Components

Views | Grid view | 5 hidden fields | Filter | Group | Sorted by 1 field | Color

Views	Name	Screenshot	Scope Name	Phase	Color
6	Call To Action		call to action (2 variations)	Phase 1	Flexible
7	CTA Images			Phase 2	

5	Heading	Call To Action	Text (plain, single line)	★
6	Buttons	Call To Action	Link	★
7	Text	Call To Action	Text (wysiwyg)	
8	Image	Call To Action	Media	★
9	Video	Embedded Video	Media	★
10	Image	Embedded Video	Media	
11	Heading	File Attachments	Text (plain, single line)	
12	Files	File Attachments	Paragraph (component)	★
13	Text	File Attachments Link	Text (plain, single line)	
14	File	File Attachments Link	Media	★



# Cloud-Based Platform-As-a-Service

We generally recommend using a platform-as-a-service provider to make the deployment and management of the infrastructure less burdensome and more scalable.

Platform-as-a-service providers will typically provide the following solutions in a single service:

- Hosting
- Content Delivery Network (CDN)
- SSL
- Multiple environments
- Automatic server-level upgrades
- Code repository
- Backups
- Monitoring/Observability

## SOME OF OUR PLATFORM PARTNERS

ACQUIA

 Optimizely

 PANTHEON™

platform.sh 

 SITECORE®

 WPengine®

---

# Technical Infrastructure

## Multi-site, Site Networks, and Subsites

There are several different ways to approach the technical infrastructure for multiple website deployment – the most common are outlined below. Your organization’s specific needs will determine which is the right choice for you.

### Main Site With Embedded Subsites

In this approach, there is a single CMS install and the subsites exist within the main site as robust subsections. When browsing to one of the subsections, the logo, header, and menus may change, but everything is housed in the same CMS instance.

### Individual Sites Built From Shared Base Components

Each department has its own site and a completely separate instance of the CMS, but the CMS configuration and theme are built from a “base” install that has been customized for your organization

### Built-in Multisite Capabilities

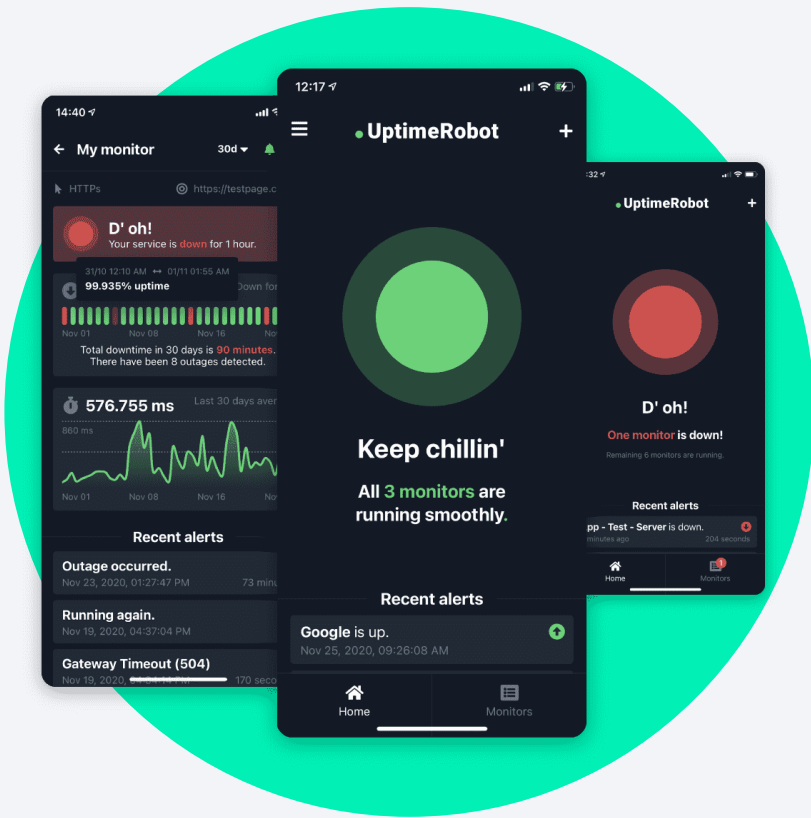
Some CMS platforms support a “multisite” configuration, where each site has its own database for storing content,

but is inheriting some or all of its code and configuration from a central, parent site. Changes to the parent site are immediately reflected in the other sites, allowing for a “hub and spoke” configuration that provides autonomy for individual sites while still providing central management for updates and configuration.

### Site Network

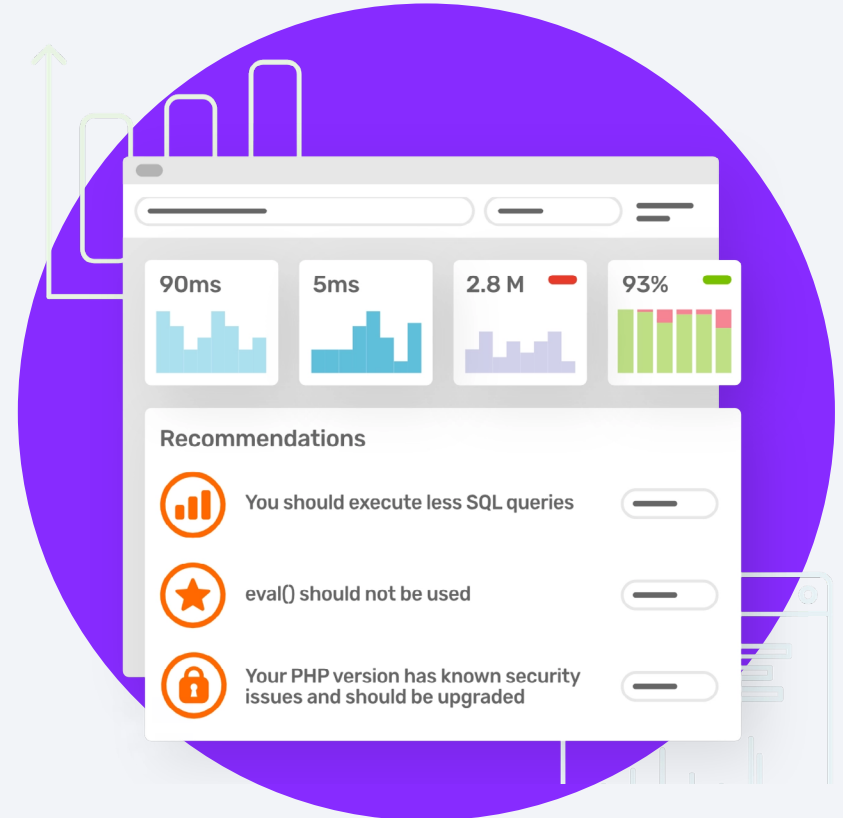
The WordPress CMS has the concept of a “network” of sites, which are sites that have separate domains but operate from a single WordPress installation. The sites appear to be completely separate, but they all share a database and some configuration can be centrally managed from the WordPress dashboard.

# Monitoring



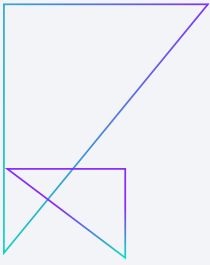
## UptimeRobot

Alerts for downtime, site errors, and SSL certificate warnings



## Blackfire

Application observability: Actionable insights to improve application code and ensure optimal performance and user experience



## TECHNICAL INFRASTRUCTURE

# Security

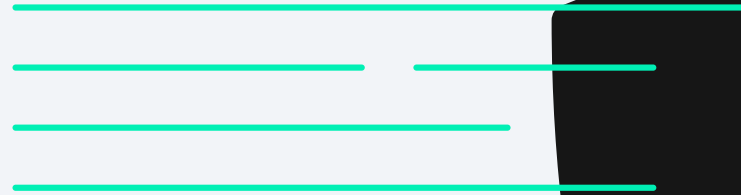
Security safeguards should be a major consideration for the new platform and infrastructure.

### Content Management Platform

- Single sign-on (integrated with SAML/Azure/etc)
- Granular access control
- SSL-only
- Strong password policies
- Backups & disaster recovery procedure
- Scheduled security updates/patches

### Infrastructure

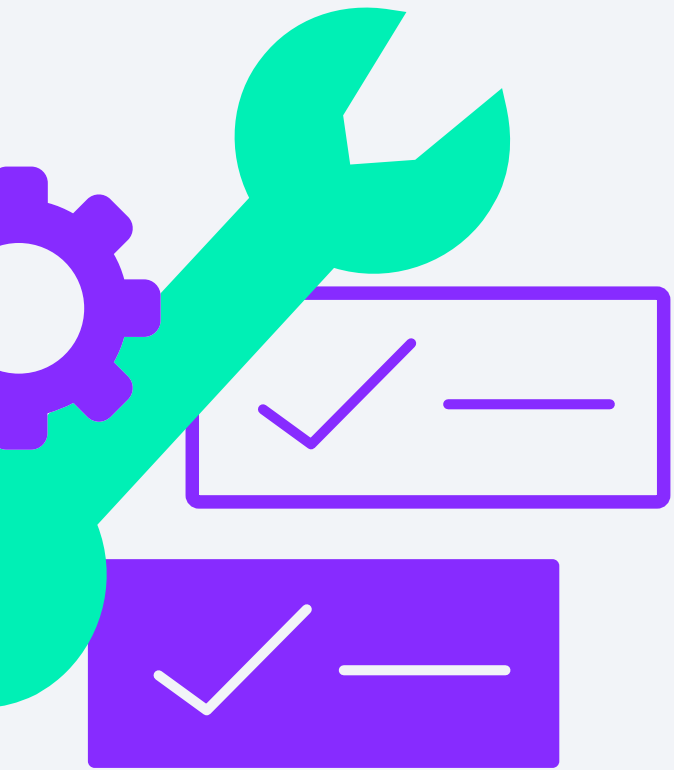
- Web Application Firewall (WAF)
- Read-only production environments
- Key-based access control
- Content Delivery Network (CDN)



PHASE 6

# Analytics, Reporting, & Optimization





# Analytics & Validation

## User experience testing tools

Tools like those shown below allow you to clearly see what your users are experiencing and make recommendations for changes and adjustments to content, navigation, nomenclature, or design.

Well after launch, it's important to continually optimize the site's user experience to ensure that it is frictionless and that conversion funnels are effective.



fullstory

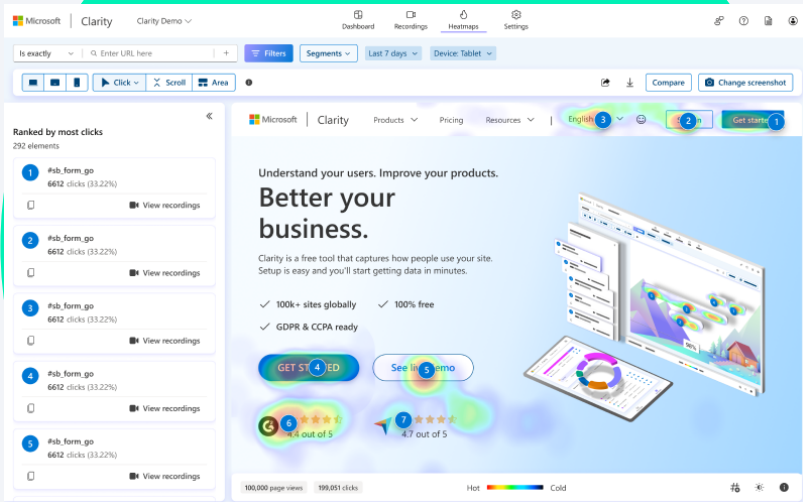
hotjar



Lookback

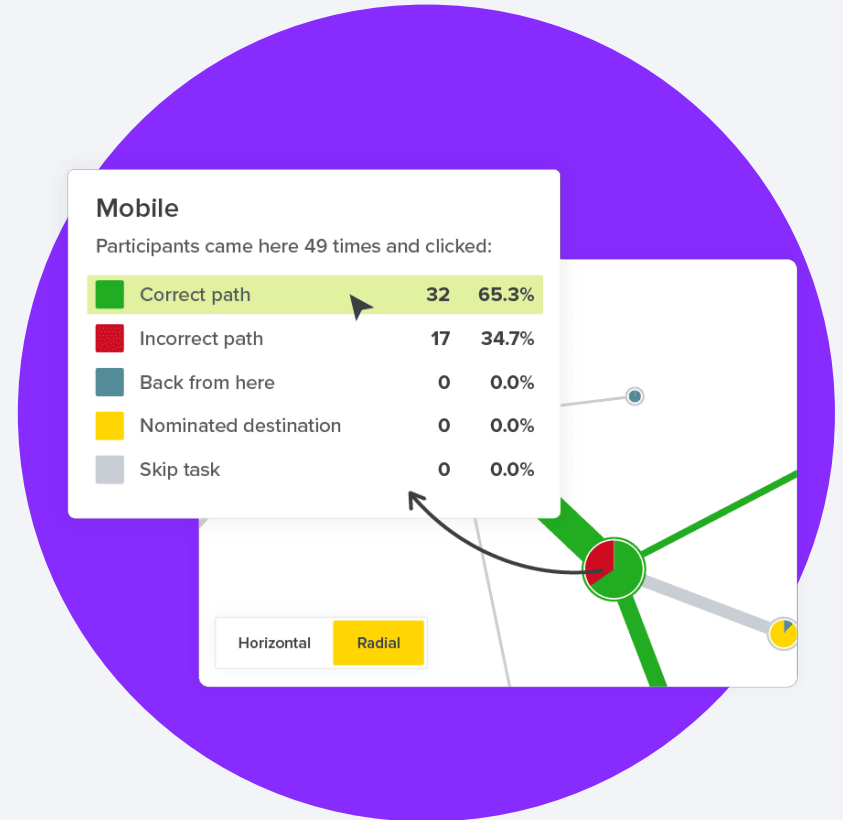


# ANALYTICS & VALIDATION



## Session Review & Recording

With real-time session recording, we can see users' actual browsing sessions to understand how they're interacting with your site.



## Sitemap Testing

Users are provided a sample sitemap and asked to find specific pages or topic areas based on hypothetical scenarios. We are able to extract a visual graph that shows how well users are responding to the sitemap.

---

# SEO & Lead-Generation Tools

## Search Pattern & Keyword Analysis

Industry-leading SEO tools like Ahrefs and Moz allow us to analyze the keywords and phrases driving users to your site — along with the phrases that you should be capturing but aren't.

## Competitor Analysis

In order to differentiate yourself from the competition and beat them for SEO visibility and brand strength, you have to understand how they're serving the target market

through content and user experience. We take cues from what is working, identify gaps that you can better fill, and ensure that we're differentiating you from them ways that will meaningfully impact your digital footprint.

## Tracking & Attribution

Services such as CallRail allow us to identify when and how the website was responsible for inbound leads, even if the lead reached out by phone.

The Ahrefs logo is written in a lowercase, bold, sans-serif font.

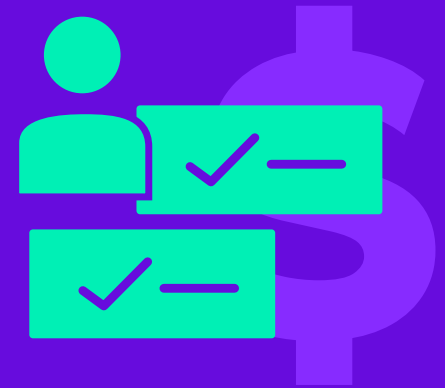
Acquia CDP

The CallRail logo is written in a clean, uppercase, sans-serif font.

Clearbit

The HubSpot logo features the word "HubSpot" in a bold, sans-serif font, with a small robot head icon integrated into the letter "o".The Marketo logo consists of three vertical bars of increasing height to the left of the word "Marketo" in a bold, sans-serif font, with "An Adobe Company" in a smaller font below it.The Moz logo is written in a bold, uppercase, sans-serif font.

# Resources & Costs



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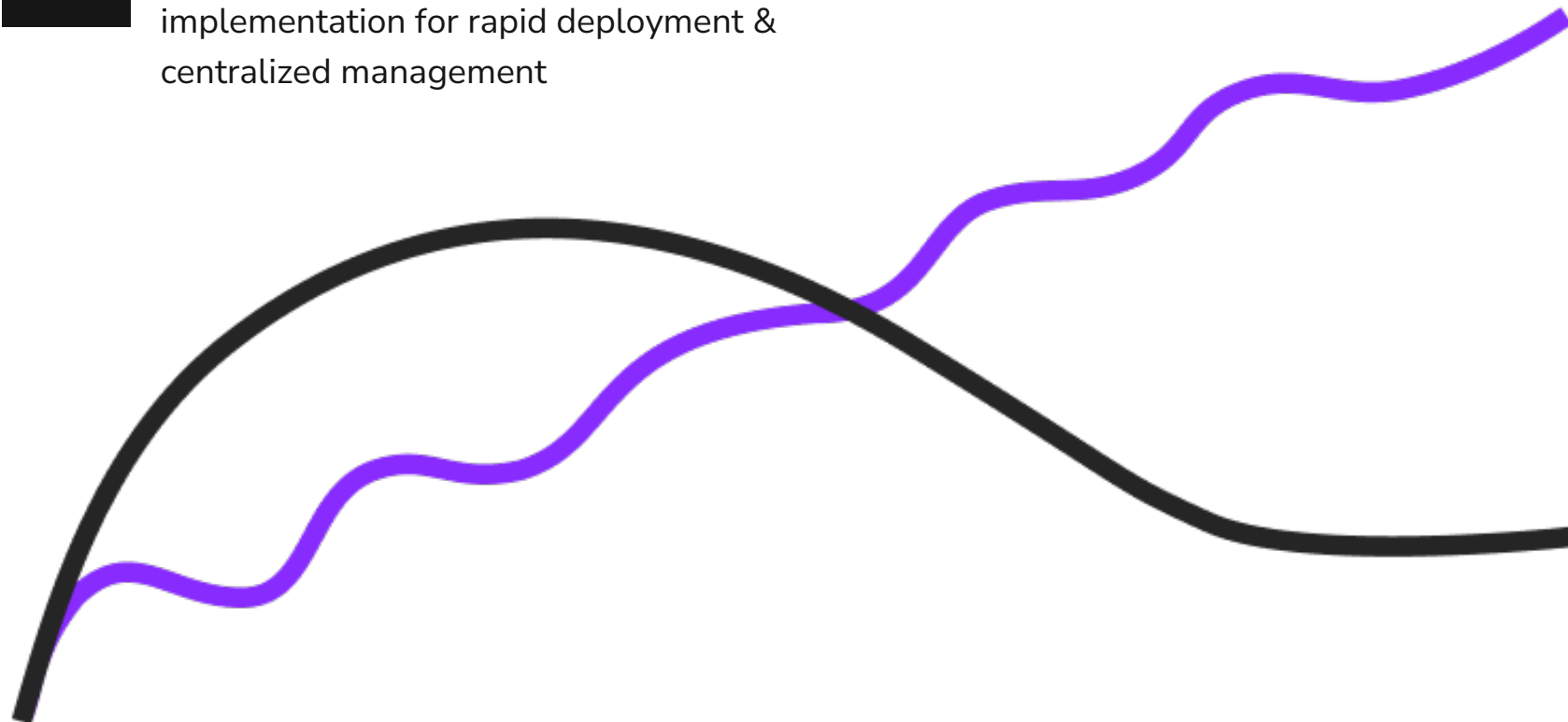
# Cost Increases Over Time

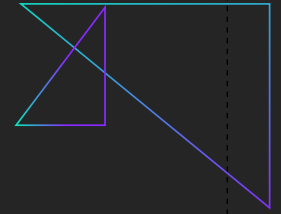


Designing & building individual sites for departments & sub-brands



Creating a reusable design system & CMS implementation for rapid deployment & centralized management





---

# Resourcing Needs

## AGENCY RESOURCES

- Account manager
- Project manager
- Technical lead/Technical architect
- UX strategist
- Content strategist
- UI Designer
- Frontend developer(s)
- Backend developer(s)
- QA analyst
- SEO specialist
- Content manager

## INTERNAL RESOURCES

- Sponsor/primary stakeholder
- Brand/marketing lead
- Primary technical contact
- Project manager
- Account manager (communicates with departments/stakeholders)
- Content managers (centralized)
- Department contacts (decision-makers at other departments/sub-brands)
- Content owners (individual departments)
- IT resources (networking, web, etc.)

# Our Relevant Experience



Temple University Hospital – Main Campus →

Fox Chase Cancer Center →

Temple University Hospital – Jeanes Campus →

Temple Health – Chestnut Hill Hospital →



## Sub-Sites & Multi-Sites

We worked with Temple University Health System to consolidate 24 websites into their flagship site templehealth.org, with embedded sub-sites for major departments and hospitals, such as the Temple Lung Center at Jeanes Campus and the Temple Heart & Vascular Institute.



## Sub-Sites & Multi-Sites

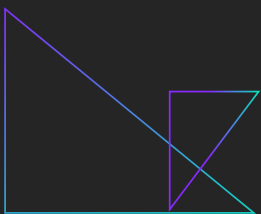
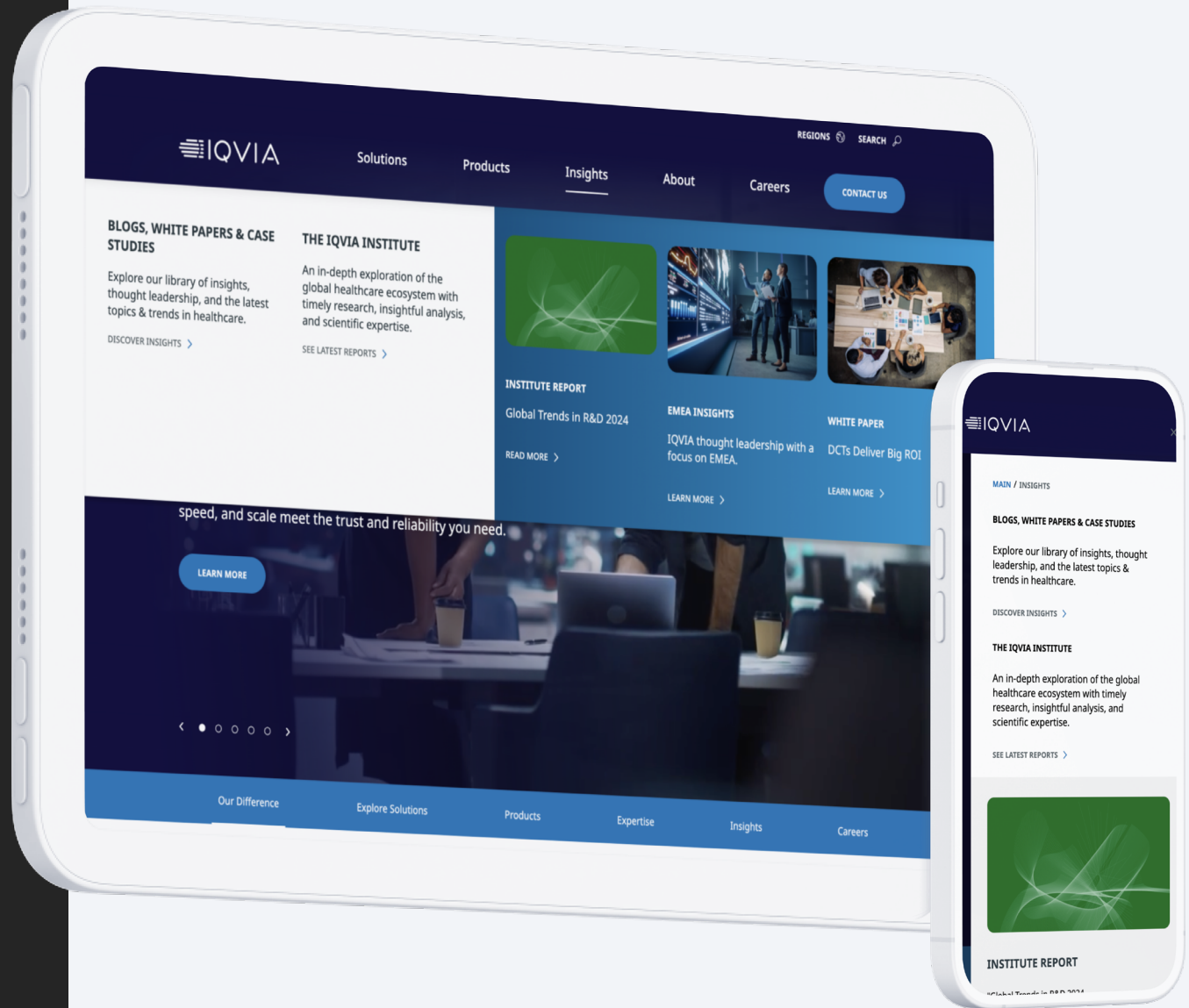
IQVIA is the largest clinical research organization in the world. As part of the redesign of iqvia.com, we designed layouts to suit regional business units and a separate investor relations site.

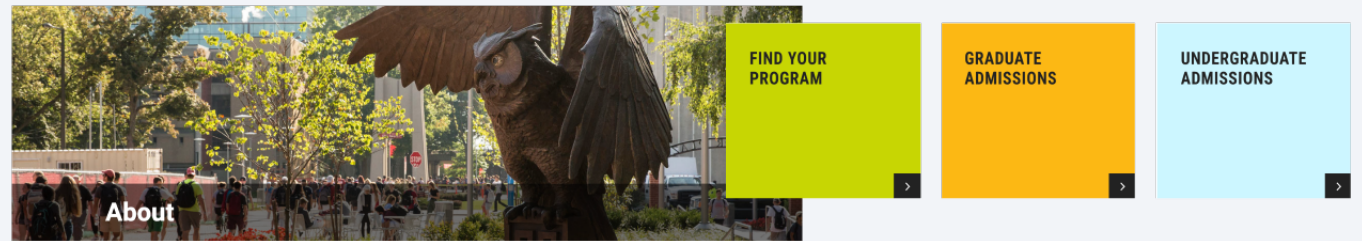
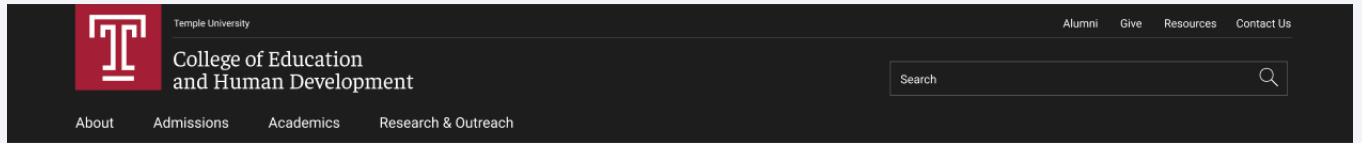
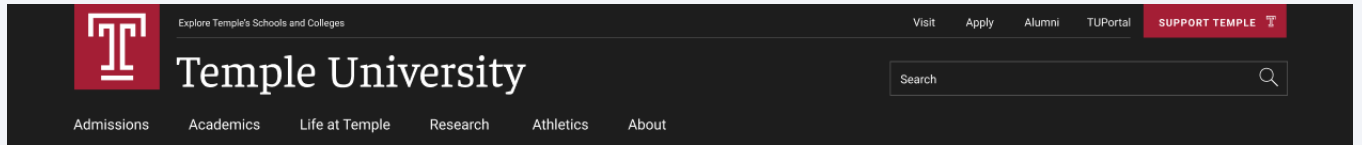
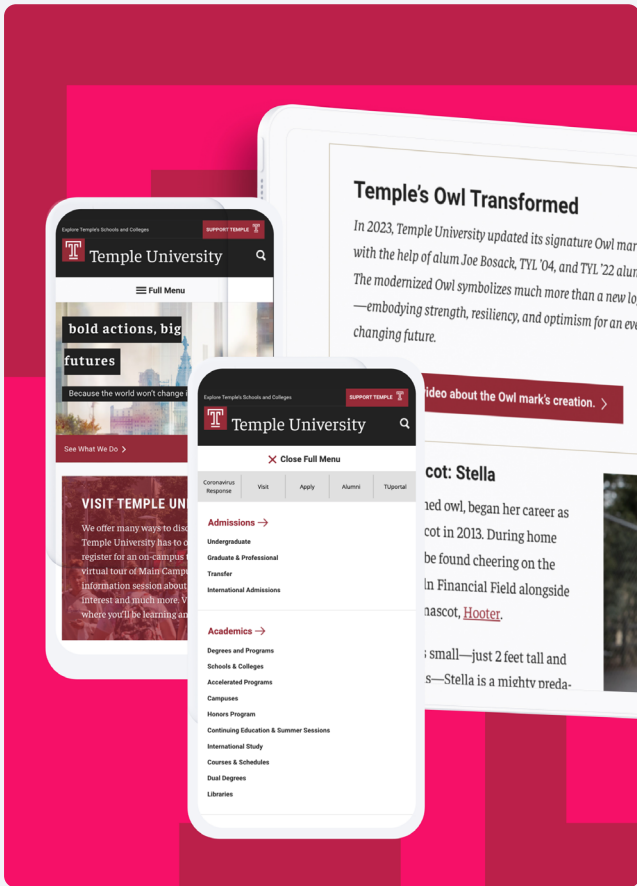
The design system provides separate menus and footer options for sub-sites, and the flexible components allow site managers to create dynamic pages to suit their content, rather than relying on rigid templates.



## NAVIGATION DESIGN

We also helped IQVIA rethink their navigation structure.

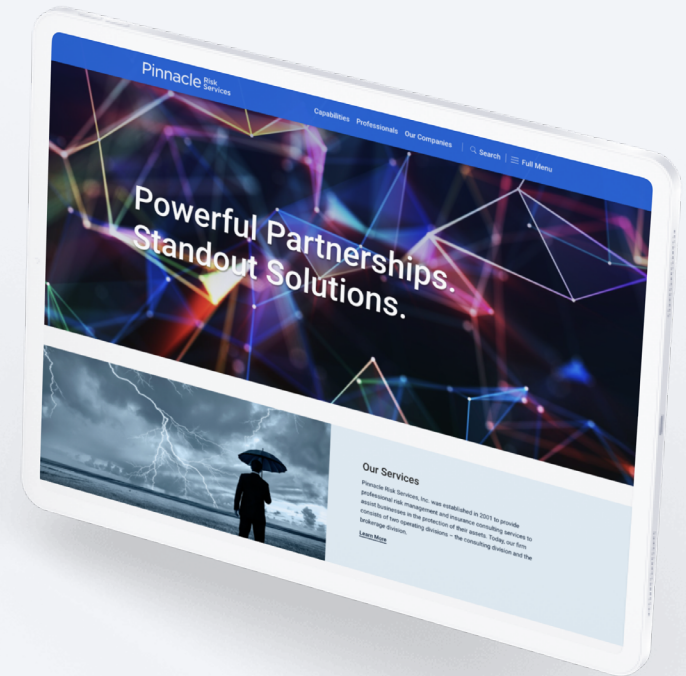
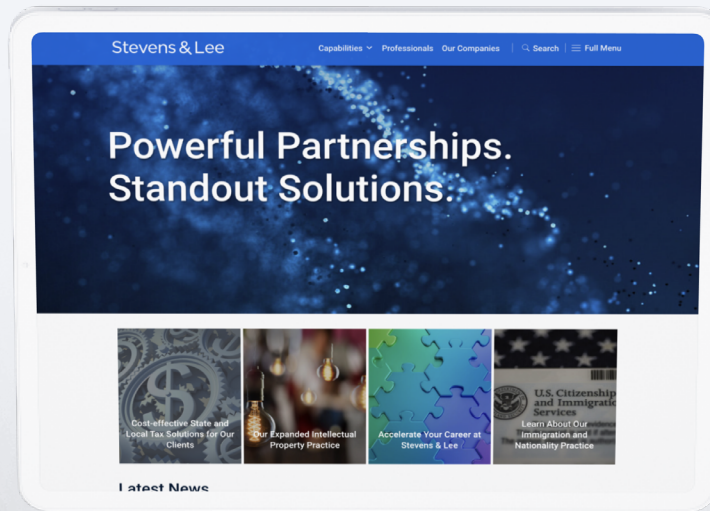
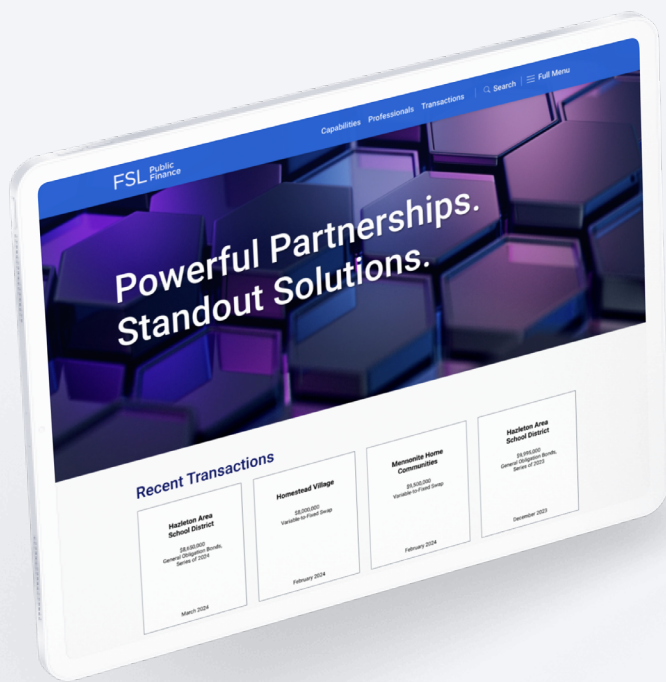




**FLEXIBLE, SCALABLE SOLUTIONS FOR Sub-Sites & Sub-Brands**

We worked with Temple University to craft a university-wide design framework for the schools and colleges at the university.

The design system has continuously evolved with their brand, and currently drives dozens of websites at the university.



**FLEXIBLE, SCALABLE SOLUTIONS FOR Sub-Sites & Sub-Brands**

We worked with Stevens & Lee to craft a WordPress network of related sites to accommodate their many professional services companies.

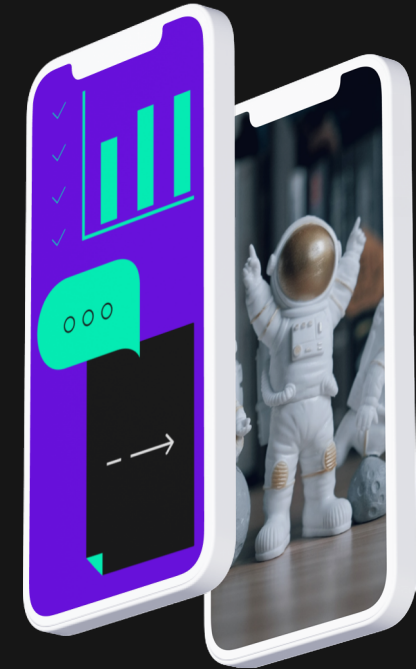
Well after the initial launch, Stevens & Lee continues to roll out new websites as part of the network.

## About Us

### **We optimize brands and craft digital experiences.**

Using a data-first approach, we blend strategy, creativity, and technology to drive brand optimization and digital transformation.

Our company was created by merging a technology company and a branding agency to meet the need for truly integrated brand and digital customer experiences. Our team loves nothing more than solving complicated challenges head-on by drawing on an uncommon mix of real-world experience, research, deep technical expertise, and inherent creativity.



**30+**


Team  
members

**12**

Years in  
business

**EASTERN STANDARD**

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# Questions?

**Please feel free  
to reach out to  
our team.**



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Technology Officer



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