

The Content Audit: Agony and Ecstasy

Julie Stromberg Sr. Content Strategist Fearless

Introduction

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- Sr. Content Strategist with Fearless
- Currently partnered with the Center for Medicaid and CHIP Services (CMCS)
- Member of the Content Support Center pilot team





Overview

What's a content audit?



"A web content audit is an accounting of the web content your organization currently has online."

Kristina Halvorson Content Strategy for the Web



The Basics

Content audits are best for answering:

- What is the content about?
- Who is the content for?
- What is the intended purpose?
- Is the content clear, usable, and readable?
- Does the content contain a compelling call to action or next step?

The best time to do a content audit:

- During the discovery phase of a project (Sprint 0)
- Agnostic of a project as a content effort all its own



The Lego Analogy

They are the way

- Which pieces were used?
- How many pieces?
- What's the inner structure?
- Was there a plan developed for putting them together?





The Lego Analogy

What we didn't know

- The pink brain brick
- Some pieces were actually missing because the person skipped a step
- There's a lot of content involved here!



Content audits help ensure alignment to user needs and organizational goals.

Content problems are ours to solve together.

Fearless CS Team



Conducting a Content Audit

Let's find the pink brain brick



Getting started

The Agony

Reviewing and analyzing content isn't difficult, but it can be time consuming and feel a bit tedious.

The Ecstasy

Rallying the entire working team and organization around broken links, outdated copy, and a renewed understanding of intended content purpose is invaluable.

And in the government space

Starting off a project with a content audit is a great way for contractors to get up to speed. An initial content audit also empowers government partners to make fully informed decisions regarding goals and direction.



Content Audit Types

Quantitative	Qualitative	Custom
Also known as a "content	Goes a bit deeper than an	Assess what you want to
inventory," this is a list of all	inventory and seeks to also	learn, identify criteria, and
the content you have. Just	assess the quality and	then proceed to a develop
like the inventory of	effectiveness of the	audit plan specifically for
products in a store.	content.	your project's needs.

Can this be automated?

You might be thinking "hey, I bet some of the agony can be offset by robots." The answer is yes, and no. Web crawlers and other tools can be helpful. However, human insight provides an in-depth look that robots simply can't provide.



Quantitative Audit Attributes

What to Record		
ID#	Source	Last Update
Title/Topics	Technical Home	Language
URL	Metadata	Description
Format	Analytics	Other
Ownership	Purpose	



Qualitative Audit Attributes

What to Record		
Usability	Accuracy	Brand/Voice Adherence
Findability	Audience	Readability
Knowledge Level	Organizational Value	Other

Tip

Use rating scales and predefined lists to make your qualitative audit measurable and the results shareable.

Content Audit Criteria

Attribute	Cell Values	Research Question	What to Record
Торіс	<topic 1=""> <topic 2=""> <topic 3=""></topic></topic></topic>	What is this content about?	Primary topic; note secondary.
Purpose	<inform> <persuade> <unknown> <other></other></unknown></persuade></inform>	What is the intended purpose of this content?	Primary purpose; not secondary.
Ownership	<name> <department> <agency></agency></department></name>	Who is responsible for ensuring the content is accurate and up to date?	Note specific person or role if known.



Audit Format

The Agony

A spreadsheet tends to work best as they allow you to set criteria as column headers and record content in rows.

The Ecstasy

If you then need to share findings outside of the working team, a report or presentation based on the spreadsheet might be best.

And in the government space

Figure out what works best for your team and the folks who can benefit from what you've learned during the auditing process.



Content Audit in Action

Case Study One: Lean Quantitative CMCS T-MSIS Operations Dashboard & Data Quality Tool



Executive Summary

The problem

States had to go to two different locations in order to check if their Medicaid and CHIP data files had transferred to CMS correctly.

How might we

Consider a longer-term plan of how the two experiences might integrate so that state users can access desired data in one place.



Executive Summary

The Content Support Center was asked to consider the longer-term strategy from a content-focused perspective. Several contractors were already working on different aspects of the project

Intended audience: State employees responsible for collecting and submitting monthly Medicaid data files to CMS.

First thing we did? A content audit of the existing experience.

Where did it lead? We realized that it was too early to bring us in. Because of the knowledge gained, a meaningful conversation occurred.



- 20 screens
- Some "screens" were tabs within tabs on one screen
- Each tab had so much content that they needed to be audited individually

OD-TPI Errors Overview (2 of 30) CMS.gov My Enterprise Portal					I My Apps			🙁 User Na	ime 🔻	😯 Help	🕞 Log Out
RORS DATA QUALITY MISSING VALUES JOBS			JOBS	FILES	SUMMARY DATA GUIDE			State Name UNA		Ime UNAME	
	TPI Errors	Overview				ESR Overview			Frors Overview		
SIS Prior	rity Items Ov	erview									
		d statistics for errors re s, which are related to		MSIS Priorit	ty Items (TPIs) fo	r your State. This ir	formation is designed to	how a high-level overview of ho	w your State i	s performir	ig at correctir
rting Parior											
e note that a I, TPI-11, TPI			r a comprehens					Data Validation Rules (i.e. Rule	edits TPI-01, "	TPI-02, TPI-1	05, TPI-07, TP
e note that a I, TPI-11, TPI	all TPIs are not con II-12, TPI-14, TPI-16	pletely represented by TPI-17 and TPI-18). For	r a comprehens						edits TPI-01, 1	TPI-02, TPI-	
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Lean Qualitative Criteria

Attribute	Cell Values	Research Question	What to Record
Format	<copy> <table> <field> <other as<br="">observed></other></field></table></copy>	What content elements are on the page/screen	Element name
Description	<description content="" element="" of="" the=""></description>	What does the content element convey or do?	Primary message or function
Link	<destination></destination>	Where does the link go?	Where the link takes the user
Notes	<observations about content element></observations 	What is observed about this content element?	Any issues or key aspects about the content element

- Sitemap
- Each screen has its own tab
- Basic criteria
- Format (ex. copy, filter, tab, tool tip, table)
- Description
- Notes
- Links (if applicable)

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	Format	Description	Notes	Links	
3	TAB - NATIONAL MISSINGNESS REPORT				
4	Сору	Please note that the Missingness Report does not take into account the States' Source-to-Target Mapping (S2TM) and the numbers are based on active records from the most recently run processing job. Multiple file submissions for a reporting month will show as aggregated data for that file type, with file name details available in the CSV file download enumerating from which file the counts originated. In addition, please be advised that the Missing Data elements displayed on the Operations Dashboard may not exactly match the ones identified in Data Quality Database as the Data Quality Database uses stricter filtering criteria. Please click here for State specific Missingness Data.	"Missingness?" Wondering about use of this term.		
5	Link	Click here to View and Print the Methodology document	Can delete "Click here to" Opens a copy-heavy modal with a print icon in upper right hand corner.		
5	Сору	Reports are available for download on the Operations Dashboard for only two months after the generation date. To keep files for reference, please ensure to save them, as appropriate.			
7	Filter (two drop-down menus)	Allows user to filer by file type and reporting period			
в	Button	Generate Data (CSV file)	Opens a box that reads: "Generate Report × Your request has been submitted. It will take approximately an hour to generate your report. Please come back and refresh the page to see the new report."		
9	Table	List of missingness reports per filter			
	Button	Download	Automatically downloads an Excel file of the specific missingness report as listed in table		
		File Edit View Insert Format Data File Edit View Insert Format Data File Edit View Insert Format Data File File File File Operations Dashboard National Summa Format Format Format Copy Link Copy Filter (two drop-down menus) Filter (two drop-down menus) Button	File Edit View Insert Format Data Tools Add-ons Help Last edit was 12 minutes ago A B C D B I A	File Edit View Insert Format Data Tools Add-ons Help Lastedityeas 12 minutes ago Image: Second Se	



Notes Examples

"Automatically downloads an Excel file of National data"

"Missingness? Wondering about use of this term."

"Not sure how this link works. It goes to the 'Errors Overview' tab on the 'Errors' page of the Alabama section of the OD. Is this just an example of how to get state-specific data? There doesn't seem to be any way to specify which state."

"Can delete 'Please click here for.""



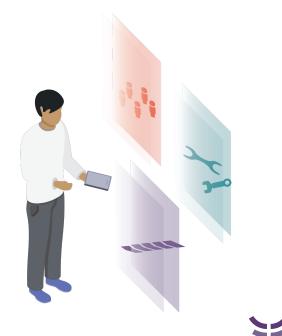


Benefits

- The least "agonizing" option, BUT
- Works best when the goal is to familiarize with what's already there
- Good option for experiences with a varied amount of content elements
- Helpful for itemizing and checking if content elements function as they should

Content Tip

Consider what your criteria might be for this type of audit.



Content Audit in Action

Case Study Two: Qualitative CMCS T-MSIS Analytic Files (TAF)



Executive Summary

The problem

The current experience on Medicaid.gov is working for current needs when it comes to housing MACBIS TAF. But the desire is to expand so that MACBIS can share even more.

How might we

Create an experience on Medicaid.gov to accommodate a larger, and constantly growing, TAF collection.



Executive Summary

The Content Support Center was asked to partner with the primary statistician and owner of the existing Medicaid.gov pages with the goal of establishing an experience that could accommodate existing and future files.

Intended Audience: Internal CMS employees and external researchers

First thing we did? A sitemap and content audit of existing pages and others in the section.

Where did it lead? We ended up consolidating two pages, adding one (thus keeping the same footprint), removing outdated messaging, and creating a content library experience.



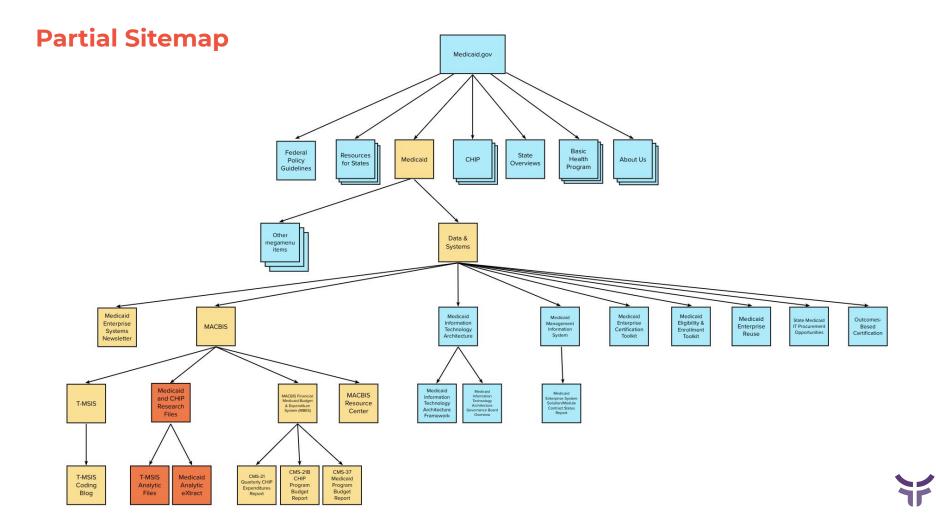
Qualitative Audit

Let's get a team together to audit this whole section!

We were here (MACBIS)

- Ran a crawler
- Crawler did not pick up every page within the section
- Had to manually reconcile crawler findings with actual number of pages

Medicaid.go			Q Search Archive Site Map FAQs
Federal Policy Guidance Reso	urces for States \checkmark Medicaid \checkmark CHIP \checkmark	Basic Health Program State Over	views \vee About Us \vee
Medicaid State Plan Amendments	Access to Care Access Monitoring Review Plans	Program Integrity National Correct Coding Initiative Affordable Care Act Program Integrity Provisions	Cost Sharing Cost Sharing Exemptions Out of Pocket Costs
Indian Health & Medicaid History Indian Health Care Improvement Act American Recovery & Reinvestment Act Tribal Affairs Guidance & Resources	Outreach Tools Supporting Enrollment Efforts Helping Connect Enrollees to Care Living Well	Quality of Care Medicaid Managed Care Improvement Initiatives Performance Measurement Releases & Announcements	Enrollment Strategies Continuous Eligibility Express Lane Eligibility Lawfully Residing Immigrant Children & Pregnant Women Presumptive Eligibility
Home & Community Based Services Home & Community Based Services Authorities HCBS Training Guidance Subtende Trainstition Plans Technical Assistance	Program Information Medical & CHP Eligibility Levels Medical & CHP Enrollment Data Medical & CHP Marketghace Interactions Tragetee Enrollment Stategies Eligibility Verification Policies	Section 1115 Demonstrations About 1115 Demonstrations How States Apply Transparency 1115 Demonstration Monitoring & Evaluation State Waivers List John States 2019 (CoVID-19): Section 1115 Demonstrations	Managed Care Managed Care Authorities Emrollinent Report Managed Care Entities Guidance Managed LISS Profiles & Program Features Technical Assistance
Eligibility Estate Recovery MAIC Conversion Plan MAIC Conversion Plan MAIC Conversion Plan Medicaid Third Fary Liability & Coordination of Benefits Medicaid Eligibility Quality Control Program	Financial Management Payment Limit Demonstrations Disproportionate Share Hospitals Medicale Administrative Calming Share Supervised Share Calming Process Demonstration Programs of Medicald Actuarial Report on the Financial Outlook for Medicald Section 223 Demonstration Programs to Improve Community Mental Health Services	Data & Systems Medical Pitterprise Systems Newsletter Medical Information Technology Architecture Medical Information Centromations System Medical Bigbility & Enrollment Toolkit Medical Bigbility & Enrollment Toolkit Medical Bigbility & Enrollment Toolkit Health Information Technology Health Information Technology Health Information Technology Informerement Opportunities Outcomere Save Centralized	Benefits Alternative Benefit Plans Audism Services Behavioral Health Services Early and Periodic Screening, Diagnostic, and Treatment Hospice Benefits Mandatory & Optional Medicaid Benefits Prevention Telemedicine
Prescription Drugs Branded Prescription Drug Fee Program Medicaid Drug Pieloli Pieloli Pieloli Redicaid Drug Pieloli Pielona Dug Pieloli Pielona Drug Pielona State Drug Utilization Stata State Prescription Drug Resources Retail Price Survey	Long Term Services & Supports Health Homes State Politic Fool Gant State Politic Fool Gant Balancing Long Term Services & Supports Integrating Care Balancing Long Term Services & Supports Integrating Care Note Politics Compared Services PACE Fool Care Services Fool Care Services Self Directed Services		



Existing Page Example

An official website of the United States go	vernment
Medicaid.go	Q Search Archive Site Map FAQs
Federal Policy Guidance Reso	urces for States \vee Medicaid \vee CHIP \vee Basic Health Program State Overviews \vee About Us \vee
lome > Medicaid > Data & Systems > MACBIS > M	Medicaid & CHIP Research Files Roll S Analytic Files Roll S Roll
MACBIS	Transformed Medicaid Statistical
Transformed Medicaid Statistical Information System (T-MSIS)	Information System (T-MSIS) Analytic Files (TAF)
Medicaid & CHIP Research Files	
T-MSIS Analytic Files	The Transformed Medicaid Statistical Information System (T-MSIS) Analytic Files (TAF) Research Identifiable Files (RIF) are a research-optimized version of T-MSIS data and serve as a data source tailored to meet the broad research needs of the Medicaid and CHIP data user community. These files include data on Medicaid and Children's Health Insurance Program (CHIP)
Medicaid Analytic eXtract	enrollment, demographics, service utilization and payments.
MACBIS Financial: Medicaid Budget & Expenditure System (MBES)	The TAF RIF consist of the Annual Demographic and Eligibility (DE) File, providing information on the demographic, eligibility, and enrollment characteristics of Medicaid and CHIP beneficiaries, and four claim types: Inpatient, Long Term Care, Pharmacy, and Other Services.
MACBIS Resource Center	The Centers for Medicare & Medicaid Services (CMS) created several resources to support researchers in their use of the TAF RIF, including TAF technical guidance and data quality products.
	To obtain access to the files, please see the <u>Research Data Assistance Center (ResDAC)</u> [2] website for information on completing a data use agreement and requesting TAF RIF data. The ResDAC website provides a centralized source of information on CMS datasets.
	TAF User Support & Data Quality (DQ) Materials
	• TAF Technical Guidance: Annual Demographic & Eligibility (DE) File 🖬

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Qualitative Criteria

Attribute	Cell Values	Research Question	What to Record
Page ID	<number></number>	N/A	Progessive number
Page Title/Name	<title name=""></td><td>N/A</td><td>Title of page</td></tr><tr><td>Page URL</td><td><URL></td><td>N/A</td><td>Page URL</td></tr><tr><td>Purpose</td><td><Inform>
<Persuade>
<Unknown>
<Other></td><td>What is the intent of the content?</td><td>Select a word that best
describes the intent of
the content</td></tr><tr><td>Ownership</td><td><Name></td><td>Who is the decision
maker regarding this
content?</td><td>Name of key decision
maker</td></tr></tbody></table></title>		



Qualitative Criteria

Attribute	Cell Values	Research Question	What to Record
Accuracy	<1 - No> <2 - Somewhat> <3 - Yes>	ls the content accurate?	Selection
Readability	<1 - No> <2 - Somewhat> <3 - Yes>	Is the content readable and easy to comprehend?	Selection
Findability	<1 - No> <2 - Somewhat> <3 - Yes>	Is this content easy to find?	Selection
Notes	<observations about="" content=""></observations>	What is observed about this content?	Any issues or key aspects about the content



Qualitative Audit

- Read every word
- Followed every link; review where it goes (another page, PDF, etc.)
- Noted what makes sense, what doesn't; which links work, which don't; etc.
- Rated each page for accuracy, readability, and findability

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13	- f	1.2.3.1.1								
	A	B	c	D	E	F	G	н	1	
1		Medicaid.gov - MACBIS Section								
2	PAGE ID	PAGE NAME	PAGE URL	PURPOSE	OWNERSHIP	ACCURACY	READABILITY	FINDABILITY	NOTES	
3	1.0	Medciad	https://www.medicaid.gov/medicaid/index.html	Inform	N/A	3 - YES	* 3 - YES *	3 - YES	 General overview page; lots of links 	
4	1.1	Data and Systems	https://www.medicaid.gov/medicaid/data-systems/m edicaid-and-chip-business-information-solution/index. html	Inform	N/A	3 - YES	- 3 - YES -	2 - SOMEWHAT	Who are all of the intended audiences? Do they know about this group within CMS to find it by name?	
5	1.2	Medicaid and CHIP Business Information Solution	https://www.medicaid.gov/medicaid/data-systems/in dex.html	Inform	N/A	3 - YES	2 - SOMEWHAT	2 - SOMEWHAT	Does the research community outside of CMS know "MACBIS" is? The link label for this in "Medicaid" me menu in main nav uses the acronym and some of the content in this section is intended for access by " reserachers outside of CMS.	
6	1.2.1	Transformed Medicaid Statistical Information System (T-MSIS)	https://www.medicaid.gov/medicaid/data-systems/m acbis/transformed-medicaid-statistical-information-sys tem-t-mis/index.html	Inform		2 - SOMEWHAT	* 2 - SOMEWHAT	2 - SOMEWHAT	Would someone know to go homepage > MACBIS page? Also, if MSIS is the older version, is it necess keep mentioning it? Perhaps it might be time to fu over to T-MSIS	
7	1.2.1.1	T-MSIS Coding Blog	https://www.medicaid.gov/medicaid/data-and-system s/macbis/tmsis/tmsis-blog/index.html	Inform	N/A	3 - YES	~ 3 - YES -	2 - SOMEWHAT	Same comments regarding findability. This is a nice to format with search and filter features. Posts provide helpful updates and information about T-MSIS.	
8	1.2.2	Medicaid & CHIP Research Files	https://www.medicaid.gov/medicaid/data-systems/m acbis/medicaid-chip-research-files/index.html	Inform	Jessie Parker	3 - YES	2 - SOMEWHAT	2 - SOMEWHAT	Content here focuses a lot on the history of what lec T-MSIS. Is this content still necessary?	
9	1.2.2.1	Transformed Medicaid Statistical Information System (T-MSIS) Analytic Files (TAF)	https://www.medicaid.gov/medicaid/data-systems/m acbis/medicaid-chip-research-files/transformed-medic aid-statistical-information-system-t-msis-analytic-files- taf/index.html https://www.medicaid.gov/medicaid/data-systems/m	Inform	Jessie Parker	3 - YES	2 - SOMEWHAT	2 - SOMEWHAT	A lot of information here. Hierarchy seems like it cou flow in a more user friendly way. Lots of links. Could consolidated with content from Medicaid & CHIP Res Files page. This covers data from before 2015 which is not ment	
10	1.2.2.2	Medicaid Analytic eXtract (MAX) General Information	acbis/medicaid-chip-research-files/medicaid-analytic-e xtract-max-general-information/index.html	Inform	Jessie Parker	3 - YES	- 3 - YES	2 - SOMEWHAT	in the copy. No links between this page and the T-M! page.	
11	1.2.3	MACBIS Financial: Medicaid Budget & Expenditure System (MBES)	https://www.medicaid.gov/medicaid/data-systems/m acbis/macbis-financial-medicaid-budget-expenditure-s ystem-mbes/index.html	Inform	N/A	2 - SOMEWHAT	* 3 - YES	2 - SOMEWHAT	Like T-MSIS, timing is topic. Content here focuses on something that is "going to happen" but no timefram provided.	
12	1.2.3.1	CMS-21 Quarterly CHIP Expenditures Report	https://www.medicaid.gov/medicaid/data-systems/m acbis/macbis-financial-medicaid-budget-expenditure-s ystem-mbes/cms-21-quarterly-chip-expenditures-repo rt/index.html	Inform	N/A				Descriptions of, and links to, budget and expenditure reports reltated to Medicaid and CHIP.	
3	1.2.3.1.1	CMS-21 Annual CHIP Expenditures Reports	https://www.medicaid.gov/medicaid/data-systems/m acbis/macbis-financial-medicaid-budget-expenditures- ystem-mbes/gunterhy-chip-expenditures-report-cms-2 1/cms-21-annual-chip-expenditures-reports/index.htm 1 https://www.medicaid.gov/medicaid/data-systems/m		N/A	3 - YES	* 3 - YES	2 - SOMEWHAT	Descriptions of, and links to, budget and expenditur reports reltaed to Medicaid and CHIP.	



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2	PAGE ID	PAGE NAME	PAGE URL	PURPOSE	OWNERSHIP	ACCURACY	READABILITY	FINDABILITY	NOTES	
3	1.0	Medciad	https://www.medicaid.gov/medicaid/index.html	Inform	N/A	3 - YES	* 3 - YES *	3 - YES *	General overview page; lots of links	
			https://www.medicaid.gov/medicaid/data-systems/m							
4			edicaid-and-chip-business-information-solution/index.						Who are all of the intended audiences? Do they know	
	1.1	Data and Systems	html	Inform	N/A	3 - YES	* 3 - YES *	2 - SOMEWHAT	about this group within CMS to find it by name?	
									Does the research community outside of CMS know what	
									"MACBIS" is? The link label for this in "Medicaid" mega	
5									menu in main nav uses the acronym and some of the	
			https://www.medicaid.gov/medicaid/data-systems/in						content in this section is intended for access by	
	1.2	Medicaid and CHIP Business Information Solution	dex.html	Inform	N/A	3 - YES	2 - SOMEWHAT *	2 - SOMEWHAT	reserachers outside of CMS.	
									Would someone know to go homepage > MACBIS to this	
6			https://www.medicaid.gov/medicaid/data-systems/m						page? Also, if MSIS is the older version, is it necessary to	
0		Transformed Medicaid Statistical Information System	acbis/transformed-medicaid-statistical-information-sys						keep mentioning it? Perhaps it might be time to fully shift	
	1.2.1	(T-MSIS)	tem-t-msis/index.html	Inform	N/A	2 - SOMEWHAT	2 - SOMEWHAT *	2 - SOMEWHAT	over to T-MSIS	
									Same comments regarding findability. This is a nice blog	
7			https://www.medicaid.gov/medicaid/data-and-system						format with search and filter features. Posts provide	
	1.2.1.1	T-MSIS Coding Blog	s/macbis/tmsis/tmsis-blog/index.html	Inform	N/A	3 - YES	* 3 - YES *	2 - SOMEWHAT	helpful updates and information about T-MSIS.	
8			https://www.medicaid.gov/medicaid/data-systems/m						Content here focuses a lot on the history of what led up to	
	1.2.2	Medicaid & CHIP Research Files	acbis/medicaid-chip-research-files/index.html	Inform	Jessie Parker	3 - YES	2 - SOMEWHAT	2 - SOMEWHAT	T-MSIS. Is this content still necessary?	
			https://www.medicaid.gov/medicaid/data-systems/m						A lot of information here. Hierarchy seems like it could	
9			acbis/medicaid-chip-research-files/transformed-medic						flow in a more user friendly way. Lots of links. Could be	
		Transformed Medicaid Statistical Information System	aid-statistical-information-system-t-msis-analytic-files-						consolidated with content from Medicaid & CHIP Research	
	1.2.2.1	(T-MSIS) Analytic Files (TAF)	taf/index.html	Inform	Jessie Parker	3 - YES	2 - SOMEWHAT	2 - SOMEWHAT	Files page.	
			https://www.medicaid.gov/medicaid/data-systems/m						This covers data from before 2015 which is not mentioned	
10			acbis/medicaid-chip-research-files/medicaid-analytic-e						in the copy. No links between this page and the T-MSIS TAR	
	1.2.2.2	Medicaid Analytic eXtract (MAX) General Information		Inform	Jessie Parker	3 - YES	• 3 - YES •	2 - SOMEWHAT		
			https://www.medicaid.gov/medicaid/data-systems/m						Like T-MSIS, timing is topic. Content here focuses on	
11		MACBIS Financial: Medicaid Budget & Expenditure	acbis/macbis-financial-medicaid-budget-expenditure-s						something that is "going to happen" but no timeframe is	
	1.2.3	System (MBES)	<u>ystem-mbes/index.html</u>	Inform	N/A	2 - SOMEWHAT	* 3 - YES *	2 - SOMEWHAT	r provided.	
			https://www.medicaid.gov/medicaid/data-systems/m							
12			acbis/macbis-financial-medicaid-budget-expenditure-s							
			ystem-mbes/cms-21-quarterly-chip-expenditures-repo			2 1/50			Descriptions of, and links to, budget and expenditure	
	1.2.3.1	CMS-21 Quarterly CHIP Expenditures Report	rt/index.html	Inform	N/A	3 - YES	* 3 - YES *	2 - SOMEWHAT	r reports reltaed to Medicaid and CHIP.	
			https://www.medicaid.gov/medicaid/data-systems/m							
			acbis/macbis-financial-medicaid-budget-expenditure-s							
13			ystem-mbes/quarterly-chip-expenditures-report-cms-2						Descriptions of and links to buildest and super differen	
	1 2 2 1 1	CMS-21 Annual CHIP Expenditures Reports	1/cms-21-annual-chip-expenditures-reports/index.htm	Inform	N/A	3 - YES	- 3 - YES -	2 COMENNUM	Descriptions of, and links to, budget and expenditure reports reltaed to Medicaid and CHIP.	
	1.2.3.1.1	CIVIS-21 ANNUAL CHIP Expenditures Reports	1 https://www.modicaid.com/modicaid/date_contents/	morm	IN/A	5 - YES	5 - YES	2 - SOMEWHAT	reports rettaed to Medicald and CHIP.	
			https://www.medicaid.gov/medicaid/data-systems/m acbis/macbis-financial-medicaid-budget-expenditure-s							
14			acbis/macbis-financial-medicaid-budget-expenditure-s ystem-mbes/cms-21b-chip-program-budget-report/ind						Descriptions of, and links to, budget and expenditure	
	1	CMC 21D CHID Descences Durdent Descent	ystem-mbes/cms-21b-cnip-program-budget-report/ind	1	A1/A	2 1/50		2 CONTINUET -	Descriptions of, and links to, budget and expenditure	
	+ =	Summary - MACBIS -								



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1	T-MSIS Analytic Files	(TAF)									
2	SECTION	ACCURACY	# %	READABILITY			# %				
3	MACBIS	1 - NO		6 1 - NO		1 - NO	0 0				
4		2 - SOMEWHAT		6 2 - SOMEWHAT		2 - SOMEWHAT	13 939				
5		3 - YES	12 869	6 3 - YES	10 71%	3 - YES	1 79	%			
6 7	Accuracy		-	Readability			Fin	dability			
8	-		2 - SOMEWHAT	-			3 - YI				
9			14.3%	-		2 - SOMEWH					
10 11						28.6	5%				
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16	3 - YES			71.4%						2 - SOI	MEWHAT
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17											



Qualitative Audit

Notes Examples

"Does the research community outside of CMS know what 'MACBIS' is? The link label for this in 'Medicaid' mega menu in main nav uses the acronym and some of the content in this section is intended for access by researchers outside of CMS."

"This covers data from before 2015 which is not mentioned in the copy. No links between this page and the T-MSIS TAF page."

"A lot of information here. Hierarchy seems like it could flow in a more user friendly way. Lots of links. Could be consolidated with content from Medicaid & CHIP Research Files page."



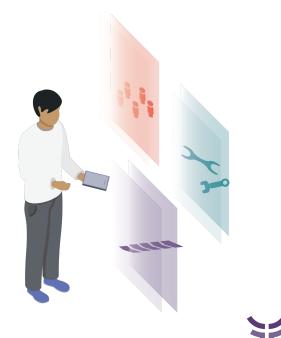
Qualitative Audit

Benefits

- A bit higher on the agony scale, BUT
- Works best when the goal is to understand and evaluate content
- Good option for experiences that are heavy on the messaging side
- Helpful for recording and assessing if content is performing as intended

Content Tip

Consider what your criteria might be for this type of audit.



The Wrap Up

So you've completed your audit, now what?



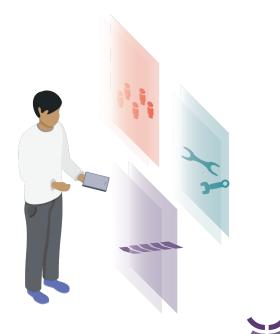
Post-audit Analysis

Sharing what you learned

- Synthesize all notes
- Create visualizations of ratings
- Map all content findings to organizational goals; identify what is working, what is not
- Consider user needs and determine recommendations for next steps (ex. content research and/or testing opportunities)
- Draft report

Content Tip

Report should resonate with stakeholder so consider format.

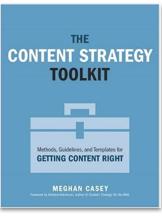


Resources

To what, and who, we owe this presentation

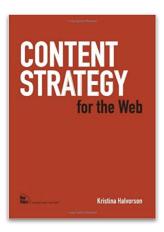
The Content Strategy Toolkit by Meghan Casey

"The Blue Book"



Content Strategy for the Web by Kristina Halvorson

"The Red Book"





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