

# Make your Service pages serve your audience

May 29, 2025



# What is Content Lab?

- Focuses on **Content Strategy**: managing your content to reach target audiences and using data and feedback to improve content and user experience
- Thrives on active participation
  - Sharing our learning, dilemmas, feedback, and content
- Values ongoing learning and continuous improvement



*Content Lab is aligned to the Digital Roadmap, supporting the goal of high-quality, accessible, user-centric content on state websites*

# Our purpose: Learning + better content

## Community of practice

- We want to continually grow and improve
- We use real content examples – yours and ours
- The methods and practices are the point

## Mass.gov content

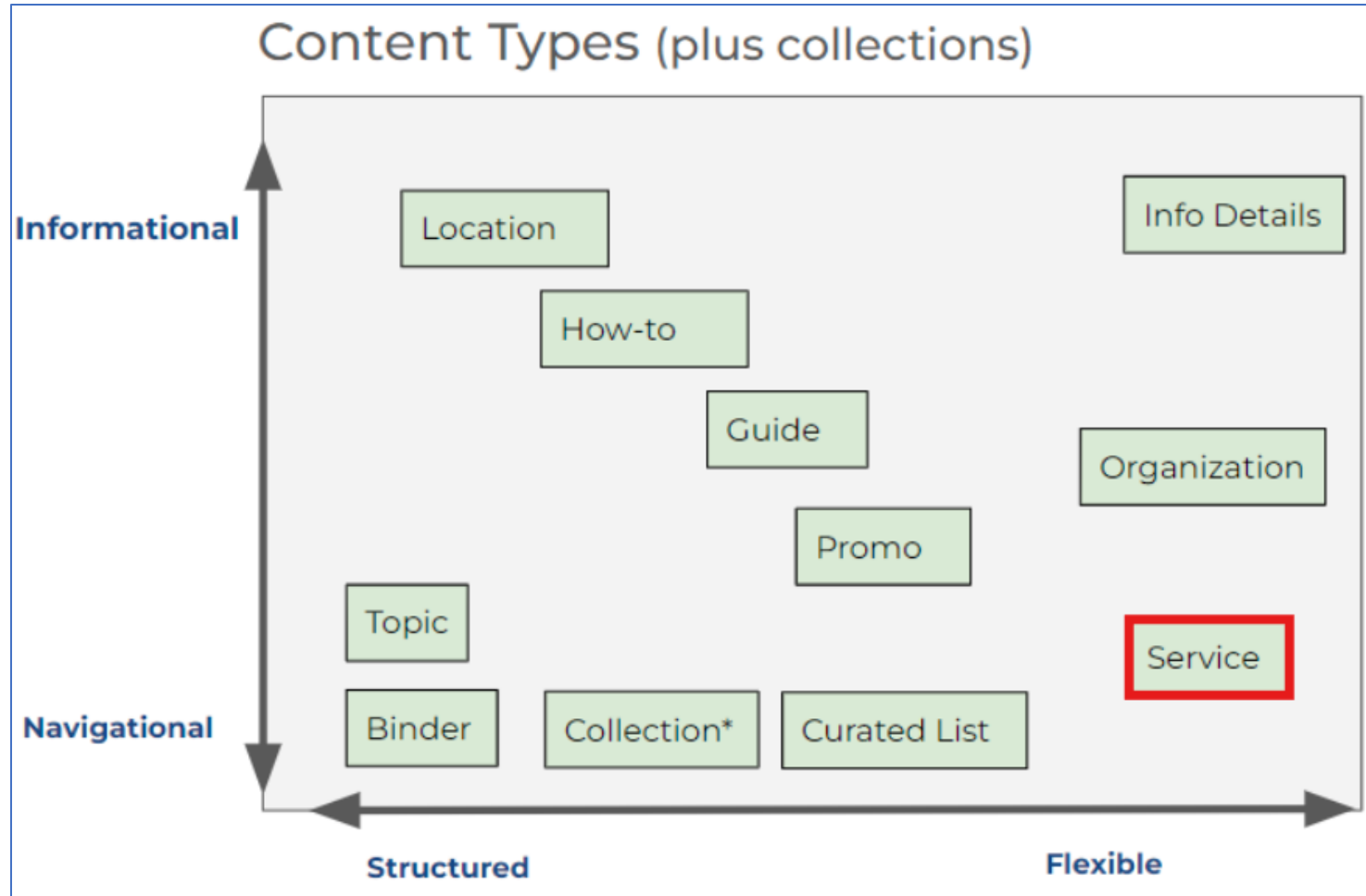
- Clear before clever
- Current
- Constituent-friendly



## Agenda

- Service page: Function
- Questions to assess your Service pages
- Apply the questions to Mass.gov pages (small groups)
- Wrap up

# Service pages compared to other content types



# Service pages: Navigational

- Points off to actions, information, apps, etc.
- Not a place to pause for long
- Not a "reading page"

OFFERED BY Accessibility Center for Consulting, Education and Support Services

## Accessibility training resource center

Find training resources to support your digital accessibility efforts. These are written and updated by Accessibility Center for Consulting, Education and Support Services (ACCESS) members.

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[What is digital accessibility? +](#)

[Fundamentals of Digital Accessibility +](#)

[Accessibility Awareness for Leadership +](#)

### Training library

#### Search for trainings and resources

SEARCH 

[Browse training library +](#)

### Instructor-led training calendar

Note: To register for a live training, you will need a free, basic Zoom account associated with your @mass.gov or @state.ma email address. If you do not already have one, [sign up for a free Zoom account](#).

#### Accessibility accommodations

If you will need American Sign Language (ASL) interpretation, or live, human-typed captioning (CART), email [eotss-access@mass.gov](mailto:eotss-access@mass.gov), and please allow two weeks for us to schedule needed personnel.

#### Live training schedule



## Questions to assess a Service page

1. Are the **audience** and **purpose** for the page clear?
2. Does the page's location in the **information architecture** make sense for the user journey?
3. Does the page **structure** help audiences quickly find their way to what applies to them?
4. Are the **components** on the page serving the purpose and the audience's needs?

Are the audience and the purpose  
for the page clear?



# Audience and purpose

- Reveal with title, short description, overview
- Use terms people would search
- Service pages have no table of contents

## Accessible beaches and pools

Find accessible places to swim and sunbathe at Massachusetts state parks, beaches, and pools.

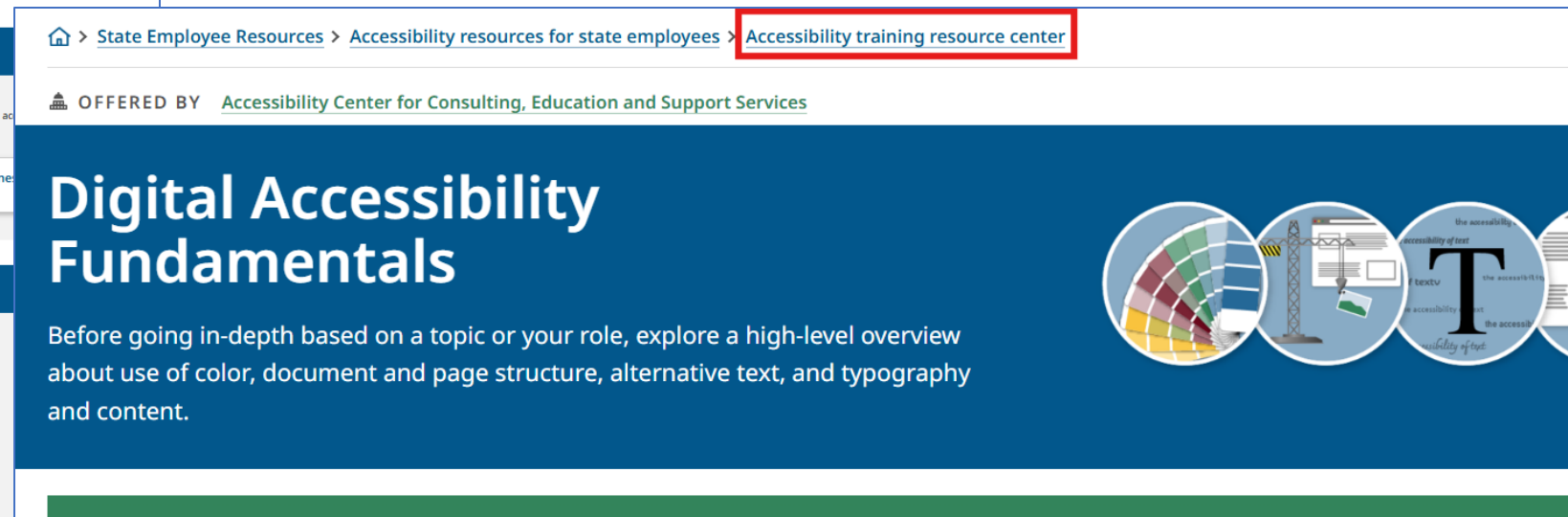
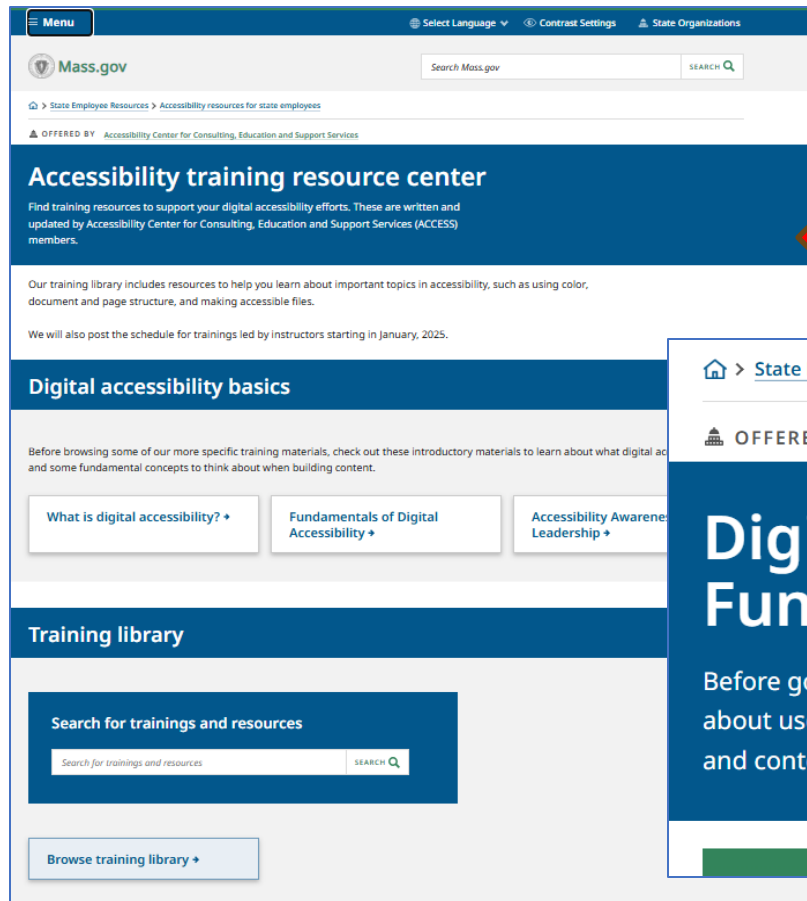


You can enjoy the water in many ways at Massachusetts state parks, beaches, and pools. Pools have lifts and ramps to get you into the water. Beaches have boardwalks and beach mats to get you out onto the sand. Beach wheelchairs with balloon tires can move you across the sand, and floating beach wheelchairs get you into the water itself. After you find an accessible beach or pool in the list below, please check with the beach or pool to learn about parking costs, hours of operation, and the availability of beach chairs and beach mat.

Does the page's location in the  
information architecture make sense  
for the user journey?

# Information Architecture

- Child of something broad; parent of specific end point pages



# Use as a "hub"

- For a suite of content about a product, project, initiative, service, topic, etc.
- Use as a landing or home page (*instead* of Org or Promo)

## Sexual and Reproductive Health Services

Find information about services like STI testing, birth control, emergency contraception (EC), pregnancy testing, basic infertility services, abortion care, and more.



### Get the sexual and reproductive health services you need, all for you.

The Massachusetts Department of Public Health (DPH) supports and funds sexual and reproductive health providers across the state, offering a range of quality, low to no-cost services.

[FIND A PROVIDER NEAR YOU](#)

## Learn about sexual and reproductive health services

You deserve quality care from providers who respect and understand you. Our network of clinics offers a wide range of sexual and reproductive services. Whether you need birth control, STI and HIV testing and treatment, gender-affirming care, or pregnancy-related support, we're here to help—without judgment and with respect for your unique needs.

Below is a list of trusted resources about some of the services offered at SRHP-funded sites.

[Expand all](#)

Abortion care

(4) +

Birth control and emergency contraception

(4) +

Pregnancy

(6) +

Testing and screening

(5) +



Does the page structure help audiences quickly find their way to what applies to them?

# Page structure

- Wayfinding
- An intuitive structure helps people quickly spot what applies to them
- Structure by audience, task, phase in a process, etc.
  - [Mass Digital video and multimedia services](#)
  - [Paid family and medical leave for employees](#)
  - [Jury Duty](#)
  - [Emergency housing assistance](#)

## Mass Digital video and multimedia services

We're ready to help share your story and bring your message to life.



Our experienced creative team offers multimedia services to other state agencies at competitive rates. We specialize in live-action videos, interviews, and motion graphic animation videos, and also offer photography and some audio recording services.

### What would you like to do?

[Collapse all](#)

#### Video services

(1) —

Our team works with you to develop your message and produce high-quality videos

- [Learn more about our video services](#) +

#### Motion graphic animation services

(1) —

Our graphic animation team designs videos that deliver key points in a visually appealing way

- [Learn more about our motion graphic animation services](#) +

#### Photography services

(1) —

Our photography team captures professional, high-resolution images that reinforce your message

- [Learn more about our photography services](#) +

#### Custom services

(1) —

Have a unique multimedia project that needs special attention or a personalized touch?

- [Discuss your needs with us](#) +

# Structure by stage in a process

## Paid Family and Medical Leave Benefits for Employees

Massachusetts workers are entitled to certain benefits to manage their health and the health of their family members.

LOG IN TO... ▾



Paid Family and Medical Leave, or PFML, is a benefit program for Massachusetts workers offered by the Commonwealth. Through PFML, if you work in Massachusetts you're likely eligible to take up to 26 weeks per year of paid, job-protected time off from work when you need it most, so that you can focus on your health and the health of your family.

## What would you like to do?

### Featured

Create an account or log in ▸

PFML overview and benefits ▸

Apply for PFML ▸

[Expand all](#)

### Getting to know PFML

(3) +

Start here to learn about Paid Family and Medical Leave and which type of leave might be right for you.

### Eligibility

(4) +

Find out if you're eligible to apply for Paid Family and Medical Leave.

### What you need to apply

(5) +

Helpful information about the documents and other information you'll need to apply for paid leave.

### Applying for PFML

(5) +

If you know what type of leave you want to take and you've gathered the required information, you're ready to apply.

### Managing your leave

(5) +

Information to help you after you apply.

### Information, forms, & other resources

(7) +

# Structure by task

## What would you like to do?

### Featured

Respond to your summons/check your status →

Top 10 things prospective jurors should know about jury duty →

Learn about jury duty accessibility →

[Expand all](#)

### Respond and prepare for jury duty

(8) +

### Eligibility and disqualification

(5) +

There are a few different reasons you might not be qualified (or "disqualified") to perform jury service. Find out if you're eligible to serve and what you should do if you're not qualified.

### Modify your service

(4) +

Find out what to do if you want to serve at a different courthouse, lost your summons, or are not disqualified but wish to be excused from jury duty.

### After you serve jury duty

(2) +

### Learn more about the jury process

(5) +



# Structure by audience

## Emergency Housing Assistance

Massachusetts individuals and families seeking emergency housing will find shelter programs and related services here.



This page includes resources to find shelter if you are in emergency need of housing. Shelter is a temporary place to stay as you search for your next place to live. Separate shelter services are available for individuals and for people with children (including pregnant people). There are also resources for households at risk of foreclosure or eviction, looking for support services, and individuals experiencing domestic violence.

## Shelter resources for individuals

### Shelter resources for youth

People 24 and younger can find housing options and support services.

[List of young adult emergency housing options →](#)

[Resources for youth experiencing homelessness →](#)

### Shelter services for individuals over 18

To find out if a bed is available, contact the shelter directly. Shelters manage their own registration process.

[Use a lookup tool to find a shelter near you →](#)

## Shelter for Families

### Emergency family shelter for pregnant people and families with children under 21

Find out if you're eligible for the Emergency Family Shelter program and learn how to apply.

[What is Emergency Assistance \(EA\) Family Shelter? →](#)

[Apply for EA Family Shelter →](#)

[Ask for free interpreters to help apply for EA Family Shelter →](#)

**Are the components on the page serving the purpose and the audience's needs?**

# Flexible components should serve audience/purpose

- Many components!
- Benefits and risks to flexibility
- "Form follows function"

**Content**

*No Paragraph added yet.*

ADD CARD GROUP

ADD CASPIO DATA PAGE

ADD FEATURED ITEM MOSAIC

ADD FEATURED MESSAGE

ADD IFRAME

ADD EVENTS

ADD SOCIAL MEDIA

ADD LOCATIONS

ADD PULL QUOTE

ADD STAT

ADD TABLEAU VISUALIZATION

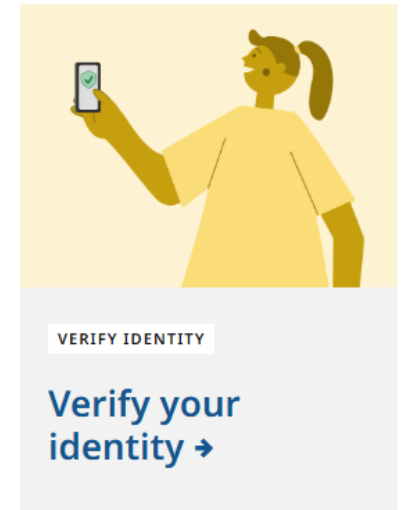
ADD VIDEO

ADD FLEXIBLE LINK GROUP

ADD CUSTOM SEARCH

ADD CONTACT

ADD RICH TEXT



NEW! Image cards

# Match form to function

- Search component = library of resources
- Events component = live trainings

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## FIONA Room 1: Employee Self-Service

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### One group takeaway to share out:

- If there's an Org page in the breadcrumb, take a closer look. Is there a better parent page like a Topic page? Yes, the topic page in this case makes more sense.

## KATIE Room 2: SNAP benefits (formerly food stamps)

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### One group takeaway to share out:

- Page could more clearly/effectively route people to where they need to go (lots of "jumbled links").
- Audience and purpose need refining

## KELLY Room 3 : Visit Massachusetts state parks

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### One group takeaway to share out:

- Lots of links - could be organized by specific categories with customized headings
- Refine the short description to add detail about what page offers
- Move up locations
- Look at back end to see which components people are clicking most.
- Not sure guide is necessary

## MEGHAN Room 4 : Ordering a certificate

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### One group takeaway to share out:

- Strange choice of parent page (Marriage and Divorce is parent but certificates aren't just for marriage/divorce)
- Needs a more specific title
- Buttons are few and task oriented +
- Not sure locations necessary since there's only 1



# GREG Room 5 : Prevailing Wage Program

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## One group takeaway to share out:

- Strange choice for short description (hotline and email, which are not clickable).
  - Contact info not listed elsewhere on the page
- Lack of organization/categories but analytics show lots of activity, so people seem to be finding what they need
- Still, audience could be called out more clearly



## MARINO Room 6: Energy Rebates and Incentives

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### One group takeaway to share out:

- Page may be redundant? Parent page showed links to similar content.



Like **all** content types, your Service pages should be:

### Clear before clever

- Plain language
- Active voice
- **Concise text**
- **Customized headings**
- Accessible

### Current

- Content is timely, relevant, accurate
- No dated events, news, alerts

### Constituent-friendly

- Meaningful title and short description
- Scannable
- **Detectable structure**
- **Popular content at the top**
- **Not too long**
- No broken links
- Mobile-friendly

## Wrap up and upcoming sessions

- Please give us some quick [feedback](#)
- Workshop your Service page – June 5
- Session on using Social Media – June 12
- [Sign up for a Content Lab Consult](#) if you're looking for help with a content strategy issue

