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Section 1: STAKEHOLDERS

Required – copy this information from the [content matrix](https://docs.google.com/spreadsheets/d/1uJ2aoRyl3EXm9U95W6YDcydZ9fqZvrjMJ5pDTJuf0xo/edit?usp=sharing) dashboard

|  |  |  |
| --- | --- | --- |
| **Henry Ford Content Owner(s)** | **Henry Ford SME(s)** | **Tab/Section** |
|  |  |  |

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Section 2: PAGE IDENTIFICATION

Required – copy this information from the [content matrix](https://docs.google.com/spreadsheets/d/1uJ2aoRyl3EXm9U95W6YDcydZ9fqZvrjMJ5pDTJuf0xo/edit?usp=sharing)

|  |  |  |  |
| --- | --- | --- | --- |
| **New Page ID** | **New Navigation Title** | **New URL** | **New Browser Title** |
|  |  |  |  |

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Section 3: STRATEGY

Strategy Notes from Matrix

Optional – copy this information from the [content matrix](https://docs.google.com/spreadsheets/d/1uJ2aoRyl3EXm9U95W6YDcydZ9fqZvrjMJ5pDTJuf0xo/edit?usp=sharing) and/or enter on to page table

|  |  |  |
| --- | --- | --- |
| **Keyword(s)** | **Persona(s)** | **Page Priorities** |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| [Yasmine - Caregiver and health maintainer](https://projects.invisionapp.com/share/U76HOQP85#/screens/135042748) | [Jen - Health care shopper](https://projects.invisionapp.com/share/U76HOQP85#/screens/135042625) | [Jim - Managing a chronic condition (diabetes)](https://projects.invisionapp.com/share/U76HOQP85#/screens/135042630) |
| [Amy - Busy mom and care coordinator](https://projects.invisionapp.com/share/U76HOQP85#/screens/135042653) | [David – Recently diagnosed with a serious illness (colon cancer)](https://projects.invisionapp.com/share/U76HOQP85#/screens/135042654) | [Natalie - Referring Physician](https://projects.invisionapp.com/share/U76HOQP85#/screens/135042655) |

Based on the Keyword(s), Persona(s), and Page Priorities …

Where did the visitor come from? How did they likely arrive on this page?

Example… Google search for “Henry Ford Orthopedics”, Services Search for “Orthopedics,” featured Orthopedics service link on home page.

Why is this person visiting this page? What do they want to do?

Example… Yasmine would like to learn about which types of exercises can strengthen bones and prevent osteoporosis, and perhaps sign up for this type of class with her mother.

How do we want to write or speak to this person? Please select 1-3 brand attributes to focus tone of voice for this page.

|  |  |  |  |
| --- | --- | --- | --- |
| Academic/Qualified | Collaborative | Innovative | Personal/Patient-Oriented |
| Caring/Compassionate/Supportive | Engaging/Motivating | Optimistic/Positive | Practical/Informative |

What pages is the visitor likely to visit next? What is the next step in the patient’s journey with Henry Ford Health System?

Example… Schedule a consult.

Which is the **primary** objective or business goal this page supports?

Example… Help patients understand the full breadth of orthopedic services offered by Henry Ford Health system.

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Section 4: CONTENT

[See the full page design](https://invis.io/AT7J5X9RC)

Items are marked required or optional individually

Blue boxes are for information provided in the Locations Directory file.

Grey boxes are for Callouts. These are created in the CTA tab in the content matrix. Writer may provide ideas in the designated place below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Header Phone Number** | Provided via Locations Directory file | | |
| **Hero Messaging**  Headline, text, button copy and button link.  [See an example](https://invis.io/UT7N6RG43)  If planning multiple hero slides, enter them here. Use headings to indicate start of new hero slide. | Hero Headline in Title Case (15 characters max)  Hero subhead in sentence case with punctuation. (45 characters max)  Please indicate which image should be used for this hero and where that image can be found.  Include image alt text for hero image. | | |
| **Location Name** | Provided via Locations Directory file | | |
| **1-4 Location Task CTA Buttons**  Recommend at least 2  [See an example](https://invis.io/4W7MZ8HS3) | **Headline in Title Case (10-15 characters max)**  [specify link target in brackets]  [specify icon type if icon is in the Web Style Guide (p. 13) OR specify and highlight Media Library path in brackets; example: /images/icons/xray.jpg] | | |
| **Tabs**  1-4  Each Tab has a Tab Title and Content  [See an example](https://invis.io/NS7N591HF) | Tab Headline in Title Case (character limit 25-50 depends on the number of tabs)  Body copy in sentence case with punctuation (no character limit, but aim for no more than 2-3 sentences).  You may use a link in sentence case. [specify link target in brackets]  Link With > in Title Case [specify link target in brackets]  **View All Bold Link With > in Title Case** [specify link target in brackets] | | |
| **Tab 1**  **Recommended Title:**  **Campus Information** | [specify and highlight Media Library path in brackets, example /images/modules/locations/holy rosary exterior.jpg] | Location Name, Address and Hours: Provided via Locations Directory File | Maps & Directions and Phone Numbers: Provided via Locations Directory File |
| Enter hours for location; suggested formatting below:  Hours  Monday - Friday, 7 a.m. - 6 p.m.  Saturday 7 a.m. - 1 p.m.  Closed Sundays and holidays  or  Hours  Open 24 hours, 7 days a week |
| Body copy in sentence case with punctuation (no character limit, but aim for no more than 2-3 sentences).  You may use a link in sentence case. [specify link target in brackets] | |
| Bullet list or Buttons (specify if Buttons)  Link With > in Title Case [specify link target in brackets]  **View All Bold Link With > in Title Case** [specify link target in brackets] | Optional 2 column bullet list:  Link With > in Title Case [specify link target in brackets]  View All Bold Link With > in Title Case [specify link target in brackets] |
| **Tab 2**  **Flexible – Suggestion:**  Patient & Visitor Information |  | | |
| **Tab 3**  **Flexible – Suggestion:**  Contact Us (Phone number directory of departments) |  | | |
| **Tab 4**  **Extra. Name here if use.** |  | | |
| **Quick Links** | List up to 8 Priority Links  Page Name [specify Page ID in brackets] | | |
| **Rotating Text-Based Feature on Blue Background**  Optional. Up to 4.  Rotator.  [See an example](https://projects.invisionapp.com/share/XD7N4LSSH#/screens) | We recommend Walk In Clinic and Convenient Care options highlighted here if applies. CTAs will be created via the CTA tab on your matrix.  Example:   1. Walk-In Clinics & Same-Day Appointments - Link to page 2. Prepare for your surgery – Link to what to expect page | | |
| **Custom Landing Image or Video Features**  Optional. Up to two. Right- or left-aligned image or video.  [See an example](https://invis.io/VT7NQHEC6) | Provide ideas for what could be promoted in this area. CTAs will be created via the CTA tab on your matrix.  Example:   1. Patient Story (Barbara) - Link to patient story 2. Service line differentiator – Link to what to expect page | | |
| **Text-Based Feature on Blue Background**  Optional. Up to 2. [See an example](https://invis.io/QD6X0I2XV) | Provide ideas for what could be promoted in this area. CTAs will be created via the CTA tab on your matrix.  Example:   1. Am I a candidate for surgery? - Link to diagnosis page 2. Prepare for your surgery – Link to what to expect page | | |
| **Main CTA**  Headline, copy, button.  [See an example](https://invis.io/HM6X0H9BY) | Provide ideas for what could be promoted in this area. CTAs will be created via the CTA tab on your matrix.  Tip: Your main CTA should reflect the natural next step for the visitor.  Example: Sign up for our Newsletter | | |

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Section 5: META DESCRIPTION

Required

Write a meta description that summarizes the content on the page. This text will appear under your URL in search results. (155 characters max)

|  |
| --- |
| Plain text (155 characters max) |

Example: For more than 90 years Henry Ford Wyandotte Hospital, a member of the Henry Ford Health System, has served the Downriver community and surrounding area with a commitment to charitable giving, outreach and building stronger, healthier individuals and families.

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Section 6: INTERVIEWS, VERSIONS + COMMENTS

Interviews

Document name(s) of subject matter experts, date interviewed and location of notes or recording for reference.

|  |  |  |
| --- | --- | --- |
| Date | Subject Matter Expert | Location of Notes/Recording |
| Click here to enter a date. |  |  |
| Click here to enter a date. |  |  |
| Click here to enter a date. |  |  |

Versions

Add more rows if needed.

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Version | Writer/Editor | Notes |
| Click here to enter a date. |  |  |  |
| Click here to enter a date. |  |  |  |
| Click here to enter a date. |  |  |  |

Notes

What needs to be addressed for this page before it can be considered done? Document questions, comments and issues. Add more rows if needed.

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Owner(s) | Question, Comment, Issue | Status (Open/Closed) |
| Click here to enter a date. |  |  |  |
| Click here to enter a date. |  |  |  |
| Click here to enter a date. |  |  |  |
| Click here to enter a date. |  |  |  |

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