

launching a new corporate intranet

22nd annual intranets for corporate communications course

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who am I?

- Carleton journalism grad
- Built my first website at age 13 using Geocities: “mullet hunters”
- Head of Digital Strategy at the Canadian Intellectual Property Office, an agency of Industry Canada
- Responsible for setting and guiding the digital direction of the organization
- Have worked and built intranets in the public, private and NGO sectors
- Previously worked at the Pearson Peacekeeping Centre, Informa Australia and the National Research Council



what frustrates you most about internal comms?

my passion for intranets was borne of hatred

why do I care about intranets?

hatred for:

- forms
- unnecessary emails
- not being able to find tools and resources I need to work

frustration with:

- disgruntled employees who won't help you because they've been asked the same thing a million times before
- bad top-down and internal communication
- organizational disconnect
- excessive silos and divisions

a general impression that the web was evolving all around me while most intranets I encountered were stuck in the 90s

what is an intranet?

Wikipedia:

An intranet is a computer network that uses Internet Protocol technology to share information, operational systems, or computing services within an organization.

Dictionary.com:

An intranet is a computer network that uses Internet Protocol technology to share information, operational systems, or computing services within an organization.

About.com:

Intranet is the generic term for a collection of private computer networks within an organization. An intranet uses network technologies to facilitate communication between people or work groups to improve the data sharing capability and overall knowledge base of an organization's employees.

Intranets utilize standard network hardware and software technologies like Ethernet, WiFi, TCP/IP, Web browsers and Web servers. An organization's intranet typically includes Internet access but is firewalled so that its computers cannot be reached directly from the outside.



Search the web using Google!

10 results



Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

About Google!

[Stanford Search](#) [Linux Search](#)

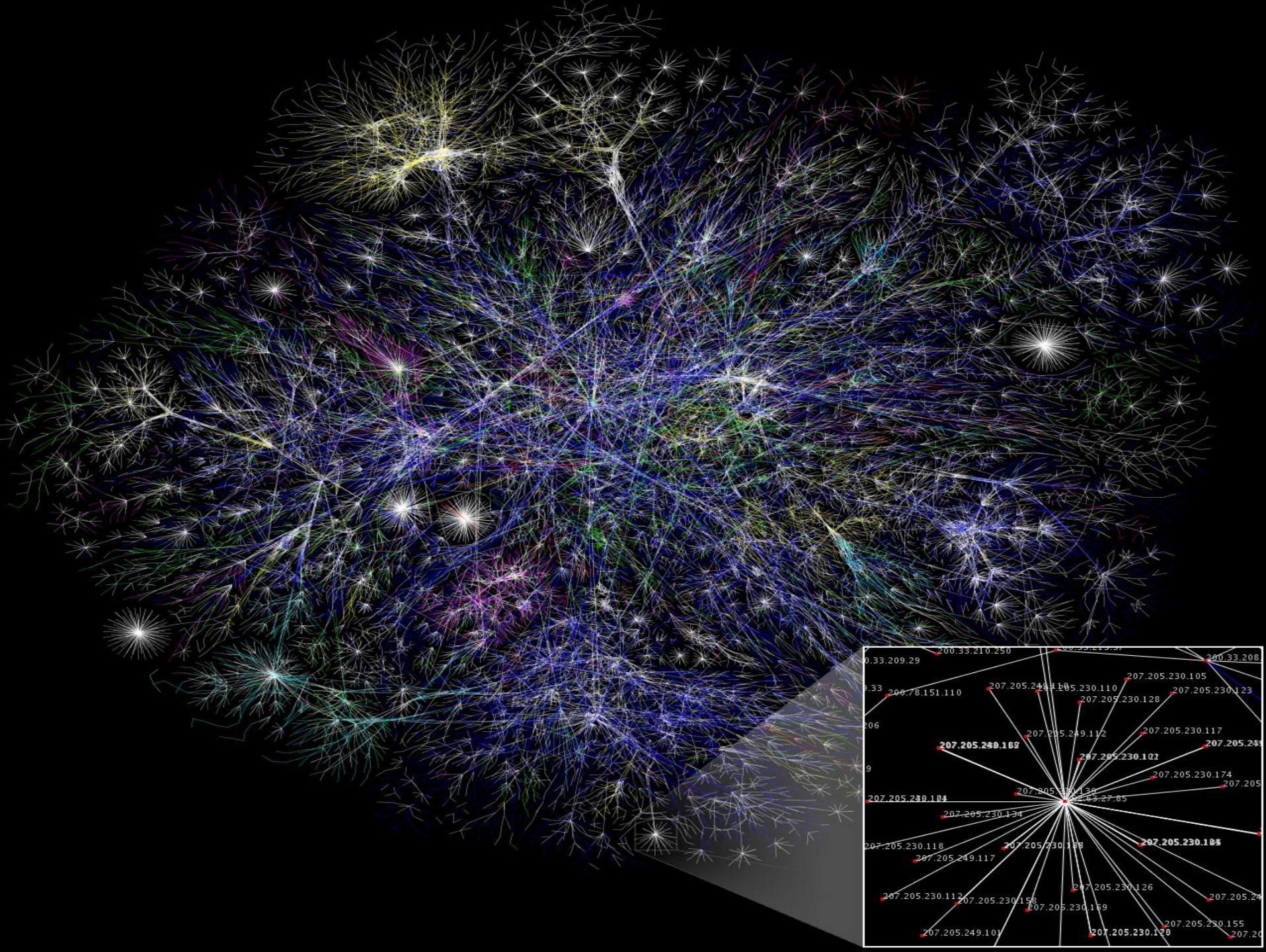
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what is an intranet?

tool

way for employees to be social

A type of librar

A way to boost productivity

A way to communicate

A way to bring unlikely collaborators together

what isn't an intranet?



A dumping ground for information

A mess of files and documents

A top-down communication vehicle

why build an intranet?

Info within your org is foggy

**Your employees are getting lost trying to find
what they're looking for**

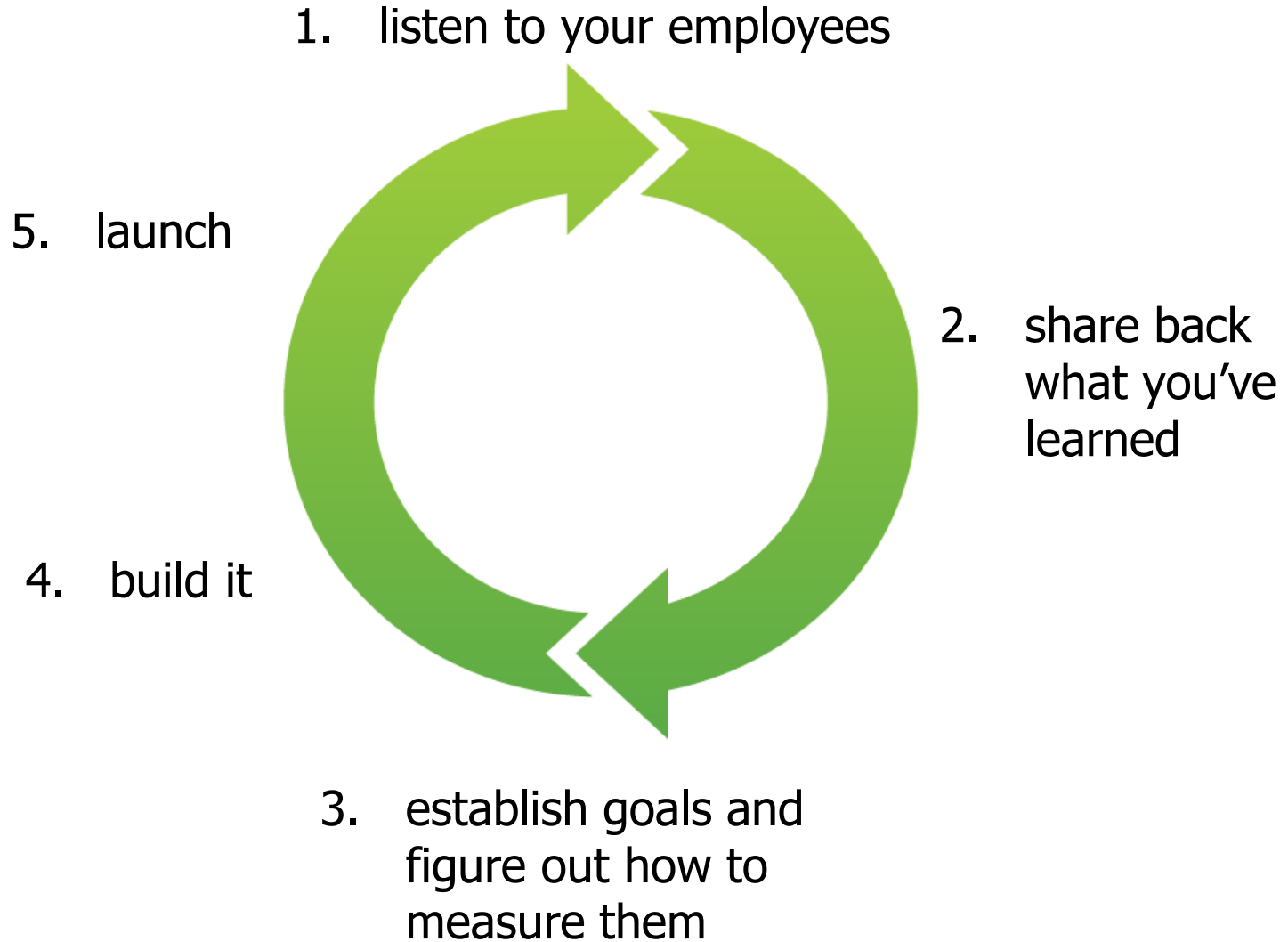
You're trying to modernize your org

SO...

You think you can build an intranet?

if you build it... will they come?

yes? ok! what are the steps?





listen to your employees and
(duh) your bosses

- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Average
- ☒ Poor

IC uses a company called Fluid Surveys

booth (with food-based incentive)

good old fashioned email

any number of other internal tools



what kind of questions should you ask?

- demographics
- comfort with the web, social media and intranets
- usage patterns
- what they'd like to see on it
- what they wouldn't like to see on it
- commenting/feedback mechanism
- interactivity
- level of formality



share back what you've
learned

To promote a culture of openness

And transparency

To keep your employees happy

Rather than angry



set your goals and principles,
then how to measure them

keep it fresh and cool

Shoe Store

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The Shoe Store Womens Shoes Mens Shoes Kids Shoes	Where You Are: Shoe Store	
	Wide Selection Of Shoes Online Add some great text about the various types of shoes you offer (dress shoes, high heels, tennis shoes); then some text about the people who they are for (men, women, children). Gym Shoes Dress Shoes Casual Shoes	
	Casual/Dress Shoes Women High Heels Pumps Flats Mens Dress Shoes Casual Shoes	Gym Shoes Running Shoes Basketball Shoes Street Shoes Aerobic Shoes
	Womens Shoes Talk about the types of womens shoes you have (high heels, tennis shoes, casual) and the colors styles and materials they come in. Mens Shoes Talk about the types of mens shoes you have (sneakers, dress and casual) and the colors styles and materials they come in. Kids Shoes Talk about the types of kids shoes you have (dress shoes, play shoes, gym shoes, walking shoes) and the colors styles and materials they come in.	
	Other Shoes Available Mens Shoes Womens Shoes Kids Shoes	



keep the nav/IA simple

keep it clean and uncluttered



Home

Auctions

Marketplace

Media

Support & Community

Bob's Video Blog

Domains

Hosting

Email

Site Builders

Business

SSL Certificates

Resellers

Start Domain Search

GO!

Manage

Renew

Upgrade

MY PRODUCTS

Show All My Products

MY ACCOUNT

Preferences

Account Settings

Customer Information

Order History

Pending Account Changes

My Downloads

Assign an AccountExec

Buyer Profiles

My Payment Information

Gift Card Balance

GoodAsGold Balance

Domain Related

Domain Transfers

Investor's Edge Domains

Domain Forwarding

Domain Monitoring/Backordering

Off-Site DNS Management

Web Site Tools

For Sale/Starter Web Page

Advertising Credits:

Facebook® and Google®

MY RENEWALS & UPGRADES

Consolidate .COM & .NET Renewals

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.com

GO!

Or get your domain fast with **EXPRESS BUY!**

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SALE! .me \$9.99, SALE! .mobi \$7.99*, SALE! .us \$4.99

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*Plus ICANN fee of 18 cents per yr

Tune in **Wednesdays @ 2 PM PT** to hear Go Daddy CEO & Founder, Bob Parsons®, and his fascinating guests.



Entrepreneur,
IndyCar® Series Star
& Go Daddy Girl®



WEB CONTENT:
UNRATED

TOO HOT FOR TV!



See the commercials
we couldn't show
you on TV...



How do I get started?

Our online Product Advisor will recommend ideal products and solutions for you. **Help me!**



Boost your online business exposure!

Get your site listed on major search engines. From \$29.99/yr **Learn more!**



Host your Web site on fast European-based servers!

Enjoy FREE setup and software, 24/7 support and up to unlimited storage and transfer on local servers. From \$4.99/mo **Learn more!**

Hosting Options

- Web Hosting
- Grid Hosting
- WordPress Hosting
- Dedicated Servers
- Virtual Dedicated Servers

Web Site Design

- WebSite Tonight®
- SmartSpace™
- Web Site Design Services
- Quick Broadcast
- Photo Album
- Quick Shopping Cart®

Email Plans

- Web-Based Email
- Hosted Exchange
- Online File Folder™
- Fax Thru Email

Business Solutions

- School of Business
- Express Email Marketing®
- Site Surveys
- CRM Application
- Search Engine Visibility
- Reseller/Domainer
- More...

Security & Privacy

- SSL Certificates
- Code Signing Certificates
- Private Registration
- Protected Registration
- Certified Domains

Tools & Wizards

- Product Advisor For new shoppers
- Domain Express Buy
- \$1.99* Domain Bundles
- Mobilize Your Domain



Industry Canada



Canada

All topics ▾ Just for businesses ▾ Just for consumers ▾ Forms, reports, guides ... ▾

Find what you're looking for...

Pages ▾



top searches

Ministers



The Honourable
**Christian
Paradis**

[About the
Minister of
Industry](#)



Headlines

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Priorities

PRIME MINISTER'S
VOLUNTEER AWARDS

NOMINATE SOMEONE TODAY!



CANADA'S ECONOMIC

ACTION PLAN

JOBS • GROWTH • PROSPERITY



Travel.gc.ca

Supporting our tourism industry

Date modified: 2013-02-05



build in ways to reduce future ROT

**redundant
outdated
trivial**

how can you measure your goals?



(RIP penny)

how can you measure your goals?

- are people commenting on content? what are they saying?
- are your employees satisfied with the site?
- are people accomplishing what they set out to do? can they find what they're looking for?
- is it improving productivity?
- is it helping increase the bottom line? is it aligned with business/organizational goals?
- how many total pages are on your intranet? is this too high or too low?
- how is the search functionality being used?
- how interactive and engaging is the content?
- does the information architecture make sense? is content easy to find?

create a KPI dashboard

Metric	Purpose	Methodology
Visitor Engagement		
Visitor Engagement Index	Determine the level of engagement with the site through average visitation.	<ul style="list-style-type: none">Total number of visits over a given period divided by the total number of unique visitors over the same period.
Average Page Views Per Visit	Determine the level of engagement with site through average consumption of content.	<ul style="list-style-type: none">Total number of page views to the site over a given period divided by the total number of visits over the same period.
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build the damn thing

decision points – technical

- what platform/CMS are you going to use?
- what technical expertise is required? does your organization have it? if not, where can you get it?
- how are you going to make the search not suck? licence Google technology? go crazy with metadata and tagging?
- are there any bandwidth restrictions or issues?
- recognize what you don't know and what you don't know you don't know

best practice – technical



DrupalTM

use an open-source CMS like Drupal

- free
- supported by millions of active users
- tons of online resources and guides
- low technical know-how required for use
- good enough for whitehouse.gov

best practice – technical



licence Google search or buy the GSA 7 (if you can afford it)

- not overly expensive
- it just works
- save time and effort by reducing tagging and metadata
- relatively easy to set up and use
- used by many large corporations

decision points – HR

- who's going to manage it?
- what's the governance model going to be?
- who's going to publish content?
- who's going to moderate comments?
- who's responsible for creating content?
- does your organization have the HR capacity?

best practices – HR

- define clear roles and responsibilities – who's responsible for running the site, how content is created, moderated and published
- establish a crystal clear governance model that establishes and codifies these roles and responsibilities – an intranet “guru”
- depending on the size of the organization, 1-3 full-time employees devoted to the intranet full time. don't skimp! a good intranet is a lot of work
- perfect combination is someone who's strong with writing/communication/content and also tech/web development
- don't moderate comments!! otherwise your intranet will be where employee morale goes to die

site governance model

	Strategic planning	Content creation	Content refinement	Content publishing	Performance measures
Vision	<p>your organization's vision, mission and values that your intranet will be built around.</p>				
Activities	<ul style="list-style-type: none"> - Determine level priorities and elements for information - Determine business requirements - Develop Information Architecture (IA) - Develop layout and design - Design and organize landing pages 	<ul style="list-style-type: none"> - Content is written and prepared by content owner - Content owner identifies content 	<ul style="list-style-type: none"> - Content is refined, formatted for the web - Ensure content is aligned with policies and standards - Content is placed within website IA 	<ul style="list-style-type: none"> - Content is posted to website in various formats (HTML5, video, PDF, etc) - Ensure publishing is aligned with policies and standards 	<ul style="list-style-type: none"> - Use testability - Completion - Increase in number of hits to relevant - KPIs
Leadership/ stewardship					
Tools and resources	<ul style="list-style-type: none"> - Web Experience Toolkit (WET) 	<ul style="list-style-type: none"> - Corporate charter - Business strategy - Strategic plan - Annual report - etc 	<ul style="list-style-type: none"> - web writing guides - web content principles 	<ul style="list-style-type: none"> - Web Experience Toolkit (WET) 	<ul style="list-style-type: none"> - Google Analytics - Online feedback mechanism - KPIs - Search Engine Optimization (SEO)
Policies and standards	<ul style="list-style-type: none"> - TBS Policy on Information Management - Federal Identity Program - Communications Policy of the Government of Canada - Official Languages Act - Privacy Act 				

decision points – financial

- how much is it going to cost?
what's your budget?
- will you build it in-house or
outsource to a contractor?
- how much will long-term
maintenance and upgrades
cost?
- how much will tech support
cost?
- have enough resources been
allocated?

best practices – financial

- proper training and choosing an open-source CMS will dramatically cut down on tech support and maintenance/upgrade costs in the long term
- if you're serious about building a good intranet, hire someone for that role and make sure they get the training they need

decision points – usability

- how do you want it to look and feel?
- do you have corporate or government identity standards to follow?
- how are you going to implement any user feedback you get?
- what functionality do you want to build in?
videos, commenting, instant messaging, audio, forums, listservs/RSS feeds?
- language considerations?
- how are you going to make your content accessible and searchable?

best practices – usability

- keep your intranet in the same design family as your website or other corporate communications products
- if you're going to seek user feedback, be sure to have a plan to action it
- build in cool new functions but make sure they have a purpose and you have the resources to run them properly
- beware of language considerations, especially in the government
- spare no expense to make your search work well! people have no patience for poor searches these days and it's consistently the most-used intranet feature

decision points – content

- how are you going to keep content fresh and relevant?
- how much content do you want to post?
- how often do you want to update?
- what kind of content do you want to post?
- how will the content be written?
- how will you keep the ROT content low?

best practices – content

- develop content lifecycles, regular updates and posts
- determine your organizational needs for amount of content
- update as often as possible!
- the richer the content, the better
- write for the web!
- plan a regular ROT-reducing exercise to delete/archive old content

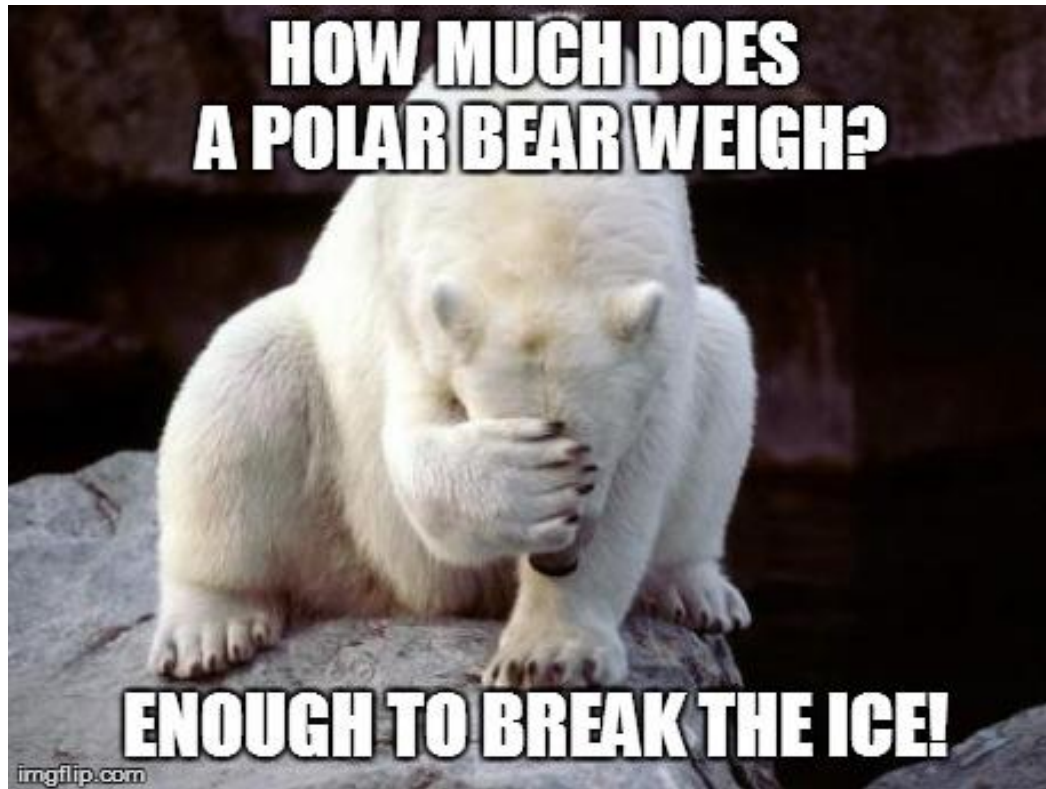
avoid the top 10 mistakes

1. bad search
2. too busy
3. bad navigation
4. too distracting
5. content not written for the web
6. too many buttons and graphics (or anything that looks like advertising)
7. organization-specific, not task- or user-specific
8. too many cheesy or stock photos
9. text you can't scan
10. bad governance model
or lack thereof

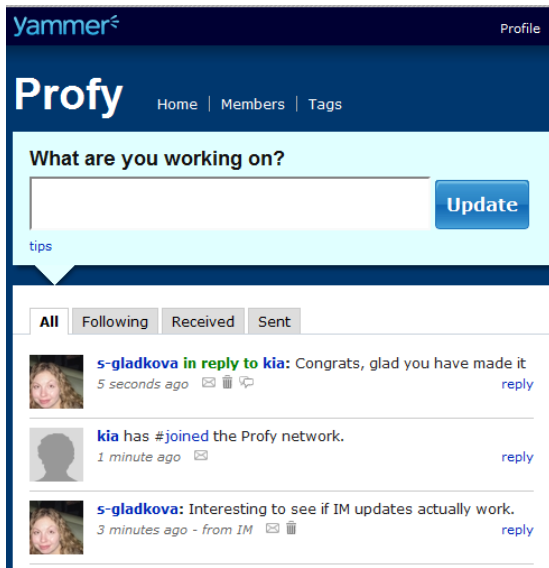


launch

now what? get your employees onto it!



- get IT to set it as peoples' homepage
- use it as a registration tool for seminars and events
- consider reducing redundant files/folders on network drives
- post interesting, dynamic content that will spread via word-of-mouth
- give it a memorable name



now what?
start measuring!



10,000



webtrends™

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Google Analytics
Anywhere. Anytime.



now what?

avoid making these top 10 post-launch mistakes!

1. letting content go stale
2. not responding to feedback
3. info starts becoming organization-specific, not task- or user-specific
4. inability to say “no” to those who want to use intranet as a dumping ground
5. returning to old, bad habits like using Windows Explorer to sort files
6. letting content pile up
7. allowing the governance model to slip
8. letting it die a slow, agonizing death
9. admins start getting lazy with tagging and metadata
10. not promoting it enough

Fin

questions?