

The paths from metadata to value – information we store with content can be used by the system to provide tools to support user navigation and to surface more relevant and intuitive content

1. Building navigation

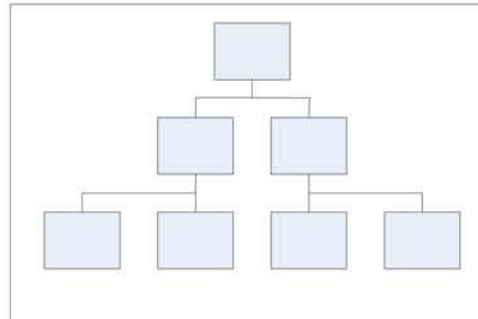
... Caring and support
... **Related term:** Health
... **Related term:** Benefits
... Breaks from caring
... **Related Term:** Respite care
... Care plans
... Carer's assessments
... Community Care Grant
... Health and social care assessments
... Types of care
... Care homes
... **Related Term:** Hospices
... Nursing homes
... **Use For:** Care homes with nursing
... Continuing care
... **Use For:** Long-term care
... Day centres
... Home care
... Hospices
... **Related Term:** Care homes
... Palliative care
... Personal care
... Residential care
... Respite care
... **Related Term:** Breaks from caring
... Sheltered housing
... **Related Term:** Housing

Content gets tagged with terms from the taxonomy – the relationships encoded in it help to generate related links in the See also panel. Although links are automatically generated, they are always approvable by editors to ensure quality and accuracy

See also

Health and wellbeing section
More information on benefits
Money, tax and benefits section

The taxonomy will be deeply informed by user language. We will use search analytics to identify synonyms and non-preferred terms. For example, "unemployment benefit" will map to "Jobseeker's Allowance", and "speed cameras" to "safety cameras"



Using metadata, we can build a flexible, responsive site hierarchy, which is more efficient than building it manually.

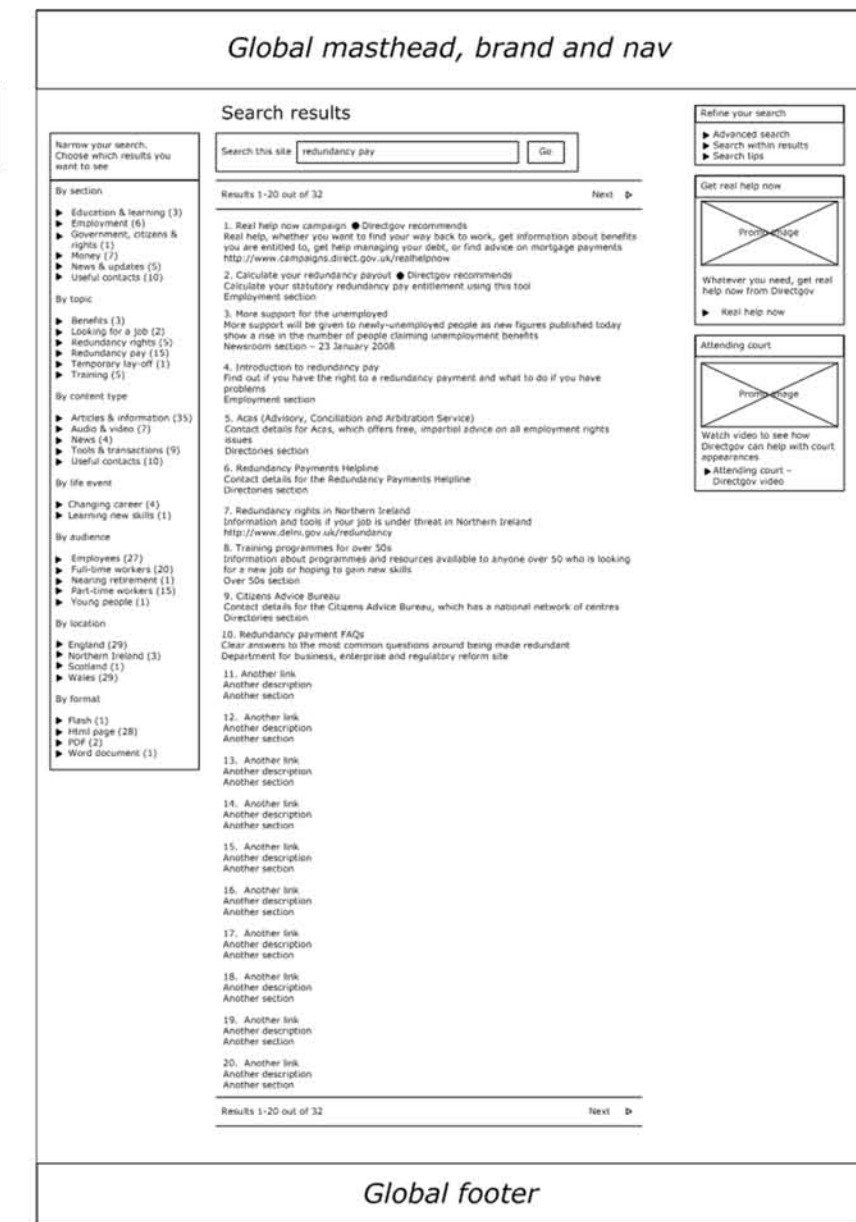
The topic taxonomy is hierarchically structured, and includes extensive relationships between terms

It will map together government and user terminology to enable users to access the right content regardless of how they frame their initial information need

2. Faceted search

The tags that are applied to content will be surfaced in site search to provide a faceted navigation tool for end users.

Each filter represents a tag applied to content from the results. Users can refine their searches to get results that are more focussed on their identified need



The model also includes fields for good search engine optimisation, e.g. Title and Description, and fields to manage site search and the XML sitemap

4. 'Most recent' widget

Every piece of content has system-generated "date created" metadata. System functionality will pull the most recently created links into a 'Most Recent' widget which can be displayed in many places across the site

Metadata form for "The vehicle discount scheme – money off your new vehicle"

Created date 15/06/2009 09:15

Metadata form for "Swine flu – latest information"

Created date 18/06/2009 09:15

Metadata form for "Explore higher education during Aimhigher week"

Created date 16/06/2009 09:15

Metadata form for "Horse passports – why you need them and what they contain"

Created date 17/06/2009 09:15

Most recent from Directgov

Swine flu – latest information
Horse passports – why you need them and what they contain
Explore higher education during Aimhigher week
The vehicle discount scheme – money off your new vehicle

The 'Most recent' widget helps to showcase the range of content Directgov is offering, and is an efficient way of generating supplementary page furniture without editorial intervention

3. Supporting internal reporting needs

Manage ownership

The lead policy holder metadata goes into the header of the HTML page, from where it can be recorded and tracked by our analytics provider Speedtrap. This means that metrics about the usage of that agency's content can be produced regardless of where the content is actually surfaced

Metadata form
Lead policy holder Department of Work and Pensions

By capturing the lead policy holder, we can facilitate the split between content presentation and ownership, and thus are able to organise the site in ways that work best for users

Created by:

Helen Lippell helen.lippell@directgov.gsi.gov.uk
Peter Jordan peter.jordan@directgov.gsi.gov.uk