

EXPLORE **m** MINNESOTA™

# Web Strategy that Works

Explore Minnesota's Digital Strategy Team





# Why are we here?

To answer this question:

How do I ensure my website has the content that users are actually looking for?

# Our Philosophy

Renovate—  
don't rebuild



# Step 1: Audit your content

A1:B1    fx Name or Title of the Piece

	A	B	C	D	E	F
1	Name or Title of the Piece		Page Type	URL		
2						
3	<a href="#">Discovering Detroit Lakes</a>		Article	<a href="https://www.exploreminnesota.com/article/what-to-do-in-detroit-lakes">https://www.exploreminnesota.com/article/what-to-do-in-detroit-lakes</a>		
4	<a href="#">Five of Minneapolis' Most Progressive Art Galleries</a>		List	<a href="https://www.exploreminnesota.com/list/minneapolis-contemporary-art-galleries">https://www.exploreminnesota.com/list/minneapolis-contemporary-art-galleries</a>		
5	<a href="#">Where to Paddle and What to Do While You're in Ely</a>		Article	<a href="https://www.exploreminnesota.com/article/where-to-paddle-in-ely">https://www.exploreminnesota.com/article/where-to-paddle-in-ely</a>		
6	<a href="#">Fish the Legendary Waters of Northwest Minnesota</a>		Article	<a href="https://www.exploreminnesota.com/article/where-to-fish-in-northwest-minnesot">https://www.exploreminnesota.com/article/where-to-fish-in-northwest-minnesot</a>		
7	<a href="#">Tackle the Trails in the Off-Road Triangle</a>		Article	<a href="https://www.exploreminnesota.com/article/tackle-trails-off-road-triangle">https://www.exploreminnesota.com/article/tackle-trails-off-road-triangle</a>		
8	<a href="#">The Minnesota Renaissance Festival is Fanciful Fantasy Fun</a>		Article	<a href="https://www.exploreminnesota.com/article/minnesota-renaissance-festival">https://www.exploreminnesota.com/article/minnesota-renaissance-festival</a>		
9	<a href="#">Seven Places to Sample Minnesota-made Cider</a>		List	<a href="https://www.exploreminnesota.com/list/where-to-drink-minnesota-made-cider">https://www.exploreminnesota.com/list/where-to-drink-minnesota-made-cider</a>		
10	<a href="#">8 of the Spookiest Sites in Minnesota</a>		List	<a href="https://www.exploreminnesota.com/list/spookiest-sites-minnesota">https://www.exploreminnesota.com/list/spookiest-sites-minnesota</a>		
11	<a href="#">Duluth Lights Up for the Holidays</a>		Article	<a href="https://www.exploreminnesota.com/article/duluth-lights-holidays">https://www.exploreminnesota.com/article/duluth-lights-holidays</a>		
12	<a href="#">Finding inspiration on a pilgrimage to Paisley Park</a>		Article	<a href="https://www.exploreminnesota.com/article/paisley-park-pilgrimage">https://www.exploreminnesota.com/article/paisley-park-pilgrimage</a>		
13	<a href="#">Warm Up at a Local Coffee Shop</a>		Article	<a href="https://www.exploreminnesota.com/article/minnesota-best-coffee-shops">https://www.exploreminnesota.com/article/minnesota-best-coffee-shops</a>		
14	<a href="#">Make Northeast Minnesota Your Ski Destination</a>		Article	<a href="https://www.exploreminnesota.com/article/northeast-minnesota-ski-destination">https://www.exploreminnesota.com/article/northeast-minnesota-ski-destination</a>		
15	<a href="#">Explore Amazing Art Museums Across Minnesota</a>		Article	<a href="https://www.exploreminnesota.com/article/minnesota-art-museums">https://www.exploreminnesota.com/article/minnesota-art-museums</a>		
16	<a href="#">Wander Through Southern Minnesota This Winter</a>		Article	<a href="https://www.exploreminnesota.com/article/southern-minnesota-winter-wander">https://www.exploreminnesota.com/article/southern-minnesota-winter-wander</a>		

+    ≡    Editorial    Landing Pages    News Releases    <

- Hub
- Spoke

## Step 2: Determine your content model

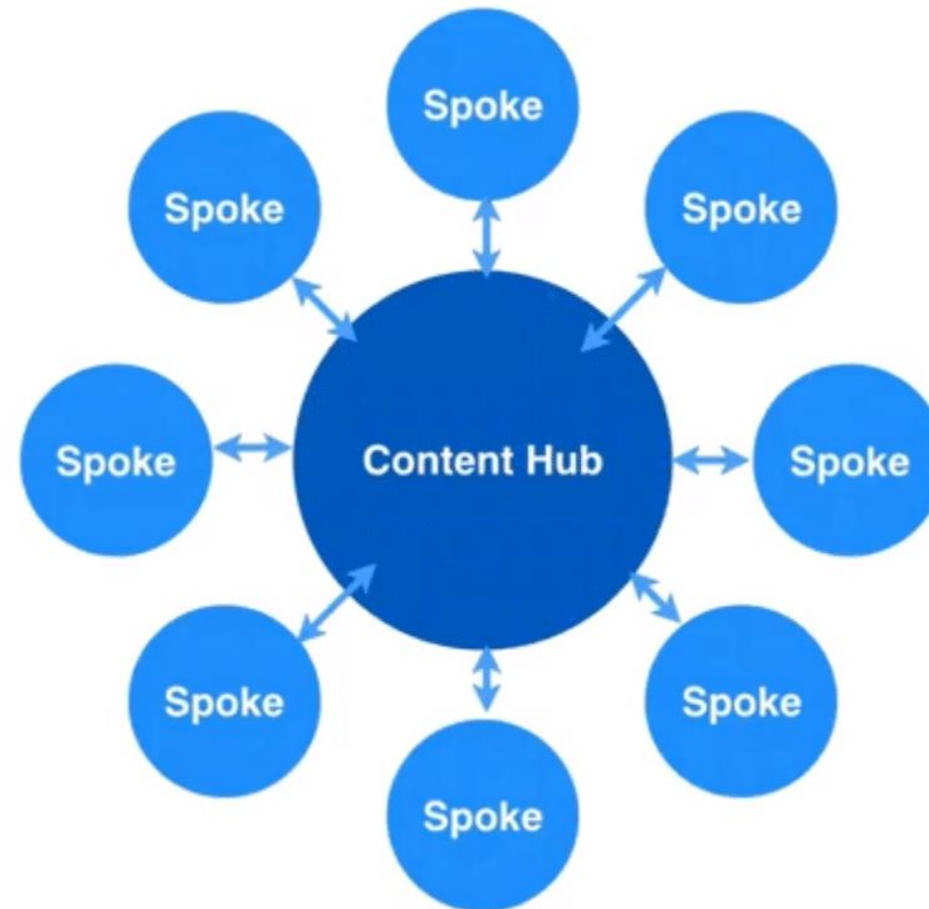
### CAROUSEL:

#### Winter 101

- Ways to Get Out During Winter (outdoor/cabin fever)
- Get Outside in Winter (Winter Sports/Outdoor Rec)
- Winter Events and Festivals
  - Loppet
  - Ice Castles
  - Winter Festivals
  - Ice bars/mazes
  - Snow sculpting contest
- Indoor Things to Do
- Celebrate the Holidays
- Cozy Things to Do
- Winter Weekend Getaways
- Winter Health and Wellness (saunas, spas, yoga studios, rock climbing, etc)
- Tropical Feels

#### Celebrate the Holidays

- Hallmark towns
- Bentleyville/Duluth
- Where to See Holiday Lights
- Holiday Food Events
- Holiday Shopping Events (vintage/makers markets, etc)
- Santa Brunches/Drag Brunches/Adult Holiday Things
- Where to See Santa in MN
- Shop Local/Small
- Minnesota-made Goods to Gift
- New Year's Eve
- Valentine's Day



**Step 3:**  
Turn what you  
have into what  
you need





## Step 4: Cut the fluff



**Step 5:**  
Make sure your users are being  
clearly guided



**Step 6:**  
Streamline your  
homepage, but  
don't obsess  
over it





**Step 7:**  
Own what you're  
searchable for

**Step 8:**  
Be your own  
best advocate





# Takeaway time

- Add photos (and alt text!).
- Check your URLs (short, relevant, searchable).
- Add H1 headers (short relevant, searchable, can hit key words your URL didn't).
- Keep search terms in mind (what do *you* search for when you're trying to find something? Add terms like "things to do" and "best \_\_\_ in").
- Change your chunking (shorten paragraphs, break up text with photos).
- Link to related content (internal linking *matters*).

**If you implement all of these things tomorrow, you'll see improvement by this time next year.**

# Smart Brevity

THE  
POWER  
OF SAYING  
MORE  
WITH LESS

CO-  
CREATORS  
OF AXIOS &  
POLITICO

## Further reading

- Smart Brevity by Axios
- Content Strategy for the Web by Kristina Halvorson
- Nielsen Norman Group Website