

Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 5 Jan 2022 13:27:27 -0600
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Elisa Chen - QUEACD <elisa.chen@GSA.GOV>
Subject: [Re: Getting to know USWDS users](#)
MIME-Version: 1.0
Message-ID: <CAG9QsVzfRYL5qmsigDC5dLSmEy=mOQpuXwDjc2e1xtfopM63ww@mail.gmail.com>
In-Reply-To: <CAG9QsVzj5dT=X3zaTs1AoiLHW2iZR+P1p0JzjQFzmugWTg=oRw@mail.gmail.com>
Content-Type: multipart/alternative; boundary="0000000000001ab19905d4dabffd"
From: Elisa Chen - QUEACD <elisa.chen@GSA.GOV>
Parts/Attachments: [text/plain](#) (2251 bytes) , [text/html](#) (7 kB)

Hi all!

Just a reminder that **Friday** (Jan 7th) is the last day to take [this short USWDS survey](#) to help us understand you and your project needs. So, if you're a federal employee and you or your project uses USWDS, we'd certainly appreciate your input!
Thanks!

On Wed, Dec 8, 2021 at 1:22 PM Elisa Chen - QUEACD <elisa.chen@gsa.gov> wrote:

Hello Web Managers CoP!

There are lots of people and projects that use USWDS, but the design system isn't always able to connect the dots between this person and that project. As both projects and the design system evolve and grow, we want to be as proactive as possible about understanding what you and your projects need.

To that end, we're launching a [short survey](#) to help make these connections between people and USWDS projects. This survey is meant for **federal employees who work on federal websites and digital services** and will be open through **January 7, 2022**.

So, if you or your project use USWDS, take what should be a sub-three minute survey to introduce yourself. It's hopefully just a little thing, but it matters! Thanks!

Elisa Chen (she/her)
[18F](#) | [Technology Transformation Service](#) | [GSA](#)
elisa.chen@gsa.gov

Check out the [18F Methods](#), a guide to human-centered design practices in government

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Message-ID: <CAJjx_ScjTrHB2gbNm9J0VVGTGzkHFssK9grCA9YJF2ALZtUH=A@mail.gmail.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Ring in the New Year with the USWDS Monthly Call!](#)
From: Digital Gov <digitalgov@GSA.GOV>
Date: Tue, 11 Jan 2022 10:00:00 -0500
Content-Type: multipart/alternative; boundary="0000000000004b5e6f05d54fb958"
MIME-Version: 1.0
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments: [text/plain](#) (1718 bytes) , [text/html](#) (6 kB)

Join our first monthly call of 2022 on **Thursday, January 20, 2-3pm ET!** The theme this month is **Getting Started with USWDS: Developers.**

We'll take a look at a new tutorial focused on getting started with the design system. Our team will also demo a new getting started guide for developers, with improved guidance for how to install, compile, and begin to customize the design system.

[Register here to join us!](#)

This event is part of a monthly series that takes place on the third Thursday of each month. Don't forget to set a placeholder on your calendar for our future events this year.

We look forward to seeing you there!

Digital.gov

Technology Transformation Services

U.S. General Services Administration

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Join our [communities of practice](#) to get involved!

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 12 Jan 2022 12:34:44 -0500
Reply-To: ammie.farrajfeijoo@gsa.gov
Subject: 🌸 Happy New Year, Web Managers!
MIME-Version: 1.0
Message-ID: <CAKS2D03ipKuimaVvqLLr1PfjRKXOL0w9wUzsAJBpOaej2KCjgg@mail.gmail.com>
Content-Type: multipart/alternative; boundary="0000000000000857ad005d565fe22"
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
cc: Tori Garten <tori.garten@nih.gov>, (b) (6), (b) (7)(C)
Comments: [REDACTED] fema.dhs.gov>, "Beth Martin (FAA)"
<beth.martin@faa.gov>
Parts/Attachments: [text/plain](#) (2801 bytes) , [text/html](#) (9 kB)

Happy 2022, web managers!

To ring in the new year, I made a resolution to start sending a monthly email to share relevant topics and resources. As the community co-leads, Beth Martin, Tori Garten, Ruxi Giura, and I are excited to continue collaborating with you this year.

Topic of the Month: Web Analytics

→ [Read the Web Analytics Playbook](#)

As web managers, we want our websites to be efficient, easy, and accessible for the public. Web analytics tools are an important piece of that puzzle. However, these tools must be implemented properly, and the data must be analyzed correctly.

Luckily for us, an incredible resource helps us use web analytics to reach our strategic website goals. Check out the Web Analytics Playbook, and use the 8 plays to strategize how you can most effectively use web analytics for your website and target audience.

→ [Register for the event, Overcoming Your Fear of Data](#)

Attend tomorrow's Digital.gov event, co-sponsored by the Web Analytics and Optimization and User Experience communities of practice, to learn how to overcome resistance to data analytics and visualization, ask the right questions, and improve customer experience. The event is on Thursday, January 13, 2022, at 2:00 p.m. ET.

You'll hear from speakers, Dan Wendling and Adam Korengold, of NIH's National Library of Medicine, which collects customer experience information from various digital products, including MedlinePlus.

→ [Join the Web Analytics and Optimization community](#)

If this month's topic piques your interest, and you'd like to continue the conversation, join the Web Analytics Optimization community to connect with colleagues across the government on all things analytics.

Ammie

Ammie Farraj Feijoo (she/her)

Technology Transformation Services

U.S. General Services Administration

(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

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Message-ID: <BLAPR09MB6131BA6E41958FCCB6C04ED7E0549@BLAPR09MB6131.namprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [email communications/newsletter platforms](#)
From: "Materese, Robin L. (Fed)" <robin.materese@NIST.GOV>
Date: Fri, 14 Jan 2022 15:53:00 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_BLAPR09MB6131BA6E41958FCCB6C04ED7E0549BLAPR09MB6131nampr_"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Materese, Robin L. (Fed)" <robin.materese@NIST.GOV>
Parts/Attachments: [text/plain](#) (1330 bytes) , [text/html](#) (3872 bytes)

So at NIST, we currently use GovDelivery for our e-communications campaigns, e-newsletters, etc.

We're always on the lookout for other options, preferably FedRamped options.

I'm curious what other agencies are using. We've piloted Salesforce Marketing Cloud and didn't like it for a number of reasons.

Are there other platforms people would recommend? Is anyone using Adobe Campaign? And if so, pros and cons of that platform?

Thanks,

Robin

Robin Materese
Director of Web Content
Public Affairs Office
National Institute of Standards and Technology
100 Bureau Drive Stop 1070
Gaithersburg, MD 20899-1001
Phone: 301-975-4158

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Fri, 14 Jan 2022 15:57:19 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6)" <[REDACTED]@US.AF.MIL>
Message-ID: <SN5P111MB1581781F48C1067550F3DDFFB0549@SN5P111MB1581.NAMP111.PROD.OUTLOOK.COM>
Subject: [Re: email communications/newsletter platforms](#)
From: "(b) (6)" <[REDACTED]@US.AF.MIL>
MIME-Version: 1.0
In-Reply-To: <BLAPR09MB6131BA6E41958FCCB6C04ED7E0549@BLAPR09MB6131.namprd09.prod.outlook.com>
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Comments: To: "Materese, Robin L. (Fed)" <robin.materese@NIST.GOV>
Parts/Attachments: [text/plain](#) (2558 bytes) , [text/html](#) (7 kB) , [smime.p7s](#) (5 kB)

Also interested in this...

(b) (6)
 Chief of Air Force Public Web
 Air Force Public Affairs Agency
 555 E Street East, Bldg. T-581
 JBSA-Randolph, TX 78150
 210-652-6083 / DSN: 487
 (b) (6) [us.af.mil](mailto:[REDACTED]@us.af.mil)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Materese, Robin L. (Fed)
Sent: Friday, January 14, 2022 9:53 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [URL Verdict: Neutral][Non-DoD Source] [CONTENT-MANAGERS-L] email communications/newsletter platforms

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Robin

 Robin Materese
 Director of Web Content
 Public Affairs Office
 National Institute of Standards and Technology
 1005 ...

100 Bureau Drive Stop 1070
Gaithersburg, MD 20899-1001
Phone: 301-975-4158

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Fri, 14 Jan 2022 11:19:43 -0500
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gregory Your <gyour@USAID.GOV>
Message-ID: <CAGiGQui7nmG5Krx30krHFA8OYGMbZQDSZ+66oG0hxSqq1HY6hw@mail.gmail.com>
Subject: [Re: email communications/newsletter platforms](#)
From: Gregory Your <gyour@USAID.GOV>
Content-Type: multipart/alternative; boundary="000000000000004a1ed05d58d2da1"
In-Reply-To: <SN5P111MB1581781F48C1067550F3DDFFB0549@SN5P111MB1581.NAM.P111.PROD.OUTLOOK.COM>
MIME-Version: 1.0
Comments: To: "EVERDEEN, ROBERT J GS-13 USAF AFPAA AFPAA/AOW" <(b) (6) us.af.mil>
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (8 kB)

We just went through this drill after a compromise involving our existing system. I gave our CIO customer service folks broad high level requirements including FedRamp and they came back with GovDelivery. The massive amount of security controls considering you are publishing on behalf of the organization made it the best of breed. We still had a lot of work to do to get it compliant enough for a permissive authority to operate. It was seven months from initiation to delivery.

r/g
G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. International Development
 cell (b) (6)

On Fri, Jan 14, 2022 at 11:14 AM EVERDEEN, ROBERT J GS-13 USAF AFPAA AFPAA/AOW <00000ff7c2f3c2b7-dmarc-request@listserv.gsa.gov> wrote:

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 Air Force Public Affairs Agency
 555 E Street East, Bldg. T-581
 JBSA-Randolph, TX 78150
 210-652-6083 / DSN: 487

(b) (6) us.af.mil

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Materese, Robin L. (Fed)
Sent: Friday, January 14, 2022 9:53 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [URL Verdict: Neutral][Non-DoD Source] [CONTENT-MANAGERS-L] email communications/newsletter platforms

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Phone: 301-975-4158

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Message-ID: <MN2PR03MB48771E0694EEBF44087B05EEC5559@MN2PR03MB4877.namprd03.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [FYI - TWO National Park Service - Public Affairs Officer Opportunities](#)
From: Bridget Serchak <BSerchak@VOANEWS.COM>
Date: Sat, 15 Jan 2022 02:26:17 +0000
MIME-Version: 1.0
Content-Type: multipart/mixed;
boundary="_006_MN2PR03MB48771E0694EEBF44087B05EEC5559M
N2PR03MB4877namp_"
Reply-To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, Bridget Serchak
<BSerchak@VOANEWS.COM>
[text/plain](#) (2754 bytes) , [text/html](#) (13 kB) , [image001.jpg](#) (13 kB) ,
Parts/Attachments: [Regional Detail_Temp Promo Announcement - Division Manager of](#)
(452 kB)

Passing along as a favor to my NPS friends.

Bridget Ann Serchak
Director of Public Relations
Voice of America
U.S. Agency for Global Media
330 Independence Avenue, S.W.
Washington, D.C. 20237
202 920 2661 Direct (note new number)
202 920 2660 Main (note new number)
bserchak@voanews.com
bserchak@usagm.gov
www.insidevoa.com
@insidevoa



From: De Leon, Marco | Marco_DeLeon@nps.gov

Sent: Friday, January 14, 2022 3:33 PM

The National Park Service, Intermountain Region (DOI Regions 6, 7, 8) has two great communication and leadership opportunities. Please help us identify strong candidates.

- [Public Affairs Officer \(GS-13\) - Remote Eligible - Permanent Position](#) (government wide) – open to all current qualified federal employees
- Supervisory Public Affairs Officer (GS-14) - Remote Eligible - Detail / Temp Promotion (find this opportunity attached as a PDF) –says NPS, but any current qualified federal employee can apply

Marco De Leon
Office of Public Affairs
DOI Regions 6, 7, 8
National Park Service
Pronouns: He, Him, His
(303) 242-1682

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DETAIL / TEMPORARY PROMOTION OPPORTUNITY

Division Manager of Public Affairs (GS-14), Regions 6, 7, 8 - Remote

Target Audience

This announcement is for individuals who wish to be considered for a temporary detail or temporary promotion opportunity of up to 120 days.

Detail/Temporary Promotion Information

Opening Date: January 14, 2022

Closing Date: January 26, 2022

Position: Division Manager of Public Affairs
NPS Regional Office Serving Interior Regions 6, 7 & 8
Lakewood, CO (Remote)
GS-1035-14

Entrance on Duty Date: February 14, 2022

Brief Statement of Duties

This position is located at the NPS Regional Office (Alameda Building) in Lakewood, CO, but is remote eligible. Under the supervision of the Regional Director, the incumbent is responsible for organizing, planning, and directing the region's public affairs, legislative, and Freedom of Information Act (FOIA) programs.

Responsibilities include developing media strategies on key issues, responding to media requests, assisting parks with media-related concerns, publishing the regional newsletter (InterCOMM), briefing regional leadership on issues of public affairs, coordinating planning for congressional and departmental visits to the region, tracking and responding to legislation of importance to the region, managing controlled correspondence, and overseeing the region's FOIA program.

Candidates should possess knowledge of and experience with the principles, methods, practices, and techniques of communications; knowledge of the legislative process and of agency and departmental policies, procedures, and operations; initiative, ingenuity, judgement, and leadership ability in both oral and written communication; and ability to communicate effectively to diverse audiences in the capacity of spokesperson for the region on policy, technical, and operational matters.

This is a detail opportunity or a temporary promotion opportunity. Selectee's salary will remain the same if selected for the detail and will be set according to pay setting rules if it is a temporary promotion. If eligible for a detail, base salary will continue to be paid by the selectee's home park/office. If eligible for a temporary promotion, base salary will continue to be paid by the selectee's home park/office and the Office of Public Affairs will pay the incremental cost for the temporary promotion. Housing, travel, and per diem will be provided or paid by the Office of Public Affairs. Please contact Marco De León, Division Manager of Public Affairs, at marco_deleon@nps.gov with any questions about this opportunity.

Area Information

The position is duty stationed at the NPS Regional Office in Lakewood, Colorado in the greater Denver metropolitan area. In addition to the Regional Office, the office building also houses the Denver Service Center and several Washington Support (WASO) programs. The office is about a 30 minute drive to downtown Denver and is located in the foothills of the Front Range with access to the mountains. This position is also remote eligible.

Detail vs Temporary Promotion

A detail is a temporary assignment of an employee to a different position for a specified period, with the employee returning to his/her regular duties at the end of the assignment. While on detail, the employee continues to hold his/her official position from which detailed and keeps the same status and grade. If eligible for a temporary promotion, the employee will temporarily be promoted to the GS-14 level. The decision of detail vs temporary promotion will be determined based on eligibility of the selected candidate. To qualify for the temporary promotion you must have 1 year of specialized experience at the GS-13 grade level.

To Apply

1. Interested individuals should discuss the opportunity with their first-line supervisor and obtain concurrence prior to applying.
2. Once approval is gained, interested individuals should submit a resume detailing work history, educational background, and any special qualifications they might possess and a copy of their most recent SF-50 (please do not send an award copy as it does not have all the information that is needed). *Please include your current title, series, and grade on your resume.* Resumes should be submitted by electronic mail to: denise_skidmore@nps.gov no later than **COB January 26, 2022.**

Content-Type: multipart/related;
 boundary="_004_MN2PR03MB48776B608982EF3F1D7D7FBAC55B9
 MN2PR03MB4877nampr_"; type="multipart/alternative"

Date: Fri, 21 Jan 2022 17:45:46 +0000

Reply-To: Content Managers List <CONTENT-MANAGERS-
 L@LISTSERV.GSA.GOV>, Bridget Serchak
 <BSerchak@VOANEWS.COM>

Subject: [You're invited! Join Voice of America on February 3: Recognizing 80
 Years – and Counting – of Independent Journalism](#)

From: Bridget Serchak <BSerchak@VOANEWS.COM>

Message-ID: <MN2PR03MB48776B608982EF3F1D7D7FBAC55B9@MN2PR03MB4
 877.namprd03.prod.outlook.com>

In-Reply-To: <MN2PR03MB4877026BB20B0C5EDE1767BAC55B9@MN2PR03MB4
 877.namprd03.prod.outlook.com>

MIME-Version: 1.0

Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Parts/Attachments: [text/plain](#) (11 kB) , [text/html](#) (48 kB) , [image002.jpg](#) (48 kB)

Passing along for your consideration in honor of our upcoming 80th anniversary on February 1, 2022.

All are welcome – and please feel free to share with others.

Many thanks,

Bridget

PS For those who cannot attend, the recording will be available afterwards on our VOA PR YouTube Channel and Facebook page – found here: www.insidevoa.com (we use .com to protection our journalists overseas, but we really are a .gov!)

Bridget Ann Serchak
 Director of Public Relations
 Voice of America
 U.S. Agency for Global Media
 330 Independence Avenue, S.W.
 Washington, D.C. 20237
 202 920 2661 Direct (note new number)
 202 920 2660 Main (note new number)
bserchak@voanews.com
bserchak@usagm.gov
www.insidevoa.com
 @insidevoa





Join us to explore

**VOICE OF AMERICA:
Recognizing 80 Years – and Counting –
of Independent Journalism**

February 3, 2022



Yolanda López



Ndimyake Mwakalyelye



Sanford Ungar



Ann Cooper



Roya Mahboob



Nicholas Cull

Do publicly funded media and broadcast organizations still have a place in democracies? What challenges do independent, public service media face in a world where democracy is "under siege?"

Has VOA consistently provided independent journalism to its audiences?

Has VOA served as a mouthpiece of the American government or its leaders now, or in the past?

Please join Acting VOA Director Yolanda López and a distinguished panel as we discuss this topic.

**Voice of America: Recognizing 80 Years – and
Counting – of Independent Journalism**

Introduction: Yolanda López, Acting VOA Director

Moderator: Ndimyake Mwakalyelye, VOA Zimbabwe Service Chief

Panel:

Sanford Ungar, Director of the Free Speech Project, Georgetown University & Former VOA Director

Ann Cooper, Professor Emerita, Columbia Journalism School
Roya Mahboob, Businesswoman and entrepreneur from Afghanistan and founder of the Afghan Robotics Team
Nicholas Cull, Professor of Communication, USC Annenberg School for Communication and Journalism

Please join our virtual event:

LOCATION

Please register and we will send you a link to our live event in a few days.

DATE AND TIME

02/03/22 1:00pm - 02/03/22 3:00pm

[I'll be there!](#)

[Maybe](#)

[I can't make it](#)

About Voice of America

VOA reaches a weekly global audience of more than 311 million people in 47 languages in nearly 100 countries. VOA programs are delivered on multiple platforms, including radio, television, web and mobile via a network of more than 3,500 media outlets worldwide. VOA's seasoned journalists are [experts](#) on topics trending in the United States and around the world. The Voice of America is funded by the U.S. Congress through the U.S. Agency for Global Media, an independent federal agency.

Voice of America | 330 Independence Ave., S.W., Washington, D.C. 20237 | 202-382-5977
publicrelations@voanews.com | www.insidevoa.com

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Message-ID: <CAKS2D006gDLYzydI1ho3pQGBCtyURpgh6+7vHtz86KWKKCkmjg@mail.gmail.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [December 2021 highlights from the Federal Web Council](#)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date: Mon, 24 Jan 2022 07:55:59 -0500
Content-Type: multipart/alternative; boundary="000000000000c162e305d6537fa8"
MIME-Version: 1.0
Reply-To: ammie.farrajfeijoo@gsa.gov
Parts/Attachments: [text/plain](#) (3090 bytes) , [text/html](#) (9 kB)

Hello web managers,

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council's December 16, 2021, meeting.

Improving customer experience and service delivery

On December 13, 2021, the President signed an Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government.

The Executive Order directs agencies to put people at the center of everything we do. It includes 36 customer experience improvement commitments across 17 agencies, all of which aim to improve people's lives and the delivery of services. The Executive Order also creates a sustained, cross-government service delivery process that aligns to the moments that matter most in people's lives — like turning 65, having a child, or applying for a small business loan.

[Learn more about federal customer experience work](#) →

[Read the Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government](#) →

U.S. Web Design System updates

The latest U.S. Web Design System (USWDS) release focuses on accessibility. Note that it has a required markup change in the small search button and footer social buttons. Key features in the USWDS 2.13 release include:

- File upload confirms files to screen readers
- Background is now completely inert when mobile nav is active
- Improved ARIA labeling in date picker component
- Resolved deprecation warnings
- Improved resilience of icon-only buttons

USWDS 2.13 is likely the last minor release before USWDS 3.0, which the team plans to launch later this winter.

[See the complete USWDS 2.13 release notes for implementation](#) →

Ammie

Co-lead, [Web Managers Community](#)

Ammie Farraj Feijoo (she/her)

Technology Transformation Services

U.S. General Services Administration

(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

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Message-ID: <MN2PR09MB5865E97FE3A4A1DF5E45F60BF4209@MN2PR09MB5865.namprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Job: Communications, Outreach, and Legislative Affairs Director, PBGC](#)
From: Henderson Anne <Henderson.Anne@PBGC.GOV>
Date: Wed, 26 Jan 2022 12:56:58 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_MN2PR09MB5865E97FE3A4A1DF5E45F60BF4209MN2PR09MB5865namp_"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Henderson Anne <Henderson.Anne@PBGC.GOV>
Parts/Attachments: [text/plain](#) (2741 bytes) , [text/html](#) (9 kB)

Good morning!

The Pension Benefit Guaranty Corporation (PBGC) is hiring a GS-15 Director of Communications, Outreach, and Legislative Affairs.

We're looking for someone with experience in the formulation, development, execution, and evaluation of communications, media relations, legislative, and policy matters for an organization in the retirement, insurance, or financial sector.

The Partnership for Public Service ranked PBGC in the top five best places to work among small Federal agencies! PBGC has a distinguished and vital mission of protecting the retirement income of over 33 million Americans in single employer and multiemployer pension plans.

This position is open to current Federal employees and the general public.

- Federal employees and other hiring authorities: <https://www.usajobs.gov/job/633125100>
- General public: <https://www.usajobs.gov/job/633125500>

Feel free to share widely, and thanks!

Anne Henderson
Office of Policy and External Affairs
Henderson.anne@pbgc.gov

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 26 Jan 2022 10:17:11 -0500
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Subject: [Did You Hear?! FEBRUARY 8, 2022 Accessibility Community Meeting Is Around The Corner](#)
MIME-Version: 1.0
<CAO3+-
Message-ID: OwNw=JLXq1inkx4QO6Bq+b1xRiwiHyhSiJe0kFyX8JmfA@mail.gmail.com>
Content-Type: multipart/alternative; boundary="000000000000bd7a1705d67db312"
From: Section 508 <Section.508@GSA.GOV>
Comments: To: "SEC508ITAC@LISTSERV.GSA.GOV" <sec508itac@listserv.gsa.gov>, ux-cop@listserv.gsa.gov, mobilegov@listserv.gsa.gov
Parts/Attachments: [text/plain](#) (2424 bytes) , [text/html](#) (12 kB)

Greetings,

The next IT Accessibility Community Meeting is a virtual event scheduled for **Tuesday, February 8, 2022**. Our overall theme, **"Be The Change In Accessibility,"** focuses on "being the change" while reconnecting with our broader accessibility community members and charting the path forward. The topic for this session is *"Be The Change In Accessibility: Design & Development"* where you'll hear from two speakers.

Join the conversation and learn ways to:

- *Manage checklists for assessments, and*
- *Measure maturity across the agency by organization.*

You can also listen in on how emerging technology like AI and machine learning can:

- *Scale accessibility to detect, remediate, and provide guidance to ensure access to people of all abilities, and*
- *Challenge how to center this work in diversity, inclusion, equity, and accessibility.*

EVENT DETAILS

DATE: February 8, 2022

TIME: 1:00 pm - 3:00 pm EST

WHERE: Virtual [See the link below]

WHO: Anyone involved in Section 508

REGISTRATION

Use this [registration link](#) and sign up today! **Registration is now open and will**

4/11/22, 2:42 PM

Use this [registration link](#) and sign up today! **Registration is now open and will close Friday, February 4 at 12:00 pm.**

This meeting is supported by Zoom for Government (FedRAMP certified). Please feel free to attend via your personal device.

**Note: You must join the meeting using your first and last name (inclusion of agency affiliation is optional). Nicknames and phone numbers will not be given access*

Government-wide IT Accessibility Program
Office of Government-wide Policy
General Services Administration
Buy. Build. Be Accessible. | [Section508.gov](#)

*Please allow three business days to receive a response from the Accessibility Team.

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Message-ID: <MN2PR09MB5370007E7E7D89F390EC08258A269@MN2PR09MB5370.namprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Help us build a great line-up at Gov Summit - DrupalCon 2022!](#)
From: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Date: Tue, 1 Feb 2022 02:34:30 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_MN2PR09MB5370007E7E7D89F390EC08258A269M2PR09MB5370namp_"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Parts/Attachments: [text/plain](#) (2614 bytes) , [text/html](#) (5 kB)

I can't believe it's time to start planning Gov Summit at DrupalCon. I am crossing all my fingers and toes that us govies are able to go in person!

Help us build a great line-up at Gov Summit - DrupalCon 2022! Pls take a min to fill out this super short survey and let us know the topics you would like to see covered! <https://forms.gle/CA7QXqeRHZuM2LxRA>. Can't access Google Forms? Feel free to reach out to me directly via email.

Government Summit – April 25th 8:30am-Noon + April 26th 2:30PM – 5:30PM

The Government Summit is a two half-day event for anyone using Drupal in a government capacity who is looking to connect with other gov users through presentations, peer networking, and collaborative round table discussions.

DrupalCon 2022 – April 25th -28th

[DrupalCon](#) is four days of innovation, insights and collaboration: In keynote presentations, hands-on workshops, breakout discussion groups and interactive sessions, you'll connect with a global community of developers, marketers and business leaders — people who want to learn about what you're doing with Drupal and have their own experiences and expertise to share.

Jessica Dearie

Skills Marketplace to OWC for Intranet Modernization Project

ORD Intranet Coordinator

ORD SharePoint Site Collection Administrator

ORD Office of Science Information Management

Drupal4Gov (join us drupal4gov@gmail.com)

202-564-8718

<https://intranet.ord.epa.gov/>

<https://work.epa.gov>

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Message-ID: <SA0PR09MB6873938951C4DC0B3D7C67A28F269@SA0PR09MB6873.namprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Should we avoid FAQs?](#)
From: "Hutchinson, Michelle (CDC/OD/OADC)" <kwd9@CDC.GOV>
Date: Tue, 1 Feb 2022 16:34:59 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_SA0PR09MB6873938951C4DC0B3D7C67A28F269SA0PR09MB6873nampr_"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Hutchinson, Michelle (CDC/OD/OADC)" <kwd9@CDC.GOV>
Parts/Attachments: [text/plain](#) (1220 bytes) , [text/html](#) (2943 bytes)

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-faqs/\)](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Feb 2022 12:07:23 -0500
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Message-ID: <CABttGX7c+qnbHhTD-3rdg8vyK0=2_U4HSLZ860Xugz9kbBaRyQ@mail.gmail.com>
Subject: [Re: Should we avoid FAQs?](#)
From: David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Content-Type: multipart/alternative; boundary="00000000000003c51c105d6f7f016"
In-Reply-To: <SA0PR09MB6873938951C4DC0B3D7C67A28F269@SA0PR09MB6873.namprd09.prod.outlook.com>
MIME-Version: 1.0
Comments: To: "Hutchinson, Michelle (CDC/OD/OADC)" <kwd9@cdc.gov>
Parts/Attachments: [text/plain](#) (2661 bytes) , [text/html](#) (3804 bytes)

Hi Michelle. Sorry for not actually answering your reasonable question (research on FAQs Yes/No)! Here's a non-research-based opinion for your team to consider.

If a question is actually being asked frequently, it should already be posed and answered within a website's content. It should be easily findable via internet search, within the site when navigating, and within the page. That means using lots of structure with clear headings that mirror the intent of the frequently asked question. And then you won't have to manage two content types that duplicate the same topics.

Sincerely,

David Kaufmann
USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC) <000007b6b8cd24bc-dmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-faqs/\)](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Feb 2022 17:07:27 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Smith, Kaytee H." <kaytee.smith@NCDCCR.GOV>
Message-ID: <MN2PR09MB50681D6E9A9037510A1AC55090269@MN2PR09MB5068.namprd09.prod.outlook.com>
Subject: [Re: \[External\] \[CONTENT-MANAGERS-L\] Should we avoid FAQs?](#)
From: "Smith, Kaytee H." <kaytee.smith@NCDCCR.GOV>
MIME-Version: 1.0
In-Reply-To: <SA0PR09MB6873938951C4DC0B3D7C67A28F269@SA0PR09MB6873.namprd09.prod.outlook.com>
Content-Type: multipart/related; boundary="_004_MN2PR09MB50681D6E9A9037510A1AC55090269MN2PR09MB5068namp_"; type="multipart/alternative"
Comments: To: "Hutchinson, Michelle (CDC/OD/OADC)" <kwd9@CDC.GOV>
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (10 kB) , [Outlook-q0512oc3.jpg](#) (774 kB)

We have an FAQ page that stems from the main questions and feedback we get on social. It's been very helpful in getting folks information they need if they DM, I have set up autoreply for Facebook Messenger, for example, that links to the FAQ page. For us, it's not that it's not on our website, more so that people think our agency does things it doesn't and the page helps them get where they need to go.

I am not sure of peer-reviewed scholarly work on FAQ pages but there are certainly tons of articles about it. This one from Australia does a good way of presenting pros and cons and really that it comes down to is best practices.

<https://www.stylemanual.gov.au/blog/infrequently-asked-questions-about-faq-pages>

Kaytee Smith
Chief Digital Officer
Marketing and Communications
[NC Department of Natural and Cultural Resources](#)



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kaytee.smith@ncdcr.gov
Pronouns: she/her/hers

109 E. Jones Street
4601 Mail Service Center
Raleigh, NC 27699

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Hutchinson, Michelle (CDC/OD/OADC) <000007b6b8cd24bc-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, February 1, 2022 11:34 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

TO: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: [External] [CONTENT-MANAGERS-L] Should we avoid FAQs?

CAUTION: External email. Do not click links or open attachments unless you verify. Send all suspicious email as an attachment to [Report Spam](#).

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-faqs/\)](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Feb 2022 12:15:16 -0500
Reply-To: ammie.farrajfeijoo@gsa.gov
Subject:  [Sending #GovLove to all web managers](#)
MIME-Version: 1.0
Message-ID: <CAKS2D03M=L_sYL4fou12koMqCpU+stvW0_pF2wvK9XMJpCx1uw@mail.gmail.com>
Content-Type: multipart/alternative; boundary="0000000000000a2f70805d6f80d5a"
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Comments: cc: Tori Garten <tori.garten@nih.gov>, "Beth Martin (FAA)" <beth.martin@faa.gov>, **(b) (6), (b) (7)(C)** fema.dhs.gov>
Parts/Attachments: [text/plain](#) (3793 bytes) , [text/html](#) (14 kB)

It's February, and you know what that means — #GovLove is in the air. And, coincidentally, the 8th anniversary of Digital.gov is February 14.

THANK YOU for all you're doing to serve the public and make this a vibrant, welcoming community. Let's all show some extra gratitude and support for each other throughout the month. ♥

We worked with the Federal Web Council to update the perennially popular requirements checklist for federal websites. Teams can also use the new, downloadable spreadsheet to understand and meet all the laws, policies, and requirements.

- [Check out the updated checklist of requirements for federal websites](#) →

Are you a federal employee? Do you have something interesting to share with the user experience (UX) community and general public? Digital.gov's UX Community is seeking proposals for presentations at the 2022 Government UX Summit on June 7 and 8, 2022. **Submit your proposal by this Friday, February 4.**

- [Submit a proposal for the 2022 UX Summit](#) →

Our colleagues in the Plain Language and Multilingual communities recently hosted two outstanding events related to digital communications during this pandemic. Read the recaps on Digital.gov.

- [Connecting with your Spanish-speaking audience during an emergency](#) →
- [Would more plain language have saved us from the worst of the pandemic?](#) →

The Interagency Working Group on Limited English Proficiency (LEP) published a new guide on improving access to public websites and digital services for LEP individuals.

- [Read the new guide, Improving Access to Public Websites and Digital Services for LEP Persons \(PDF\)](#) →

In the coming weeks, we'll be hosting an event with the Multilingual Community to explore ways to create, maintain, and present non-English digital content. Stay tuned for information on how to register for this event.

Ammie

Ammie Farraj Feijoo (she/her)

[Digital.gov](#) Acting Manager & [Web Manager Community](#) Co-lead

Technology Transformation Services

U.S. General Services Administration

(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Feb 2022 17:30:09 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Etkins, Jeanne" <Jeanne.Etkins@FDA.HHS.GOV>
Message-ID: <SA9PR09MB4845DF94849E5C0D0453CB55BF269@SA9PR09MB4845.namprd09.prod.outlook.com>
Subject: [Re: \[EXTERNAL\] Should we avoid FAQs?](#)
From: "Etkins, Jeanne" <Jeanne.Etkins@FDA.HHS.GOV>
MIME-Version: 1.0
In-Reply-To: <SA0PR09MB6873938951C4DC0B3D7C67A28F269@SA0PR09MB6873.namprd09.prod.outlook.com>
Content-Type: multipart/alternative; boundary="_000_SA9PR09MB4845DF94849E5C0D0453CB55BF269SA9PR09MB4845namp_"
Comments: To: "Hutchinson, Michelle (CDC/OD/OADC)" <000007b6b8cd24bcdmarc-request@LISTSERV.GSA.GOV>
Parts/Attachments: [text/plain](#) (2684 bytes) , [text/html](#) (5 kB)

Frequently asked questions are questions and answers from the point of view of the writer, not the reader. They are rhetorical means to organize information, not necessarily frequently asked by an audience for a specific purpose. Not sure valid and reliable evidence is out there.

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** Hutchinson, Michelle (CDC/OD/OADC)
Sent: Tuesday, February 1, 2022 11:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Should we avoid FAQs?

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Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-faqs/\)](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Feb 2022 12:30:39 -0500
Reply-To: ammie.farrajfeijoo@gsa.gov
Message-ID: <CAKS2D01=3A0gmM24c5_m9m50FW2JDazVuRwkvDgWAB=fF5Fy4w@mail.gmail.com>
Subject: [Re: Should we avoid FAQs?](#)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Content-Type: multipart/alternative; boundary="000000000000a25e9305d6f8449a"
In-Reply-To: <CABttGX7c+qnbHhTD-3rdg8vyK0=2_U4HSLZ860Xugz9kbBaRyQ@mail.gmail.com>
MIME-Version: 1.0
Comments: To: David Kaufmann - QQBB <david.kaufmann@gsa.gov>
Parts/Attachments: [text/plain](#) (4052 bytes) , [text/html](#) (7 kB)

The Government of Canada recently published a blog, *Avoiding FAQs, with one exception*:

<https://blog.canada.ca/2020/05/25/avoiding-faqs.html>

The blog post shares insights on using FAQs on contact pages that drove calls to call centers during the pandemic.

Ammie Farraj Feijoo (she/her)

[Digital.gov](#) Acting Manager & [Web Manager Community](#) Co-lead

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U.S. General Services Administration

(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

On Tue, Feb 1, 2022 at 12:20 PM David Kaufmann - QQBB <david.kaufmann@gsa.gov> wrote:

Hi Michelle. Sorry for not actually answering your reasonable question (research on FAQs Yes/No)! Here's a non-research-based opinion for your team to consider.

If a question is actually being asked frequently, it should already be posed and answered within a website's content. It should be easily findable via internet search, within the site when navigating, and within the page. That means using lots of structure with clear headings that mirror the intent of the frequently asked question. And then you won't have to manage two content types that duplicate the same topics.

Sincerely,

David Kaufmann
USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC) <000007b6b8cd24bc-dmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs](#) (<https://www.plainlanguage.gov/guidelines/web/avoid-faqs/>), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov

Health Communication Specialist

Centers for Disease Control and Prevention

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Feb 2022 18:06:07 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Message-ID: <PH0PR09MB7964F0E03CD6EFE6142BED54ED269@PH0PR09MB7964.namprd09.prod.outlook.com>
Subject: [Re: Should we avoid FAQs?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
MIME-Version: 1.0
In-Reply-To: <SA0PR09MB6873938951C4DC0B3D7C67A28F269@SA0PR09MB6873.namprd09.prod.outlook.com>
Content-Type: multipart/alternative; boundary="_000_PH0PR09MB7964F0E03CD6EFE6142BED54ED269PH0PR09MB7964nampr_"
Comments: To: "Hutchinson, Michelle (CDC/OD/OADC)" <kwd9@CDC.GOV>
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (9 kB)

Hi Michelle,

I started my first draft of this note intending to point out that FAQs have real purposes on the web – and that when they're used to augment a well-crafted main article, they can be super-helpful.

Instead, I'm just going to play grumpy cat and say that there's nothing quite like being handed a poorly written article and an FAQ made entirely of questions the authors know they didn't cover adequately in the article. Now, *that's* worth avoiding.

Grumpy, grumpy, grumpy.

I'm much more a fan of the [How to write better FAQs](#) part of the Avoid FAQs post than I am of its headline.

Good luck!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Hutchinson, Michelle (CDC/OD/OADC)
Sent: Tuesday, February 1, 2022 11:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-faqs/\)](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Feb 2022 18:39:12 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Message-ID: <MN2PR09MB5370A20A883348E4E6BD743A8A269@MN2PR09MB5370.namprd09.prod.outlook.com>
Subject: [Re: Should we avoid FAQs?](#)
From: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
MIME-Version: 1.0
In-Reply-To: <SA0PR09MB6873938951C4DC0B3D7C67A28F269@SA0PR09MB6873.namprd09.prod.outlook.com>
Content-Type: multipart/alternative; boundary="_000_MN2PR09MB5370A20A883348E4E6BD743A8A269_MN2PR09MB5370namp_"
Comments: To: "Hutchinson, Michelle (CDC/OD/OADC)" <kwd9@CDC.GOV>
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (14 kB)

While you can write good FAQs, we find that most of users aren't. Rather than draft FAQs to supplement content, they become the content itself. So, internally we discourage them unless you are following a specific set of guidelines (see below). We used these resources and others to help us reach that conclusion:

- [Plainlanguage.gov](#)
- [FAQs: why we don't have them](#) - UK Government Digital Services
- [FAQs Done Right](#) - Digital.gov

Requirements

- **FAQs should NEVER replace or be the main content.**
- Do not use FAQs to explain an entire process.
- FAQs should be constructed with real customer feedback. Do not assume what kinds of questions people will have. Monitor customer calls and emails to create helpful FAQs.
- Use plain language when drafting FAQs, reframe from using expert or SME language. Do not burden your reader with insider jargon or undefined acronyms.
- Provide unique content with FAQs. When a FAQ has the same content as other Web pages, it usually means that the FAQ content is redundant and can easily become outdated, especially when content to the website is updated but the FAQs are not.
- Limit the volume of content. When there are too many questions, searching through them can overwhelm the reader. They may never find an answer to their question.
- FAQs should be grouped by topic/subject
- Headers need to be developed for each section and the content should be organized in a way that would make sense to the reader.

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Sent: Tuesday, February 1, 2022 11:35 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 2 Feb 2022 15:32:55 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
Message-ID: <BY3PR09MB8225CB5D6793CCBC6AEADE6B85279@BY3PR09MB8225.namprd09.prod.outlook.com>
Subject: [Re: Should we avoid FAQs?](#)
From: "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
MIME-Version: 1.0
In-Reply-To: <CABttGX7c+qnbHhTD-3rdg8vyK0=2_U4HSLZ860Xugz9kbBaRyQ@mail.gmail.com>
Content-Type: multipart/alternative; boundary="_000_BY3PR09MB8225CB5D6793CCBC6AEADE6B85279_BY3PR09MB8225namp_"
Comments: cc: David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (10 kB)

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like "How can I apply to a college?," that should be in the site content. For specific but common cases like "How can I apply to a college?" or "... in-state colleges?" or "...an ivy league college?," those may still be in the site content (as you said "with lots of clear and visible headings, sub-headings". To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

It would be a design consideration but, to me, having a nice, complete content page with programmatically populated **list of Top 10 FAQs** (based on analytics) on the same page would provide a great user experience (and less contact center calls). If users will not see what they are looking for in the content, the most popular FAQs will be right there with a click, no need to search, no need to navigate curiously.

Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
Sr Web Solutions Architect | SEAD DCC Digital Platform
Federal Student Aid | [StudentAid.gov](https://studentaid.gov)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kaufmann - QQBB
Sent: Tuesday, February 1, 2022 12:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Message-ID: <E17821D5-034C-4A22-9560-80741096E107@nrel.gov>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Job: Digital Content Manager](#)
From: "Fjeld, Shauna" <Shauna.Fjeld@NREL.GOV>
Date: Thu, 3 Feb 2022 15:16:17 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_E17821D5034C4A22956080741096E107nrelgov_"
Reply-To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, "Fjeld, Shauna" <Shauna.Fjeld@NREL.GOV>
Parts/Attachments: [text/plain](#) (1763 bytes) , [text/html](#) (7 kB)

The National Renewable Energy Laboratory (NREL) is hiring a Digital Content Manager. NREL is located at the foothills of the Rocky Mountains in Golden, Colorado, and is the nation's primary laboratory for research and development of renewable energy and energy efficiency technologies.

This position will serve as a web content specialist and web project manager for NREL's Corporate Communications group. We produce high volumes of content, and we will rely on your help to ensure consistent quality across multiple communication channels—primarily web pages on various internal and external websites. For more information, please see the [job posting on NREL's website](#).

Please share! Thanks!
Shauna Fjeld
Web Development/Content Lead
Communications Office
National Renewable Energy Laboratory (NREL)
15013 Denver West Parkway | Golden, CO 80401
303-275-3651 | M: (b) (6)
shauna.fjeld@nrel.gov | www.nrel.gov

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Message-ID: <BLAPR09MB6018998532DA968DF127DECBE0289@BLAPR09MB6018.namprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Invite a colleague to join us! Not just for "Managers"!](#)
From: "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>
Date: Thu, 3 Feb 2022 15:47:28 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_BLAPR09MB6018998532DA968DF127DECBE0289BLAPR09MB6018namp_"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>
Parts/Attachments: [text/plain](#) (1848 bytes) , [text/html](#) (4 kB)

Greetings!

We're looking to make this a great year across the Content Managers forum and all the great communities that support the digital work across the Government!

We'd love to see more folks join us in this community, so to be clear this isn't just for Content Managers or Web Managers, and you don't have to be a manager at all! If you work on any aspect of digital communications this community is for you!

Do you have a new colleague, staff member or perhaps even a new boss who isn't a member yet? Here is the info to help them join us!

Spread the word, spread the #GovLove!

You can use the Join by Email button on this page to join the Web Managers Community:

<https://digital.gov/communities/web-content-managers/>

You can see all the other communities that are focused on specific topics here:

<https://digital.gov/communities/>

and more about community guidelines here:

<https://digital.gov/communities/manage-your-subscription/>

We look forward to meeting you!

-Tori (One of the Community Co-chairs)

Tori Garten

Chief, New Media and Web Policy Branch (NMWPB)/OCGR

NIAID, NIH, DHHS

5601 Fishers Lane, RM 6G11

240-627-3691

Pronouns I use: she, her, hers

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Content-Type: multipart/alternative;
boundary="_000_CO6PR09MB84230C34AE102B57AB900DE3EE289C
O6PR09MB8423namp_"

Date: Thu, 3 Feb 2022 18:13:07 +0000

Reply-To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, (b) (6) STATE.GOV>

Subject: [Come work with us \(GS-9/11, ladder to 13\)!](#)

From: (b) (6) STATE.GOV>

Message-ID: <CO6PR09MB84230C34AE102B57AB900DE3EE289@CO6PR09MB84
23.namprd09.prod.outlook.com>

MIME-Version: 1.0

Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Comments: To: fcn <fcn@listserv.gsa.gov>, "UX-COP@LISTSERV.GSA.GOV" <UX-
COP@LISTSERV.GSA.GOV>

Parts/Attachments: [text/plain](#) (2380 bytes) , [text/html](#) (9 kB)

Hi everyone! I'm sending this to multiple lists, so apologies in advance if you get it more than once.

My office just posted a job opening for a GS-9/11 web editor, with a career ladder to GS-13.

You'll get to work on our main public affairs website, <https://state.gov>. More details from the announcement:

- Work with subject matters experts to create and update content on the Department's primary public affairs website, state.gov. Address urgent shifts in priorities and deadlines. Recommend opportunities for value-added improvements and innovations.
- Serve as a rotating duty editor on evenings and weekends (approximately one evening every other week and one weekend every other month).
- Ensure that Department websites meet the standards for 508 compliance and other federal or agency-specific requirements. Enforce Department policy documents governing websites.
- Analyze website statistics and user feedback. Provide recommendations to improve the effectiveness of the website.
- Investigate new technical tools as they emerge and recommend how and whether the Department should use them.

Our whole team currently teleworks full time because of COVID, but most will continue to do so permanently.

The job is listed as being in DC, but we'll consider remote applicants, too.

Open from today until Feb. 14.

Read the job announcement and apply! <https://www.usajobs.gov/job/634904300>

(b) (6), (b) (7)(C)

Levy

He/His ([why is this important?](#))

Director, Office of Global Web Platforms

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov | 202-550-4289

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Fri, 4 Feb 2022 17:02:23 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C)@USDOJ.GOV>
Message-ID: <BN0P110MB1596798769F8263CFB2A9477AF299@BN0P110MB1596.NAMP110.PROD.OUTLOOK.COM>
Subject: Re: Should we avoid FAQs?
From: "(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C)@USDOJ.GOV>
MIME-Version: 1.0
In-Reply-To: <BY3PR09MB8225CB5D6793CCBC6AEADE6B85279@BY3PR09MB8225.namprd09.prod.outlook.com>
Content-Type: multipart/related; boundary="_004_BN0P110MB1596798769F8263CFB2A9477AF299BN0P110MB1596NAMP_"; type="multipart/alternative"
Comments: To: "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
Parts/Attachments: text/plain (7 kB) , text/html (17 kB) , image001.jpg (12 kB)

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what "frequent" is or "valuable" means is important. If you do have such a glut, the findings have to be presented in topical context.

One thing I wanted to ask the group about is that our analytics and SEO expert has mentioned that Google looks for FAQs and special call-outs of that nature when choosing when to put our data and content right at the top of the results (same as when you ask about a movie and it drops local movie times right at the top). Perhaps there is another way (SiteMap submission, etc) to tell Google when something is an elemental answer and not just part of a web page. Have you encountered this situation?

Yours,

(b) (6), (b) (7)(C)

Chief of Technology and Data Management

Direct line: 202.307.6166
Main BJS line: 202.307.0765
www.BJS.gov



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Wednesday, February 2, 2022 10:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like "How can I apply to a college?," that should be in the site content. For specific but common cases like "How can I apply to a college?" or "... in-state colleges?" or "...an ivy league college?," those may still be in the site content (as you said "with lots of clear and visible headings, sub-headings". To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

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Regards – Yalcin

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Sr Web Solutions Architect | SEAD DCC Digital Platform
Federal Student Aid | [StudentAid.gov](https://studentaid.gov)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kaufmann - QQBB

Sent: Tuesday, February 1, 2022 12:07 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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USAGov

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Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/) (<https://www.plainlanguage.gov/guidelines/web/avoid-faqs/>), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Content-Type: multipart/related;
 boundary="_004_Blapr09MB67701DBC2130A282B316EEE09D299BL
 Apr09MB6770namprd09.prod.outlook.com"; type="multipart/alternative"

Date: Fri, 4 Feb 2022 18:43:58 +0000

Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Morgan, Steven" <steven.morgan@NCPC.GOV>

Subject: [Re: Should we avoid FAQs?](#)

From: "Morgan, Steven" <steven.morgan@NCPC.GOV>

Message-ID: <BLAPR09MB67701DBC2130A282B316EEE09D299@BLAPR09MB6770.namprd09.prod.outlook.com>

In-Reply-To: <BN0P110MB1596798769F8263CFB2A9477AF299@BN0P110MB1596.NAMP110.PROD.OUTLOOK.COM>

MIME-Version: 1.0

Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Parts/Attachments: [text/plain](#) (8 kB) , [text/html](#) (18 kB) , [image001.jpg](#) (12 kB)

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IMHO the way you present the information is just as important, it needs to be easily found or searched for. FAQs can be effective if your audience uses them. Audience centric design is all about doing things for your particular audience and not because you are checking it off a list or because of a broad, general policy. If your audience want a FAQ page, then give it to them.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
[REDACTED]
Sent: Friday, February 4, 2022 12:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what "frequent" is or "valuable" means is important. If you do have such a glut, the findings have to be presented in topical context.

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(b) (6), (b) (7)(C)
 Chief of Technology and Data Management
 Direct line: 202.307.6166
 Main BJS line: 202.307.0765
www.BJS.gov



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin

Sent: Wednesday, February 2, 2022 10:33 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like "How can I apply to a college?," that should be in the site content. For specific but common cases like "How can I apply to a college?" or "... in-state colleges?" or "...an ivy league college?," those may still be in the site content (as you said "with lots of clear and visible headings, sub-headings". To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

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Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
Sr Web Solutions Architect | SEAD DCC Digital Platform
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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kaufmann - QQBB

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Date: Fri, 4 Feb 2022 21:02:28 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Baez, Vanessa" <vbaez@USGS.GOV>
Message-ID: <DM8PR09MB736816506BBC7735FB836AA4D2299@DM8PR09MB7368.namprd09.prod.outlook.com>
Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?
From: "Baez, Vanessa" <vbaez@USGS.GOV>
MIME-Version: 1.0
In-Reply-To: <BLAPR09MB67701DBC2130A282B316EEE09D299@BLAPR09MB6770.namprd09.prod.outlook.com>
Content-Type: multipart/related;
boundary="_005_DM8PR09MB736816506BBC7735FB836AA4D2299DM8PR09MB7368nampr_"; type="multipart/alternative"
Comments: To: "Morgan, Steven" <steven.morgan@NCPC.GOV>
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Would be interested in your feedback – ways to improve accessibility/ navigation of it. It has grown quite big!

Thanks.
VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, February 4, 2022 1:44 PM
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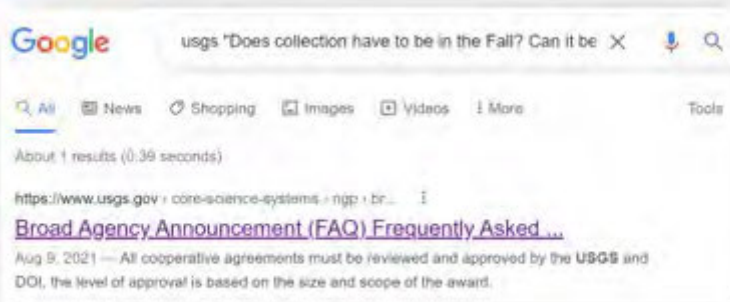
Content-Type: multipart/related;
 boundary="=_007_BY3PR09MB822532105A7848E6AB8FFD27852C9BY3PR09MB8225namp_"; type="multipart/alternative"
 Date: Mon, 7 Feb 2022 15:51:34 +0000
 Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
 Subject: [Re: Should we avoid FAQs?](#)
 From: "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
 Message-ID: <BY3PR09MB822532105A7848E6AB8FFD27852C9@BY3PR09MB8225.namprd09.prod.outlook.com>
 MIME-Version: 1.0
 Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
 Comments: To: "Baez, Vanessa" <vbaez@USGS.GOV>
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Hi Vanessa,

You bring another great point on the table: As I mentioned In my previous posting, I would expect to have FAQs on a website, but HOW? On a single page? On topic based multiple pages? Or individual FAQ pages?

Taking your website FAQs as an example, I did a [Google search](#) with the exact wording of a question thru the bottom of FAQ page: USGS "Does collection have to be in the Fall? Can it be in the Summer?"

Good news, your site come at the top (actually with USGS in the search, your page is the only one.





But then what? I need to scan thru the WHOLE page in order to find the answer, it is a huge page. I need to do another search **on the page** to find the answer. This is another issue with long pages not only big FAQ pages that your experienced SEO and UX people/team together should be able to assist you what works best for your office/website.

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Sent: Friday, February 4, 2022 4:02 PM
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 USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
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David Kaufmann
USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC) <000007b6b8cd24bc-dmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-faqs/\)](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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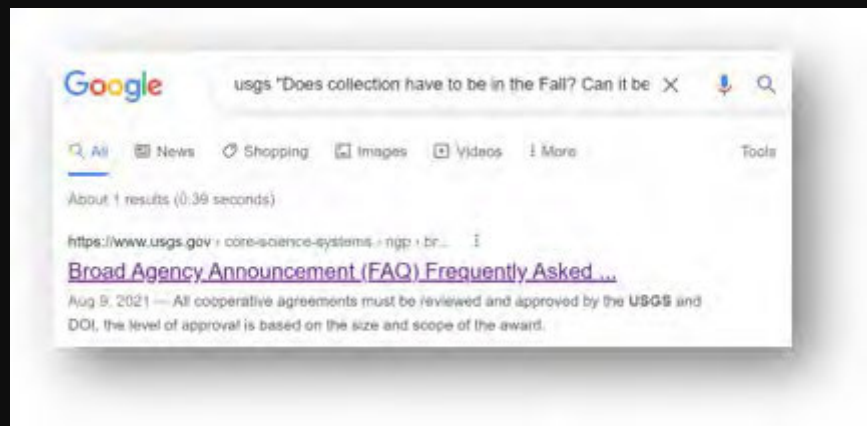
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4/11/22, 4:13 PM

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Content-Type: multipart/related;
 boundary="_007_BY5PR09MB46286FAED5A8845F7C9C9443DC2C9B
 Y5PR09MB4628nampr_"; type="multipart/alternative"
 Date: Mon, 7 Feb 2022 17:37:48 +0000
 Reply-To: Content Managers List <CONTENT-MANAGERS-
 L@LISTSERV.GSA.GOV>, "(b) (6) HAWAII.GOV">
 Subject: [Re: Should we avoid FAQs?](#)
 From: "(b) (6) HAWAII.GOV">
 Message-ID: <BY5PR09MB46286FAED5A8845F7C9C9443DC2C9@BY5PR09MB46
 28.namprd09.prod.outlook.com>
 In-Reply-To: <BY3PR09MB822532105A7848E6AB8FFD27852C9@BY3PR09MB8225.
 namprd09.prod.outlook.com>
 MIME-Version: 1.0
 Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
 Parts/Attachments: [text/plain](#) (20 kB) , [text/html](#) (41 kB) , [image003.jpg](#) (19 kB) ,
[image004.jpg](#) (47 kB) , [image005.png](#) (38 kB) , [image006.jpg](#) (12 kB)

Greetings all,

Yalcin Sert - Interesting about the 2-stage search, first Google, then at the page use the browser Find.

I ran into something on some web pages where you click on the item and it opens up to reveal more content. Like a drop-down list. Was it a "Q", that opened an "A"? Maybe.

If the "A" part is not visible, the browser Find did not find expressions which were hidden. That may be less than appropo.

I thought that was interesting. If I had a smart phone and/or a touch interface, I know I would prefer everything displayed. I think it would be faster.

Hanny Monday.

(b) (6)
Information Technology Band A, Dept. of Taxation, State of Hawaii

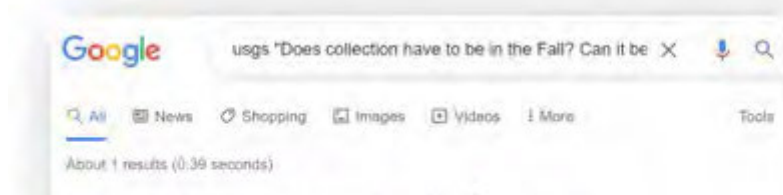
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Monday, February 7, 2022 5:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Vanessa,

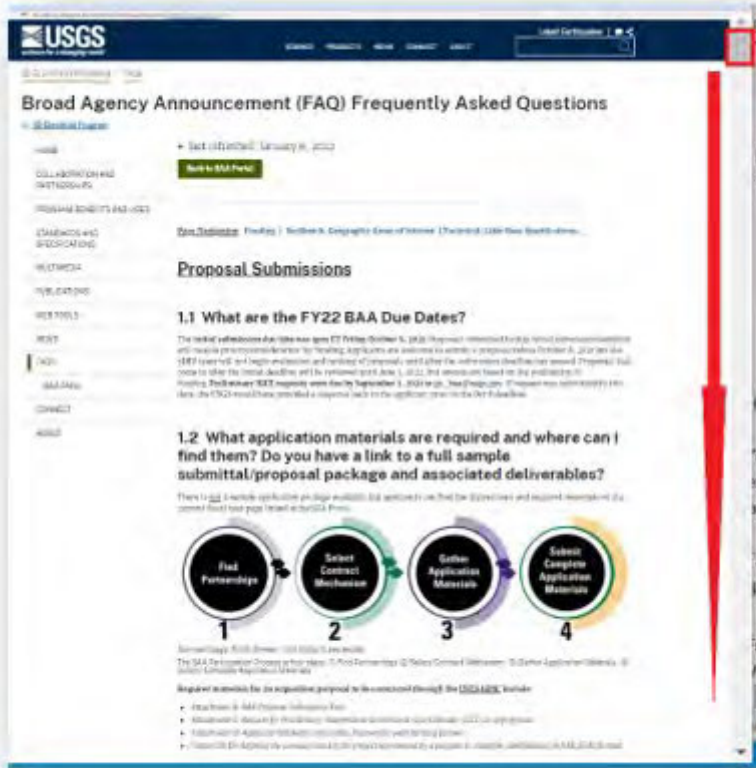
You bring another great point on the table: As I mentioned In my previous posting, I would expect to have FAQs on a website, but HOW? On a single page? On topic based multiple pages? Or individual FAQ pages?

Taking your website FAQs as an example, I did a [Google search](#) with the exact wording of a question thru the bottom of FAQ page: USGS "Does collection have to be in the Fall? Can it be in the Summer?"

Good news, your site come at the top (actually with USGS in the search, your page is the only one.



https://www.usgs.gov/core-science-systems/ngp/br...
Broad Agency Announcement (FAQ) Frequently Asked ...
Aug 9, 2021 — All cooperative agreements must be reviewed and approved by the USGS and DOI, the level of approval is based on the size and scope of the award.



But then what? I need to scan thru the WHOLE page in order to find the answer, it is a huge page. I need to do another search **on the page** to find the answer. This is another issue with long pages not only big FAQ pages that your experienced SEO and UX people/team together should be able to assist you what works best for your office/website.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Friday, February 4, 2022 4:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi All,

I am somewhat still new to the content manager scene and eager to learn from this community. Really great thread here! I recently have been updating an FAQ for USGS 3DEP Elevation Program

[Broad Agency Announcement \(FAQ\) Frequently Asked Questions | U.S. Geological Survey \(usgs.gov\)](https://www.usgs.gov/core-science-systems/ngp/br...)

Would be interested in your feedback – ways to improve accessibility/ navigation of it. It has grown quite big!

Thanks.
VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, February 4, 2022 1:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

Wow, 500! I think I would create a knowledgebase system out of that rather than a FAQ page.

IMHO the way you present the information is just as important, it needs to be easily found or searched for. FAQs can be effective if your audience uses them. Audience centric design is all about doing things for your particular audience and not because you are checking it off a list or because of a broad, general policy. If your audience want a FAQ page, then give it to them.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Friday, February 4, 2022 12:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what "frequent" is or "valuable" means is important. If you do have such a glut, the findings have to be presented in topical context.

One thing I wanted to ask the group about is that our analytics and SEO expert has mentioned that Google looks for FAQs and special call-outs of that nature when choosing when to put our data and content right at the top of the results (same as when you ask about a movie and it drops local movie times right at the top). Perhaps there is another way (SiteMap submission, etc) to tell Google when something is an elemental answer and not just part of a web page. Have you encountered this situation?

Yours,

(b) (6), (b) (7)(C)

Chief of Technology and Data Management

Direct line: 202 207 6166



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Wednesday, February 2, 2022 10:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like “How can I apply to a college?,” that should be in the site content. For specific but common cases like “How can I apply to a college?” or “.. in-state colleges?” or “...an ivy league college?,” those may still be in the site content (as you said “with lots of clear and visible headings, sub-headings”). To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

It would be a design consideration but, to me, having a nice, complete content page with programmatically populated **list of Top 10 FAQs** (based on analytics) on the same page would provide a great user experience (and less contact center calls). If users will not see what they are looking for in the content, the most popular FAQs will be right there with a click, no need to search, no need to navigate curiously.

Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
Sr Web Solutions Architect | SEAD DCC Digital Platform
Federal Student Aid | StudentAid.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kaufmann - QQBB
Sent: Tuesday, February 1, 2022 12:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi Michelle. Sorry for not actually answering your reasonable question (research on FAQs Yes/No)! Here's a non-research-based opinion for your team to consider.

If a question is actually being asked frequently, it should already be posed and answered within a website's content. It should be easily findable via internet search, within the site when navigating, and within the page. That means using lots of structure with clear headings that mirror the intent of the frequently asked question. And then you won't have to manage two content types that duplicate the same topics.

Sincerely,

David Kaufmann
USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC) <000007b6b8cd24bcdmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-faqs/\)](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Message-ID: <BLAPR09MB60180A4E57D4B06C78A6A167E02C9@BLAPR09MB6018.namprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [What's Your "theme" for your work this year? Anyone else focusing on People information?](#)
From: "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>
Date: Mon, 7 Feb 2022 18:08:06 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_BLAPR09MB60180A4E57D4B06C78A6A167E02C9BLAPR09MB6018namp_"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>
Parts/Attachments: [text/plain](#) (3562 bytes) , [text/html](#) (10 kB)

Hello Web Managers Community!

I'm curious if there are any "themes" that your goals and projects for your websites are collating around?

Just last week I declared "It's the Year of People Information" – looking at a lot of our efforts for both our internal intranet site and our public site, it seems that many of our efforts are aligning around how do share information about the people doing the work here. In the past we limited who was represented on our website to executive level leadership and to a certain level of staff that do our Intramural research.

But we're seeing an increasing need to humanize the work we do with several concepts in mind:

- there are real people doing real work in the Government, does having that person-to-person or human connection help to revive trust in the information we are presenting,
- there is a variety of work in the government even at a science research Institute that moves the mission forward, this is important from a recruitment perspective
- specifically for being a research institute, attracting people into STEM jobs whether or not those jobs are in an actual lab
- how all of the above tie into our DE&IA initiatives

We don't want to post a photo or short bio about every person that works here, as that would be a logistical and content management nightmare, and not necessary. Right now we are evolving our criteria to looking at who has a need from working with external audiences or collaborating – in other words how would you work with this person or this office to accomplish something? We are also limiting this to Federal employees with a few exceptions. We haven't yet actually extended to more staff yet, as we are working this Spring to update information for the labs and clinical center staff first, but we have a sense that as soon as our new pages and directory go up and out many others will want to participate. We have guidance on headshots, and hope to have a Photo Day once it's safe to have people filter through to have their photo taken. We're planning to focus on "bios" as not being resumes but what is relevant to the user/customer to make the appropriate connection to move their needs/task forward.

So my question(s) for you this morning are two-fold – one broad and one specific:

1. Do you have a theme for your efforts this year? What are you focusing on for the coming months?
2. What criteria, guidelines, standards do you have for how and who is represented on your websites?

Look forward to the conversations!

Thanks!

Tori Garten – Community Co-chair

Tori Garten
Chief, New Media and Web Policy Branch (NMWPB)/OCGR
NIAID, NIH, DHHS
5601 Fishers Lane RM 6G11

4/11/22, 4:15 PM

5601 Fishers Lane, RM 6G11

240-627-3691

Pronouns I use: she, her, hers

Tori Garten

Chief, New Media and Web Policy Branch (NMWPB)/OCGR

NIAID, NIH, DHHS

5601 Fishers Lane, RM 6G11

240-627-3691

Pronouns I use: she, her, hers

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Mar 2022 21:10:13 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) M CIV DLA LAND AND MARITIME (USA)" <(b) (6)@DLA.MIL>
Message-ID: <BN1P111MB09323D32337DC65D870CCB1F88029@BN1P111MB0932.NAMP111.PROD.OUTLOOK.COM>
Subject: [Re: Internal Newsletter](#)
From: "(b) (6) M CIV DLA LAND AND MARITIME (USA)" <(b) (6)@DLA.MIL>
MIME-Version: 1.0
In-Reply-To: <BY3PR09MB84973C91887AE75E1DA69E8DB6019@BY3PR09MB8497.namprd09.prod.outlook.com>
Content-Type: multipart/related;
 boundary="_007_BN1P111MB09323D32337DC65D870CCB1F88029BN1P111MB0932NAMP_"; type="multipart/alternative"
Comments: To: "(b) (6) (b) (6) <00000c92de136f5e-dmarc-request@LISTSERV.GSA.GOV>, "Tanya L. Ford" <Tanya.Ford@CSOSA.GOV>
Parts/Attachments: [text/plain](#) (6 kB) , [text/html](#) (23 kB) , [image001.png](#) (23 kB) , [image002.png](#) (23 kB) , [image003.png](#) (23 kB) , [image004.png](#) (23 kB)

The cons to this method of which is the preferred medium by my field agency is that it is difficult to measure reach or have any analytics on these products at all. The only thing I can measure is the end links and not the communication itself.

(b) (6)
DLA Land and Maritime

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** (b) (6) (b) (6)
Sent: Monday, February 28, 2022 4:40 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Tanya L. Ford <Tanya.Ford@CSOSA.GOV>
Subject: [URL Verdict: Neutral][Non-DoD Source] RE: Internal Newsletter

Hi Tanya,

This is a simple update sent via Outlook to all staff via contact groups and a mailing group that is maintained by divisions within our department. I change the From: address to a shared inbox. The message consists of text and hyperlinks, the top section are highlighted web updates, the second section is about recent news releases/articles we've published and one last line with a tip about something people may miss about our website.

EXAMPLE:

Aloha DOH staff,

Here are the highlights of the most recent updates and changes to [HawaiiCOVID19.com](https://hawaiiCOVID19.com) from Feb. 14 – Feb. 20. The DOH response to the pandemic continues to evolve as new information becomes available daily. We hope you find these online updates useful and encourage you to share this information with your family, friends, and coworkers.

- If you or someone you know has questions about the COVID-19 vaccines or boosters, please visit [HawaiiCOVID19.com/vaccine-faqs](https://hawaiiCOVID19.com/vaccine-faqs).
- Watch new Don't Wait. Vaccinate videos featuring interviews with Ivy, Dr. Francisco, Jaybrielle and Anna at [HawaiiCOVID19.com/PSA](https://hawaiiCOVID19.com/PSA).

New translated resources are available at [HawaiiCOVID19.com/translation](https://hawaiiCOVID19.com/translation)

- New translated resources are available at hawaiiCOVID19.com/transiations.
- Catch up on the Hawai'i Department of Health's latest COVID-19 Community Bulletin article, [Pediatrician Answers Questions About Resuming Regular Keiki Checkups](#), as well as news releases and updates at hawaiiCOVID19.com/news.

Did you know you may always return to the homepage of hawaiiCOVID19.com by clicking or tapping the State of Hawai'i Seal where it says "COVID-19 State of Hawai'i Portal"?

Stay Healthy,
Hawaii Department of Health Communications Office

Pros:
Easy to build, send and read
Uses established communication medium
Can be "scheduled" with Delayed Delivery

Cons:
Difficult to include images
Limited formatting options
Requires divisions to update their own part of the mailing group

I hope you find this example is helpful,

(b) (6)

Communications Office
Hawaii Department of Health

From: Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] **On Behalf Of** Tanya L. Ford

Sent: Monday, February 28, 2022 5:49 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Internal Newsletter

Good morning,

I hope that each of you is having a wonderful start to your week. I am researching new internal newsletter formats. I am hoping that you might share what you use at your agency and the pros and cons.

Sincerely,

Tanya

Tanya L. Ford
Public Affairs Specialist
[Court Services and Offender Supervision Agency](#)

O: 202.220.5394 | M: (b) (6) | E: tanya.ford@csosa.gov    

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 1 Mar 2022 16:55:47 -0500
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gregory Your <gyour@USAID.GOV>
Message-ID: <CAGiGQugi72X6J-_jFhmdtFgiw+0=MTTXL9G1u3OAOfttqurucw@mail.gmail.com>
Subject: [Re: Internal Newsletter](#)
From: Gregory Your <gyour@USAID.GOV>
Content-Type: multipart/related; boundary="000000000000a0ead205d92f3b26"
In-Reply-To: <MN2PR09MB54824A03E37F0330CD0153F395019@MN2PR09MB5482.namprd09.prod.outlook.com>
MIME-Version: 1.0
Comments: To: "Tanya L. Ford" <Tanya.Ford@csosa.gov>
Parts/Attachments: [text/plain](#) (2362 bytes) , [text/html](#) (7 kB) , [image001.png](#) (7 kB) , [image002.png](#) (7 kB) , [image003.png](#) (7 kB) , [image004.png](#) (7 kB)

We're using govdelivery. It has all the analytics and is fedramp compliant.

r/g
G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. International Development
cell (b) (6)

On Mon, Feb 28, 2022 at 10:58 AM Tanya L. Ford <000001d32f25a474-dmarc-request@listserv.gsa.gov> wrote:

Good morning,

I hope that each of you is having a wonderful start to your week. I am researching new internal newsletter formats. I am hoping that you might share what you use at your agency and the pros and cons.


Sincerely,

Tanya

Tanya L. Ford

Public Affairs Specialist

[Court Services and Offender Supervision Agency](#)

O: 202.220.5394 | M: (b) (6) | E: tanya.ford@csosa.gov    

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Message-ID: <CAJjx_Scu_O60AotnZtsFixFR-+Kbkz1aQ_YRvNEdqXVWY-wBMA@mail.gmail.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Register for Plain Language + Compassion Help People in Crisis \(Wednesday 03/09/2022 2:00 p.m., ET\)](#)
From: Digital Gov <digitalgov@GSA.GOV>
Date: Mon, 7 Mar 2022 10:26:56 -0500
Content-Type: multipart/alternative; boundary="000000000000d887a105d9a28040"
MIME-Version: 1.0
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments: [text/plain](#) (2373 bytes) , [text/html](#) (8 kB)

Hello,

[Register here](#) for the Plain Language + Compassion Help People in Crisis on Wednesday, March 9, 2022, from 2-3 pm, ET.

Topic: Plain language and compassion to meet moments of crisis: The [findtreatment.gov](#) story, with Cordelia Yu and Amanda Costello, 18f content strategists.

As much as we wish there could “just be a website” with every related resource people need, these one-stop shop solutions often become digital junk drawers that harm those we set out to help.

In the ecosystem of federal response to the opioid crisis, 18F knew [findtreatment.gov](#) needed to complement, not compete with, other resources. Through broad research, compassionate content, and sharply-defined scope, we helped launch a nationwide resource that answered questions and bridged a critical gap for people seeking help with substance use disorder.

You'll learn how to

- Craft honest, straightforward content that addresses worries and concerns and keeps people moving forward.
- Define scope and success by mapping the wider user experience and blockers beyond the project at hand instead of reinventing the wheel.
- Learn how to approach high-stakes political situations with confidence in your expertise.

Thanks!

Gabby F.

Digital.gov

Technology Transformation Services

U.S. General Services Administration

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Content-Type: text/plain; charset="us-ascii"
Date: Tue, 8 Mar 2022 15:25:19 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Williams, David A." <david.williams@USPTO.GOV>
Subject: [Come join USPTO](#)
Content-Transfer-Encoding: quoted-printable
Message-ID: <SA0PR09MB6777EF6A0B74885107410CE69F099@SA0PR09MB6777.namprd09.prod.outlook.com>
MIME-Version: 1.0
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
From: "Williams, David A." <david.williams@USPTO.GOV>
Parts/Attachments: [text/plain](#) (28 lines)

USPTO has an opening for an intranet technical lead: <https://www.usajobs.gov/job/641374300>
 It's a GS13/14 ladder position at a great agency working with an excellent, agile team!
 As the announcement says, "The ideal candidate for this hand-on technical lead for our intranet will have experience with Linux, Apache, MySQL and Drupal; bonus experience: moving a large on-premise website to AWS."
 -David

 David Williams
 Chief, Website Management Branch
 Information Management Services
 U.S. Patent & Trademark Office
 U.S. Department of Commerce
 Madison West, 4D35
 Alexandria, VA 22314
 1-571-272-3877
 david.williams@uspto.gov

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 8 Mar 2022 15:39:46 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) CIV (US) DeCA HQ MPD" <(b) (6)@DECA.MIL>
Message-ID: <ad405eadd3ec49dab58fee477136ff24@deca.mil>
MIME-Version: 1.0
Subject: [Re: Come join USPTO](#)
From: "(b) (6) CIV (US) DeCA HQ MPD" <(b) (6)@DECA.MIL>
Content-Transfer-Encoding: quoted-printable
In-Reply-To: <SA0PR09MB6777EF6A0B74885107410CE69F099@SA0PR09MB6777.namprd09.prod.outlook.com>
Content-Type: text/plain; charset="us-ascii"
Comments: To: "Williams, David A." <david.williams@USPTO.GOV>
Parts/Attachments: [text/plain](#) (54 lines)

I used to work in the OCIO at the USPTO and it's a GREAT place to work. Highly recommend. If this job isn't for you, tell your friends.

(b) (6)

Merchandiser
Defense Commissary Agency
804-734-8000 x48126

-----Original Message-----

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Williams, David A.
Sent: Tuesday, March 8, 2022 10:25 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [URL Verdict: Neutral][Non-DoD Source] [CONTENT-MANAGERS-L] Come join USPTO

USPTO has an opening for an intranet technical lead: <https://www.usajobs.gov/job/641374300>
It's a GS13/14 ladder position at a great agency working with an excellent, agile team!
As the announcement says, "The ideal candidate for this hand-on technical lead for our intranet will have experience with Linux, Apache, MySQL and Drupal; bonus experience: moving a large on-premise website to AWS."
-David

David Williams
Chief, Website Management Branch
Information Management Services
U.S. Patent & Trademark Office
U.S. Department of Commerce
Madison West, 4D35

4/11/22, 4:29 PM

Alexandria, VA 22314
1-571-272-3877
david.williams@uspto.gov

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For help with this LISTSERV, visit: <https://digital.gov/communities/manage-your-subscription/>.

Message-ID: <SA9PR09MB4845F77F8F9E1356075B37E6BF0A9@SA9PR09MB4845.namprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Digital health literacy](#)
From: "Etkins, Jeanne" <Jeanne.Etkins@FDA.HHS.GOV>
Date: Wed, 9 Mar 2022 14:57:12 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_SA9PR09MB4845F77F8F9E1356075B37E6BF0A9SA9PR09MB4845nampr_"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Etkins, Jeanne" <Jeanne.Etkins@FDA.HHS.GOV>
Parts/Attachments: [text/plain](#) (900 bytes) , [text/html](#) (2322 bytes)

In case you missed it: [Digital Health Literacy: The New Normal \(healthliteracysolutions.org\)](https://healthliteracysolutions.org)

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Message-ID: <CAJjx_Seca4cXWzn_Bd6Ew+hc4NZKPX=KJ=b62Y7_qCTQdu4MSw@mail.gmail.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [What's new in USWDS 3.0? Join us on 3/17 to find out!](#)
From: Digital Gov <digitalgov@GSA.GOV>
Date: Thu, 10 Mar 2022 10:00:00 -0500
Content-Type: multipart/alternative;
boundary="0000000000000924bb405d9de7c36"
MIME-Version: 1.0
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments: [text/plain](#) (1568 bytes) , [text/html](#) (6 kB)

On **Thursday, March 17, 2-3pm ET**, join the USWDS core team for the March USWDS Monthly Call, where we will preview USWDS 3.0.

[Register here!](#)

We'll talk about improvements to day-to-day maintainability, component packages, and the new component library.

This event is part of a monthly series that takes place on the third Thursday of each month. Don't forget to set a placeholder on your personal calendar for our future events this year.

We look forward to seeing you there!

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 15 Mar 2022 18:58:09 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Message-ID: <PH0PR09MB7964E2AA6A6092D3A4882110ED109@PH0PR09MB7964.namprd09.prod.outlook.com>
Subject: [Re: \[EXTERNAL\] Re: \[CONTENT-MANAGERS-L\] Should we avoid FAQs?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
MIME-Version: 1.0
In-Reply-To: <DM8PR09MB7368F2BBFC45E3413D6DF23AD22D9@DM8PR09MB7368.namprd09.prod.outlook.com>
Content-Type: multipart/related;
boundary="_008_PH0PR09MB7964E2AA6A6092D3A4882110ED109PH0PR09MB7964nampr_"; type="multipart/alternative"
Comments: To: "Baez, Vanessa" <vbaez@USGS.GOV>
[text/plain](#) (36 kB) , [text/html](#) (79 kB) , [image001.png](#) (38 kB) ,
Parts/Attachments: [image002.jpg](#) (19 kB) , [image003.jpg](#) (47 kB) , [image004.png](#) (38 kB) ,
[image005.jpg](#) (12 kB)

It has occurred to me that I was neglectful, when we last discussed FAQs in this forum. Accordions were mentioned and I'm sure that a more courteous me would have recommended checking-out the [UK Digital Service's design system advice about accordions](#).

As an added bonus, remember that "[link to highlight](#)" doesn't find content inside an accordion (much like ctrl-f) and that while a SERP entry can reveal some text, it doesn't link inside (leaving a searcher outside the accordion).

Funny how this came to mind today. It can't possibly be as a result of watching a presentation on how two different FAQ schemes can be built into one website. Nope. Can't be. 🧑🏻 ⬆️

Good luck with this!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Tuesday, February 8, 2022 8:56 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Yalcin.

Thanks for your feedback and the additional information you provided (b) (6) especially about the searching.

When I asked my Digital Services team here at USGS for accordion-style they did say it wasn't recommended to use (not offered). Questions dropdown is not an option and TOC/Question list at the top would be a really long list at the top and so I avoided that. Instead of adding each question, I added only the topic at the top to jump to the section with anchor links. This approach was not recommended either.

Until I figured something better, I asked Digital Services to add an L2 menu under the L1 (FAQs) on my left navigation bar. [3D Elevation Program | U.S. Geological Survey \(usgs.gov\)](https://www.usgs.gov/3DEP). However, L2's are not shown "open" – it's hidden under the L1 menu. The L1 FAQs are a USGS top-level org wide set of FAQs vs the BAA FAQ specific to 3DEP. I don't believe we have options for I3 menus, which I thought would be good to add the topics. What are your thoughts about that?

The available ways to find the baa FAQs requires a number of clicks just to get to the page. If I were to create topic based pages that are dynamically generated pulling on the topic landing page might be too much additional clicking. What do you think? I guess that would be one more click.

Thanks.

VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Tuesday, February 8, 2022 7:44 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi (b) (6)

Good point but the page I mentioned as an example is long, about 12-13 scrolls and when you are scrolling, you need to stop (or slow down) to read each topic to see whether that is the one you are looking for...

There are a number of solutions for this, depending on your web content structure and site architecture; you can have:

1. Questions dropdown to find and select,
2. FAQ accordion which is not a preferred way since all the answers will be hidden behind the

accordion,

- 3. TOC/Question list at the top to click and go to the proper QA

But all these require one search plus another one or two more clicks to get you to the answer.

Based on my experience, **in general** my preferred way would be (this is just a **rough suggestion**, based on the content architecture, grouping and indexing preferences may vary):

- 1. To have every single FAQ has its **own page** (there are different architectures for this based on your CMS, I would have these pages indexed by search engine crawlers)
- 2. Have **topic based** FAQ pages that are **dynamically generated** pulling all relevant topics (and I would make this page "no index" so search engines wont index this topic grouped page - for a number of reasons)
- 3. Have a **content reuse CMS module** installed to **dynamically list Top 10 FAQs** (based on analytics) on the real content page so that most popular FAQs (depending on the time of the year). With this if the user cant find what s/he is looking for on the "content" page, the top FAQs will be there just a click away (note that when programmed properly, these reuse modules' content wont be indexed by search engines because they are more likely on a number of pages on the site)

With this approach:

- 1. There will be one and only one source of FAQs throughout the website shown on multiple pages as well as multiple applications and even in the mobile apps; maintenance in the long run will be a lot easier – you change it at the source and the change immediately shows up at all locations it is posted
- 2. Search engines will index only the real source, the individual FAQ page (depending on your FAQs and content structure, it may be 2-3-4 closely related FAQs on a page) and search user will get to the answer with one click after search.
- 3. Plus a number of different optional designs depending on a number of requirements and preferences. This will also save money if you are using a "site search system" that charges you based on number of content pages and/or search volume.

Hope these help.

Yalcin

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Sent: Monday, February 7, 2022 12:38 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Greetings all,

Yalcin Sert - Interesting about the 2-stage search, first Google, then at the page use the browser Find.

I ran into something on some web pages where you click on the item and it opens up to reveal more content. Like a drop-down list. Was it a "Q", that opened an "A"? Maybe.

If the "A" part is not visible, the browser Find did not find expressions which were hidden. That may be less than appropo.

I thought that was interesting. If I had a smart phone and/or a touch interface, I know I would prefer everything displayed. I think it would be faster.

Happy Monday.

(b) (6)

Information Technology Band A, Dept. of Taxation, State of Hawaii

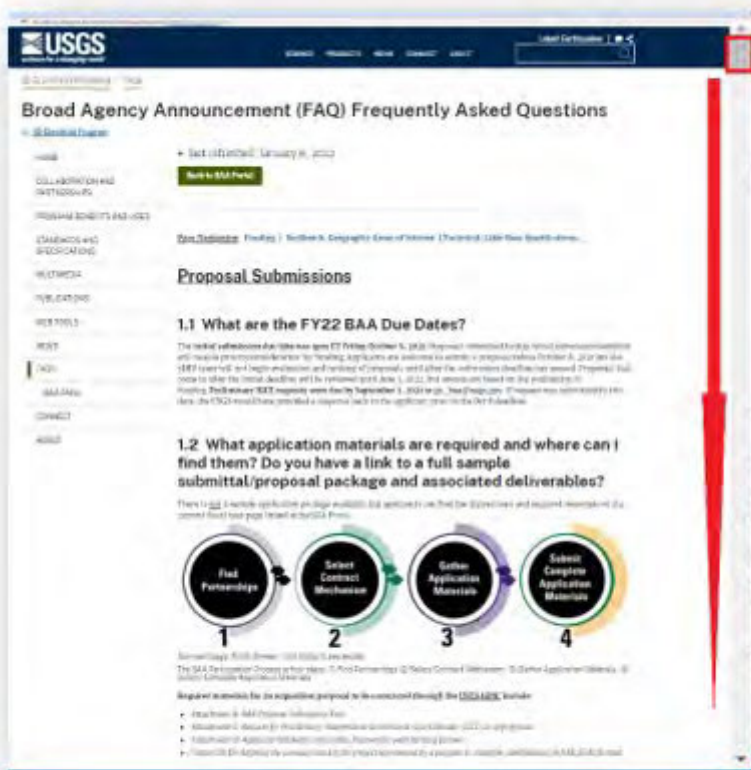
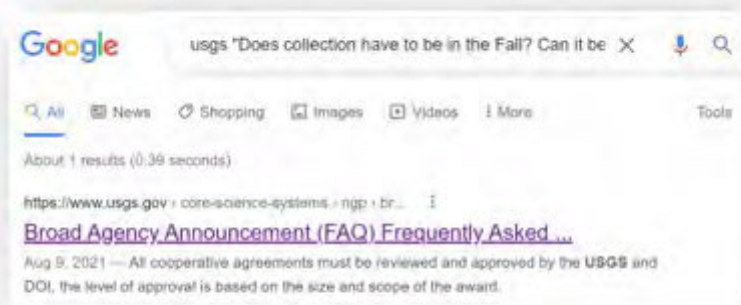
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Monday, February 7, 2022 5:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Vanessa,

You bring another great point on the table: As I mentioned In my previous posting, I would expect to have FAQs on a website, but HOW? On a single page? On topic based multiple pages? Or individual FAQ pages?

Taking your website FAQs as an example, I did a [Google search](#) with the exact wording of a question thru the bottom of FAQ page: USGS "Does collection have to be in the Fall? Can it be in the Summer?"

Good news, your site come at the top (actually with USGS in the search, your page is the only one.



But then what? I need to scan thru the WHOLE page in order to find the answer, it is a huge page. I need to do another search on the page to find the answer. This is another issue with long pages not

need to do another search **on the page** to find the answer. This is another issue with long pages not only big FAQ pages that your experienced SEO and UX people/team together should be able to assist you what works best for your office/website.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Friday, February 4, 2022 4:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi All,

I am somewhat still new to the content manager scene and eager to learn from this community. Really great thread here! I recently have been updating an FAQ for USGS 3DEP Elevation Program

[Broad Agency Announcement \(FAQ\) Frequently Asked Questions | U.S. Geological Survey \(usgs.gov\)](https://www.usgs.gov/broad-agency-announcement-faq-frequently-asked-questions)

Would be interested in your feedback – ways to improve accessibility/ navigation of it. It has grown quite big!

Thanks.
VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, February 4, 2022 1:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Wow, 500! I think I would create a knowledgebase system out of that rather than a FAQ page.

IMHO the way you present the information is just as important, it needs to be easily found or searched for. FAQs can be effective if your audience uses them. Audience centric design is all about doing things for your particular audience and not because you are checking it off a list or because of a broad, general policy. If your audience want a FAQ page, then give it to them.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Friday, February 4, 2022 12:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what "frequent" is or "valuable" means is important. If you do have such a glut, the findings have to be presented in topical context.

One thing I wanted to ask the group about is that our analytics and SEO expert has mentioned that Google looks for FAQs and special call-outs of that nature when choosing when to put our data and content right at the top of the results (same as when you ask about a movie and it drops local movie times right at the top). Perhaps there is another way (SiteMap submission, etc) to tell Google when something is an elemental answer and not just part of a web page. Have you encountered this situation?

Yours,

(b) (6), (b) (7)(C)

Chief of Technology and Data Management

Direct line: 202.307.6166

Main BJS line: 202.307.0765

www.BJS.gov



Bureau of Justice Statistics

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Wednesday, February 2, 2022 10:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like "How can I apply to a college?," that should be in the site content. For specific but common cases like "How can I apply to a college?" or "... in-state colleges?" or "...an ivy league college?," those may still be in the site content (as you said "with lots of clear and visible headings, sub-headings". To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

It would be a design consideration but, to me, having a nice, complete content page with programmatically populated **list of Top 10 FAQs** (based on analytics) on the same page would provide a great user experience (and less contact center calls). If users will not see what they are looking for in the content, the most popular FAQs will be right there with a click, no need to search, no need to navigate curiously.

Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
Sr Web Solutions Architect | SEAD DCC Digital Platform

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of**
David Kaufmann - QQBB
Sent: Tuesday, February 1, 2022 12:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Michelle. Sorry for not actually answering your reasonable question (research on FAQs Yes/No)! Here's a non-research-based opinion for your team to consider.

If a question is actually being asked frequently, it should already be posed and answered within a website's content. It should be easily findable via internet search, within the site when navigating, and within the page. That means using lots of structure with clear headings that mirror the intent of the frequently asked question. And then you won't have to manage two content types that duplicate the same topics.

Sincerely,

David Kaufmann
USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC)
<000007b6b8cd24bc-dmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/) (<https://www.plainlanguage.gov/guidelines/web/avoid-faqs/>), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 15 Mar 2022 19:10:45 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C)VA.GOV>
Message-ID: <SJ0PR09MB68160B0F347E608BE267478A89109@SJ0PR09MB6816.namprd09.prod.outlook.com>
Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?
From: "(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C)VA.GOV>
MIME-Version: 1.0
In-Reply-To: <PH0PR09MB7964E2AA6A6092D3A4882110ED109@PH0PR09MB7964.namprd09.prod.outlook.com>
Content-Type: multipart/related;
boundary="_008_SJ0PR09MB68160B0F347E608BE267478A89109SJ0PR09MB6816nampr_"; type="multipart/alternative"
Comments: To: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Parts/Attachments: text/plain (39 kB) , text/html (83 kB) , image001.png (38 kB) , image002.jpg (19 kB) , image003.jpg (47 kB) , image004.png (38 kB) , image005.jpg (12 kB)

Also the [USWDS Accordion Guidance](#)



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Tuesday, March 15, 2022 11:58 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

It has occurred to me that I was neglectful, when we last discussed FAQs in this forum. Accordions were mentioned and I'm sure that a more courteous me would have recommended checking-out the [UK Digital Service's design system advice about accordions](#).

As an added bonus, remember that "link to highlight" doesn't find content inside an accordion (much like ctrl-f) and that while a SERP entry can reveal some text, it doesn't link inside (leaving a searcher outside the accordion).

Funny how this came to mind today. It can't possibly be as a result of watching a presentation on how two different FAQ schemes can be built into one website. Nope. Can't be. 🙄👆

Good luck with this!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Tuesday, February 8, 2022 8:56 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Yalcin,

Thanks for your feedback and the additional information you provided (b) (6) especially about the searching.

When I asked my Digital Services team here at USGS for accordion-style they did say it wasn't recommended to use (not offered). Questions dropdown is not an option and TOC/Question list at the top would be a really long list at the top and so I avoided that. Instead of adding each question, I added only the topic at the top to jump to the section with anchor links. This approach was not recommended either.

Until I figured something better, I asked Digital Services to add an L2 menu under the L1 (FAQs) on my left navigation bar. [3D Elevation Program | U.S. Geological Survey \(usgs.gov\)](https://www.usgs.gov/3DEP). However, L2's are not shown "open" – it's hidden under the L1 menu. The L1 FAQs are a USGS top-level org wide set of FAQs vs the BAA FAQ specific to 3DEP. I don't believe we have options for 13 menus, which I thought would be good to add the topics. What are your thoughts about that?

The available ways to find the baa FAQs requires a number of clicks just to get to the page. If I were to create topic based pages that are dynamically generated pulling on the topic landing page might be too much additional clicking. What do you think? I guess that would be one more click.

Thanks.

VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Tuesday, February 8, 2022 7:44 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi (b) (6)

Good point but the page I mentioned as an example is long, about 12-13 scrolls and when you are scrolling, you need to stop (or slow down) to read each topic to see whether that is the one you are looking for...

There are a number of solutions for this, depending on your web content structure and site architecture; you can have:

1. Questions dropdown to find and select,
 2. FAQ accordion which is not a preferred way since all the answers will be hidden behind the accordion,
 3. TOC/Question list at the top to click and go to the proper QA

But all these require one search plus another one or two more clicks to get you to the answer.

Based on my experience, **in general** my preferred way would be (this is just a **rough suggestion**, based on the content architecture, grouping and indexing preferences may vary):

1. To have every single FAQ has its **own page** (there are different architectures for this based on your CMS, I would have these pages indexed by search engine crawlers)
2. Have **topic based** FAQ pages that are **dynamically generated** pulling all relevant topics (and I would make this page "no index" so search engines wont index this topic grouped page - for a number of reasons)
3. Have a **content reuse CMS module** installed to **dynamically list Top 10 FAQs** (based on analytics) on the real content page so that most popular FAQs (depending on the time of the year). With this if the user cant find what s/he is looking for on the "content" page, the top FAQs will be there just a click away (note that when programmed properly, these reuse modules' content wont be indexed by search engines because they are more likely on a number of pages on the site)

With this approach:

1. There will be one and only one source of FAQs throughout the website shown on multiple pages as well as multiple applications and even in the mobile apps; maintenance in the long run will be a lot easier – you change it at the source and the change immediately shows up at all locations it is posted
2. Search engines will index only the real source, the individual FAQ page (depending on your FAQs and content structure, it may be 2-3-4 closely related FAQs on a page) and search user will get to the answer with one click after search.
3. Plus a number of different optional designs depending on a number of requirements and preferences. This will also save money if you are using a "site search system" that charges you based on number of content pages and/or search volume.

Hope these help.

Yalcin

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Monday, February 7, 2022 12:38 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Greetings all,

Yalcin Sert - Interesting about the 2-stage search, first Google, then at the page use the browser Find.

I ran into something on some web pages where you click on the item and it opens up to reveal more content. Like a drop-down list. Was it a "Q", that opened an "A"? Maybe.

If the "A" part is not visible, the browser Find did not find expressions which were hidden. That may be less than appropo.

I thought that was interesting. If I had a smart phone and/or a touch interface, I know I would prefer everything displayed. I think it would be faster.

Happy Monday.

(b) (6)

Information Technology Band A, Dept. of Taxation, State of Hawaii

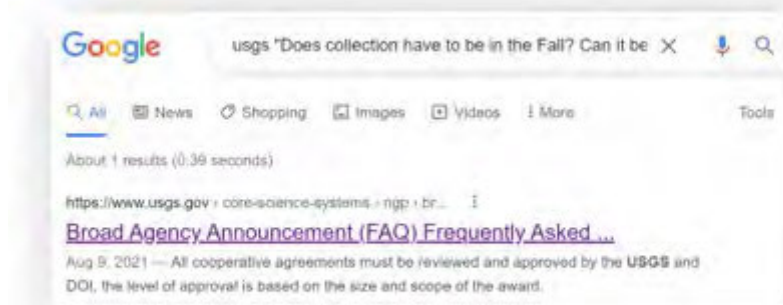
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Monday, February 7, 2022 5:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Vanessa,

You bring another great point on the table: As I mentioned In my previous posting, I would expect to have FAQs on a website, but HOW? On a single page? On topic based multiple pages? Or individual FAQ pages?

Taking your website FAQs as an example, I did a [Google search](#) with the exact wording of a question thru the bottom of FAQ page: USGS "Does collection have to be in the Fall? Can it be in the Summer?"

Good news, your site come at the top (actually with USGS in the search, your page is the only one.





But then what? I need to scan thru the WHOLE page in order to find the answer, it is a huge page. I need to do another search **on the page** to find the answer. This is another issue with long pages not only big FAQ pages that your experienced SEO and UX people/team together should be able to assist you what works best for your office/website.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Friday, February 4, 2022 4:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi All,

I am somewhat still new to the content manager scene and eager to learn from this community. Really great thread here! I recently have been updating an FAQ for USGS 3DEP Elevation Program

[Broad Agency Announcement \(FAQ\) Frequently Asked Questions | U.S. Geological Survey \(usgs.gov\)](#)

Would be interested in your feedback – ways to improve accessibility/ navigation of it. It has grown quite big!

Thanks.
VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, February 4, 2022 1:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Wow, 500! I think I would create a knowledgebase system out of that rather than a FAQ page.

IMHO the way you present the information is just as important, it needs to be easily found or searched for. FAQs can be effective if your audience uses them. Audience centric design is all about doing things for your particular audience and not because you are checking it off a list or because of a broad, general policy. If your audience want a FAQ page, then give it to them.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Friday, February 4, 2022 12:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what "frequent" is or "valuable" means is important. If you do have such a glut, the findings have to be presented in topical context.

One thing I wanted to ask the group about is that our analytics and SEO expert has mentioned that Google looks for FAQs and special call-outs of that nature when choosing when to put our data and content right at the top of the results (same as when you ask about a movie and it drops local movie times right at the top). Perhaps there is another way (SiteMap submission, etc) to tell Google when something is an elemental answer and not just part of a web page. Have you encountered this situation?

Yours,

(b) (6), (b) (7)(C)

Chief of Technology and Data Management

Direct line: 202.307.6166

Main BJS line: 202.307.0765

www.BJS.gov



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Wednesday, February 2, 2022 10:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like "How can I apply to a college?," that should be in the site content. For specific but common cases like "How can I apply to a college?" or "... in-state colleges?" or "...an ivy league college?," those may still be in the site content (as you said "with lots of clear and visible headings, sub-headings". To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

It would be a design consideration but to me having a nice complete content page with

it would be a design consideration but, to me, having a nice, complete content page with programmatically populated **list of Top 10 FAQs** (based on analytics) on the same page would provide a great user experience (and less contact center calls). If users will not see what they are looking for in the content, the most popular FAQs will be right there with a click, no need to search, no need to navigate curiously.

Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
Sr Web Solutions Architect | SEAD DCC Digital Platform
Federal Student Aid | StudentAid.gov

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Sent: Tuesday, February 1, 2022 12:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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Sincerely,

David Kaufmann
USAGov

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Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 15 Mar 2022 19:22:33 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Baez, Vanessa" <vbaez@USGS.GOV>
Message-ID: <DM8PR09MB736827E29DB0CB850CE37401D2109@DM8PR09MB7368.namprd09.prod.outlook.com>
Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?
From: "Baez, Vanessa" <vbaez@USGS.GOV>
MIME-Version: 1.0
In-Reply-To: <SJ0PR09MB68160B0F347E608BE267478A89109@SJ0PR09MB6816.namprd09.prod.outlook.com>
Content-Type: multipart/related;
boundary="_009_DM8PR09MB736827E29DB0CB850CE37401D2109DM8PR09MB7368nampr_"; type="multipart/alternative"
Comments: To: "(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C)VA.GOV>
text/plain (42 kB) , text/html (92 kB) , image006.png (36 kB) ,
Parts/Attachments: image007.png (38 kB) , image008.jpg (19 kB) , image009.jpg (47 kB) ,
image010.png (38 kB) , image011.jpg (12 kB)

Larry and (b) (6), (b) (7)(C) thanks for providing these resources.



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM (ET), **Email:** vbaez@usgs.gov
<https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

Message-ID: <CAEhCPO18b2ZR0852wWipbgpqcbWC9KqQyfTj9xTg8Yb-CA9Rdw@mail.gmail.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [USAGov Blog: Learn about BEARS - the new tool in development to help people discover government benefits](#)
From: Nancy Tyler <nancy.tyler@GSA.GOV>
Date: Wed, 16 Mar 2022 12:20:18 -0400
Content-Type: multipart/alternative; boundary="000000000000b2707105da584a9e"
MIME-Version: 1.0
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Parts/Attachments: [text/plain](#) (1404 bytes) , [text/html](#) (3888 bytes)

Hi Content Managers,

In the latest [USAGov Blog post](#), we're sharing about the work being done to create USAGov's Benefits Eligibility Awareness Resource Service (BEARS) tool. This GSA 10x project helps people find the government benefits they need based on the life events they're experiencing.

If your federal agency administers a benefit program, find out how you can make sure it's represented through BEARS.

Thanks,

nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*



FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

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Message-ID: <CAJjx_ScdO03R3PcxXm5-7T+PnHwdcTOOp2cTJVkP9dSX4qDuuQ@mail.gmail.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Register for Change the Way Digital Work Gets Done](#)
From: Digital Gov <digitalgov@GSA.GOV>
Date: Thu, 17 Mar 2022 11:55:59 -0400
Content-Type: multipart/alternative; boundary="000000000000276d7b05da6c1327"
MIME-Version: 1.0
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments: [text/plain](#) (1974 bytes) , [text/html](#) (8 kB)

Web Managers Community,

[Register](#) for our Web Managers Community digital transformation event, **Thursday, March 31, 2:00-3:00pm ET.**

During the event, you'll learn about a Digital End-to-End Efficiency (DEEE) Framework at the U.S. Department of the Treasury's [Bureau of the Fiscal Service, Office of Financial Innovation and Transformation \(FIT\)](#), and discover how you can get started digitizing and automating your own processes.

This session will cover a range of key concepts such as:

- What to look for when selecting a process to maximize cost savings;
- Why human-centered design (HCD) is critical for your analysis; and
- What pain points represent the greatest opportunity for efficiency gains.

Register: <https://digital.gov/event/2022/03/31/change-the-way-digital-work-gets-done/>

Digital.gov

Technology Transformation Services

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Content-Type: multipart/alternative;
boundary="_000_BLAPR09MB6018CD18F0CD5D54BAFA6478E0129B
LAPR09MB6018namp_"

Date: Thu, 17 Mar 2022 16:23:27 +0000

Reply-To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, "Garten, Tori (NIH/NIAID) [E]"
<tori.garten@NIH.GOV>

Subject: [10 Hiring Tips for Attracting Underrepresented Digital Services Talent
to Serve - New Article on Digital.gov!](#)

From: "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>

Message-ID: <BLAPR09MB6018CD18F0CD5D54BAFA6478E0129@BLAPR09MB601
8.namprd09.prod.outlook.com>

MIME-Version: 1.0

Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
cc: "Bitzer Wales, Victoria (NIH/NINDS) [E]" <victoria.bitzer-
wales@nih.gov>, Alexander Schulte - QXE-C
<alexander.schulte@gsa.gov>, "beth.martin@faa.gov"
<beth.martin@faa.gov>, "laura.chidlow@gsa.gov"
<laura.chidlow@gsa.gov>, "(b) (6), (b) (7)(C) fema.dhs.gov"
<(b) (6), (b) (7)(C) fema.dhs.gov>

Comments:

Parts/Attachments: [text/plain](#) (1788 bytes) , [text/html](#) (3951 bytes)

Good Afternoon Web Managers Forum Members!

Thanks to [Victoria Bitzer-Wales](#) for contributing this excellent resource! Our digital teams can have such an impact through language, design, accessibility and other means on how our Agencies and organizations pursue our DEIA (Diversity, Equity, Inclusion and Accessibility) goals. Attracting underrepresented Digital Services talent to our teams can help us achieve these goals in many ways.

Check out the article - [10 Hiring Tips for Attracting Underrepresented Digital Services Talent to Serve!](#)

What are your ideas for how to engage diverse talent effectively and authentically? We'd love to hear your comments, feedback, or if you have resources you find helpful. Let's keep the conversation going on here on the Web Managers Listserv!

Tori Garten
Chief, New Media and Web Policy Branch (NMWPB)/OCGR
NIAID, NIH, DHHS
5601 Fishers Lane, RM 6G11
240-627-3691
Pronouns I use: she, her, hers

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Thu, 17 Mar 2022 16:34:49 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bruce Bailey <Bailey@ACCESS-BOARD.GOV>
Message-ID: <MW5PR22MB351175522A2B6A31A6AE1CE2E3129@MW5PR22MB3511.namprd22.prod.outlook.com>
Subject: [Re: \[EXTERNAL\] Re: \[CONTENT-MANAGERS-L\] Should we avoid FAQs?](#)
From: Bruce Bailey <Bailey@ACCESS-BOARD.GOV>
MIME-Version: 1.0
In-Reply-To: <DM8PR09MB736827E29DB0CB850CE37401D2109@DM8PR09MB7368.namprd09.prod.outlook.com>
Content-Type: multipart/related;
 boundary="_009_MW5PR22MB351175522A2B6A31A6AE1CE2E3129MW5PR22MB3511namp_"; type="multipart/alternative"
Comments: To: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@usda.gov>
 text/plain (45 kB) , text/html (96 kB) , image001.png (36 kB) ,
Parts/Attachments: image002.png (38 kB) , image003.jpg (19 kB) , image004.jpg (47 kB) , image005.png (38 kB) , image006.jpg (12 kB)

Larry et al., thanks! Does not this pending USWDS patch address the problem with accordions hiding content?

<https://github.com/uswds/uswds/pull/3446>
<https://federalist-3b6ba08e-0df4-44c9-ac73-6fc193b0e19c.app.cloud.gov/preview/uswds/uswds/jm-accordion-all/components/preview/layout--content.html>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Tuesday, March 15, 2022 3:23 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Larry and [REDACTED] thanks for providing these resources.



Vanessa Baez
 Pathways Student
 USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM (ET), **Email:** vbaez@usgs.gov
<https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** [REDACTED]
Sent: Tuesday, March 15, 2022 3:11 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Also the [USWDS Accordion Guidance](#)

[REDACTED]

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Tuesday, March 15, 2022 11:58 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

It has occurred to me that I was neglectful, when we last discussed FAQs in this forum. Accordions were mentioned and I'm sure that a more courteous me would have recommended checking-out the [UK Digital Service's design system advice about accordions](#).

As an added bonus, remember that "[link to highlight](#)" doesn't find content inside an accordion (much like ctrl-f) and that while a SERP entry can reveal some text, it doesn't link inside (leaving a searcher outside the accordion).

Funny how this came to mind today. It can't possibly be as a result of watching a presentation on how two different FAQ schemes can be built into one website. Nope. Can't be. 🙄 ↕

Good luck with this!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Tuesday, February 8, 2022 8:56 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Yalcin,

Thanks for your feedback and the additional information you provided (b) (6) especially about the searching.

When I asked my Digital Services team here at USGS for accordion-style they did say it wasn't recommended to use (not offered). Questions dropdown is not an option and TOC/Question list at the top would be a really long list at the top and so I avoided that. Instead of adding each question, I added only the topic at the top to jump to the section with anchor links. This approach was not recommended either.

Until I figured something better, I asked Digital Services to add an L2 menu under the L1 (FAQs) on my left navigation bar. [3D Elevation Program | U.S. Geological Survey \(usgs.gov\)](#). However, L2's are not shown "open" – it's hidden under the L1 menu. The L1 FAQs are a USGS top-level org wide set of FAQs vs the BAA FAQ specific to 3DEP. I don't believe we have options for L3 menus, which I thought would be good to add the topics. What are your thoughts about that?

The available ways to find the baa FAQs requires a number of clicks just to get to the page. If I were to create topic based pages that are dynamically generated pulling on the topic landing page might be too much additional clicking. What do you think? I guess that would be one more click.

Thanks.

VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Tuesday, February 8, 2022 7:44 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi (b) (6)

Good point but the page I mentioned as an example is long, about 12-13 scrolls and when you are scrolling, you need to stop (or slow down) to read each topic to see whether that is the one you are looking for...

There are a number of solutions for this, depending on your web content structure and site architecture; you can have:

1. Questions dropdown to find and select,
 2. FAQ accordion which is not a preferred way since all the answers will be hidden behind the accordion,
 3. TOC/Question list at the top to click and go to the proper QA

But all these require one search plus another one or two more clicks to get you to the answer.

Based on my experience, **in general** my preferred way would be (this is just a **rough suggestion**, based on the content architecture, grouping and indexing preferences may vary):

1. To have every single FAQ has its **own page** (there are different architectures for this based on your CMS, I would have these pages indexed by search engine crawlers)
2. Have **topic based** FAQ pages that are **dynamically generated** pulling all relevant topics (and I would make this page “no index” so search engines wont index this topic grouped page - for a number of reasons)
3. Have a **content reuse CMS module** installed to **dynamically list Top 10 FAQs** (based on analytics) on the real content page so that most popular FAQs (depending on the time of the year). With this if the user cant find what s/he is looking for on the “content” page, the top FAQs will be there just a click away (note that when

programmed properly, these reuse modules' content wont be indexed by search engines because they are more likely on a number of pages on the site)

With this approach:

1. There will be one and only one source of FAQs throughout the website shown on multiple pages as well as multiple applications and even in the mobile apps; maintenance in the long run will be a lot easier – you change it at the source and the change immediately shows up at all locations it is posted
2. Search engines will index only the real source, the individual FAQ page (depending on your FAQs and content structure, it may be 2-3-4 closely related FAQs on a page) and search user will get to the answer with one click after search.
3. Plus a number of different optional designs depending on a number of requirements and preferences. This will also save money if you are using a "site search system" that charges you based on number of content pages and/or search volume.

Hope these help.

Yalcin

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Monday, February 7, 2022 12:38 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Greetings all,

Yalcin Sert - Interesting about the 2-stage search, first Google, then at the page use the browser Find.

I ran into something on some web pages where you click on the item and it opens up to reveal more content. Like a drop-down list. Was it a "Q", that opened an "A"? Maybe.

If the "A" part is not visible, the browser Find did not find expressions which were hidden. That may be less than appropo.

I thought that was interesting. If I had a smart phone and/or a touch interface, I know I would prefer everything displayed. I think it would be faster.

Happy Monday.

(b) (6)
Information Technology Band A, Dept. of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Monday, February 7, 2022 5:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

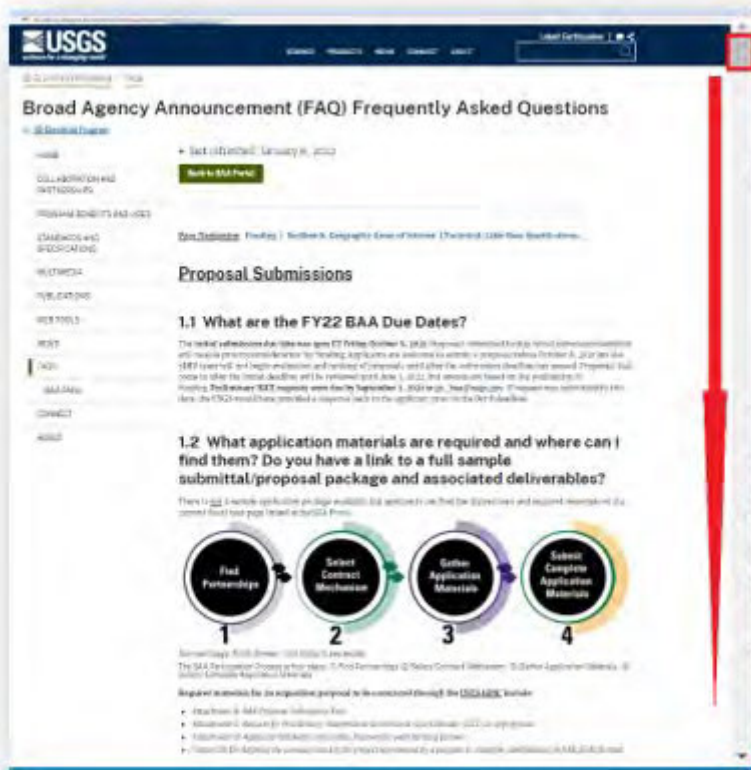
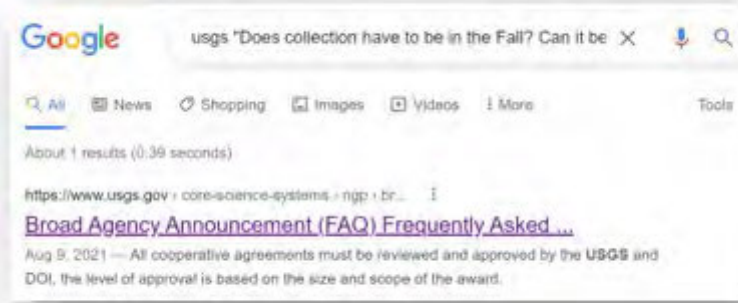
Hi Vanessa,

You bring another great point on the table: As I mentioned In my previous posting, I would expect to have FAQs on a website, but HOW? On a single page? On topic based multiple pages? Or individual FAQ pages?

Taking your website FAQs as an example, I did a [Google search](#) with the exact wording of a

question thru the bottom of FAQ page: USGS "Does collection have to be in the Fall? Can it be in the Summer?"

Good news, your site come at the top (actually with USGS in the search, your page is the only one.



But then what? I need to scan thru the WHOLE page in order to find the answer, it is a huge page. I need to do another search **on the page** to find the answer. This is another issue with long pages not only big FAQ pages that your experienced SEO and UX people/team together should be able to assist you what works best for your office/website.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Friday, February 4, 2022 4:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi All,

I am somewhat still new to the content manager scene and eager to learn from this community. Really great thread here! I recently have been updating an FAQ for USGS 3DEP Elevation Program

[Broad Agency Announcement \(FAQ\) Frequently Asked Questions | U.S. Geological Survey \(usgs.gov\)](#)

Would be interested in your feedback – ways to improve accessibility/ navigation of it. It has grown quite big!

Thanks.
VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, February 4, 2022 1:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Wow, 500! I think I would create a knowledgebase system out of that rather than a FAQ page.

IMHO the way you present the information is just as important, it needs to be easily found or searched for. FAQs can be effective if your audience uses them. Audience centric design is all about doing things for your particular audience and not because you are checking it off a list or because of a broad, general policy. If your audience want a FAQ page, then give it to them.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Friday, February 4, 2022 12:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what

replaced one buried content problem with a new one, so being ruthless about what “frequent” is or “valuable” means is important. If you do have such a glut, the findings have to be presented in topical context.

One thing I wanted to ask the group about is that our analytics and SEO expert has mentioned that Google looks for FAQs and special call-outs of that nature when choosing when to put our data and content right at the top of the results (same as when you ask about a movie and it drops local movie times right at the top). Perhaps there is another way (SiteMap submission, etc) to tell Google when something is an elemental answer and not just part of a web page. Have you encountered this situation?

Yours,

(b) (6), (b) (7)(C)

Chief of Technology and Data Management

Direct line: 202.307.6166

Main BJS line: 202.307.0765

www.BJS.gov



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Wednesday, February 2, 2022 10:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like “How can I apply to a college?,” that should be in the site content. For specific but common cases like “How can I apply to a college?” or “.. in-state colleges?” or “...an ivy league college?,” those may still be in the site content (as you said “with lots of clear and visible headings, sub-headings”). To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

It would be a design consideration but, to me, having a nice, complete content page with programmatically populated **list of Top 10 FAQs** (based on analytics) on the same page would provide a great user experience (and less contact center calls). If users will not see what they are looking for in the content, the most popular FAQs will be right there with a click, no need to search, no need to navigate curiously.

Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
 Sr Web Solutions Architect | SEAD DCC Digital Platform
 Federal Student Aid | StudentAid.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kaufmann - QQBB
Sent: Tuesday, February 1, 2022 12:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi Michelle. Sorry for not actually answering your reasonable question (research on FAQs Yes/No)! Here's a non-research-based opinion for your team to consider.

If a question is actually being asked frequently, it should already be posed and answered within a website's content. It should be easily findable via internet search, within the site when navigating, and within the page. That means using lots of structure with clear headings that mirror the intent of the frequently asked question. And then you won't have to manage two content types that duplicate the same topics.

Sincerely,

David Kaufmann
USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC) <000007b6b8cd24bc-dmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-faqs/\)](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Thu, 17 Mar 2022 16:53:57 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dine, Brooke (HHS/ASPA)" <Brooke.Dine@HHS.GOV>
Message-ID: <MN2PR09MB520938491777DEA7D2C8B937EF129@MN2PR09MB5209.namprd09.prod.outlook.com>
Subject: [Re: 10 Hiring Tips for Attracting Underrepresented Digital Services Talent to Serve - New Article on Digital.gov!](#)
From: "Dine, Brooke (HHS/ASPA)" <Brooke.Dine@HHS.GOV>
MIME-Version: 1.0
In-Reply-To: <BLAPR09MB6018CD18F0CD5D54BAFA6478E0129@BLAPR09MB6018.namprd09.prod.outlook.com>
Content-Type: multipart/alternative;
boundary="_000_MN2PR09MB520938491777DEA7D2C8B937EF129MN2PR09MB5209namp_"
Comments: To: "Garten, Tori (NIH/NIAID) [E]" <tori.garten@nih.gov>
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (8 kB)

Tori and Victoria,

Thank you both for writing a great article on Digital.gov! I read it this morning and was so excited to see the hiring tips defined around DEIA. I would love to see more collaboration between digital teams, DEIA offices, and HR to create avenues for recruitment and encouraging people to join public service. This effort should be focused on supervisors AND the team members. As you mentioned, we all play a part. One big change I'd like to see is better position descriptions and classifications for digital teams. Currently, they re-enforce hiring not only from within the government, but within our own agencies.

I just spoke to someone who is considering joining the U.S. Digital Corps within HHS. I encouraged them to join the corps because public service is such a privilege whether you do it for a couple of years or your entire career. I think the more we can encourage people to seek out these opportunities, the better. And, be there to help them build resilience as they take on the important and often times frustrating work across government.

Brooke Dine
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
Mobile: 202.834.0849
Brooke.Dine@hhs.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Garten, Tori (NIH/NIAID) [E]
Sent: Thursday, March 17, 2022 12:23 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] 10 Hiring Tips for Attracting Underrepresented Digital Services Talent to Serve - New Article on Digital.gov!

Good Afternoon Web Managers Forum Members!

Thanks to [Victoria Bitzer-Wales](#) for contributing this excellent resource! Our digital teams can have such an impact through language, design, accessibility and other means on how our Agencies and organizations pursue our DEIA (Diversity, Equity, Inclusion and Accessibility) goals. Attracting underrepresented Digital Services talent to our teams can help us achieve these goals in many ways.

Check out the article - [10 Hiring Tips for Attracting Underrepresented Digital Services Talent to Serve!](#)

What are your ideas for how to engage diverse talent effectively and authentically? We'd love to hear your comments, feedback, or if you have resources you find helpful. Let's keep the conversation going on here on the Web Managers Listserv!

Tori Garten
Chief, New Media and Web Policy Branch (NMWPB)/OCGR
NIAID, NIH, DHHS
5601 Fishers Lane, RM 6G11
240-627-3691
Pronouns I use: she, her, hers

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Thu, 17 Mar 2022 19:09:02 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Message-ID: <PH0PR09MB7964C37402F3B2E56CAFD00CED129@PH0PR09MB7964.namprd09.prod.outlook.com>
Subject: [Re: \[EXTERNAL\] Re: \[CONTENT-MANAGERS-L\] Should we avoid FAQs?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
MIME-Version: 1.0
In-Reply-To: <MW5PR22MB351175522A2B6A31A6AE1CE2E3129@MW5PR22MB3511.namprd22.prod.outlook.com>
Content-Type: multipart/related; boundary="_009_PH0PR09MB7964C37402F3B2E56CAFD00CED129PH0PR09MB7964nampr_"; type="multipart/alternative"
Comments: To: Bruce Bailey <Bailey@Access-Board.gov>
[text/plain](#) (49 kB) , [text/html](#) (103 kB) , [image001.png](#) (36 kB) ,
Parts/Attachments: [image002.png](#) (38 kB) , [image003.jpg](#) (19 kB) , [image004.jpg](#) (47 kB) , [image005.png](#) (38 kB) , [image006.jpg](#) (12 kB)

Hi Bruce,

Thanks for asking. It's great to "see you" online, this fine holiday afternoon.

Does the pending USWDS patch address the concerns with accordions hiding content?

Not really – sorry – and I'm pretty sure I told them so, in writing, when they started building that "fix" for accordions. It's a fine feature, but doesn't completely address our issues.

[Here's an example of "link to highlight" failing on the Federalist example page.](#)

Getting ctrl-f to work with the "Expand all sections" link requires that a user understand that ctrl-f doesn't work with accordions – a level of web savvy I would not expect the average site user to possess.

One thing I didn't mention (which I'm sure you already know about) is an accordion's opacity to the classic screen reader behavior of tabbing through links. Links in accordions don't get reached by tabbing – and I'm not sure that someone running (for example) NVDA would know that it's necessary to "Expand all sections" to make tabbing work. Maybe? I'm definitely not the right person to make that guess – but I know a guy...

Right now, I think the best thing to do is be careful about what content works best in an accordion and avoid having searched-for content be on the inaccessible inside ([UK Digital Service's design system advice about accordions](#)).

I hope I'm not alone in having concerns; but hey, it wouldn't be the first time, right Bruce?

Larry

From: Bruce Bailey <Bailey@Access-Board.gov>
Sent: Thursday, March 17, 2022 12:35 PM

Sent: Thursday, March 17, 2022 12:33 PM
To: Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>
Cc: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Larry et al., thanks! Does not this pending USWDS patch address the problem with accordions hiding content?

<https://github.com/uswds/uswds/pull/3446>
<https://federalist-3b6ba08e-0df4-44c9-ac73-6fc193b0e19c.app.cloud.gov/preview/uswds/uswds/jm-accordion-all/components/preview/layout--content.html>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Tuesday, March 15, 2022 3:23 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Larry and [REDACTED] thanks for providing these resources.



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM (ET), **Email:** vbaez@usgs.gov
<https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** [REDACTED]
Sent: Tuesday, March 15, 2022 3:11 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Also the [USWDS Accordion Guidance](#)



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Tuesday, March 15, 2022 11:58 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

It has occurred to me that I was neglectful, when we last discussed FAQs in this forum. Accordions were mentioned and I'm sure that a more courteous me would have recommended checking-out the [UK Digital Service's design system advice about accordions](#).

As an added bonus, remember that "[link to highlight](#)" doesn't find content inside an accordion (much like ctrl-f) and that while a SERP entry can reveal some text, it doesn't link inside (leaving a searcher outside the accordion).

Funny how this came to mind today. It can't possibly be as a result of watching a presentation on how two different FAQ schemes can be built into one website. Nope. Can't be. 🙄 ↕

Good luck with this!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa

Sent: Tuesday, February 8, 2022 8:56 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Yalcin,

Thanks for your feedback and the additional information you provided (b) (6) especially about the searching.

When I asked my Digital Services team here at USGS for accordion-style they did say it wasn't recommended to use (not offered). Questions dropdown is not an option and TOC/Question list at the top would be a really long list at the top and so I avoided that. Instead of adding each question, I added only the topic at the top to jump to the section with anchor links. This approach was not recommended either.

Until I figured something better, I asked Digital Services to add an L2 menu under the L1 (FAQs) on my left navigation bar. [3D Elevation Program | U.S. Geological Survey \(usgs.gov\)](https://www.usgs.gov/3D-Elevation-Program). However, L2's are not shown "open" – it's hidden under the L1 menu. The L1 FAQs are a USGS top-level org wide set of FAQs vs the BAA FAQ specific to 3DEP. I don't believe we have options for l3 menus, which I thought would be good to add the topics. What are your thoughts about that?

The available ways to find the baa FAQs requires a number of clicks just to get to the page. If I were to create topic based pages that are dynamically generated pulling on the topic landing page might be too much additional clicking. What do you think? I guess that would be one more click.

Thanks.

VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** ybaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Content Managers

Sert, Yalcin

Sent: Tuesday, February 8, 2022 7:44 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi (b) (6)

Good point but the page I mentioned as an example is long, about 12-13 scrolls and when you are scrolling, you need to stop (or slow down) to read each topic to see whether that is the one you are looking for...

There are a number of solutions for this, depending on your web content structure and site architecture; you can have:

1. Questions dropdown to find and select,
 2. FAQ accordion which is not a preferred way since all the answers will be hidden behind the accordion,
 3. TOC/Question list at the top to click and go to the proper QA

But all these require one search plus another one or two more clicks to get you to the answer.

Based on my experience, **in general** my preferred way would be (this is just a **rough suggestion**, based on the content architecture, grouping and indexing preferences may vary):

1. To have every single FAQ has its **own page** (there are different architectures for this based on your CMS, I would have these pages indexed by search engine crawlers)
2. Have **topic based** FAQ pages that are **dynamically generated** pulling all relevant topics (and I would make this page "no index" so search engines wont index this topic grouped page - for a number of reasons)
3. Have a **content reuse CMS module** installed to **dynamically list Top 10 FAQs** (based on analytics) on the real content page so that most popular FAQs (depending on the time of the year). With this if the user cant find what s/he is looking for on the "content" page, the top FAQs will be there just a click away (note that when programmed properly, these reuse modules' content wont be indexed by search engines because they are more likely on a number of pages on the site)

With this approach:

1. There will be one and only one source of FAQs throughout the website shown on multiple pages as well as multiple applications and even in the mobile apps; maintenance in the long run will be a lot easier – you change it at the source and the change immediately shows up at all locations it is posted
2. Search engines will index only the real source, the individual FAQ page (depending on your FAQs and content structure, it may be 2-3-4 closely related FAQs on a page) and search user will get to the answer with one click after search.
3. Plus a number of different optional designs depending on a number of requirements and preferences. This will also save money if you are using a "site search system" that charges you based on number of content pages and/or search volume.

Hope these help.

Yalcin

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Monday, February 7, 2022 12:38 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Greetings all,

Yalcin Sert - Interesting about the 2-stage search, first Google, then at the page use the browser Find.

I ran into something on some web pages where you click on the item and it opens up to reveal more content. Like a drop-down list. Was it a "Q", that opened an "A"? Maybe.

If the "A" part is not visible, the browser Find did not find expressions which were hidden. That may be less than appropo.

I thought that was interesting. If I had a smart phone and/or a touch interface, I know I would prefer everything displayed. I think it would be faster.

by Monday.

(b) (6)

Information Technology Band A, Dept. of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin

Sent: Monday, February 7, 2022 5:52 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

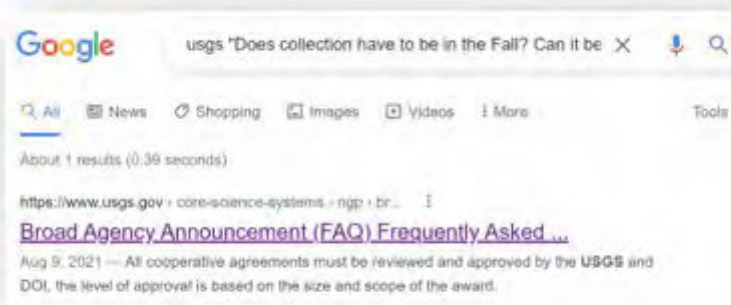
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

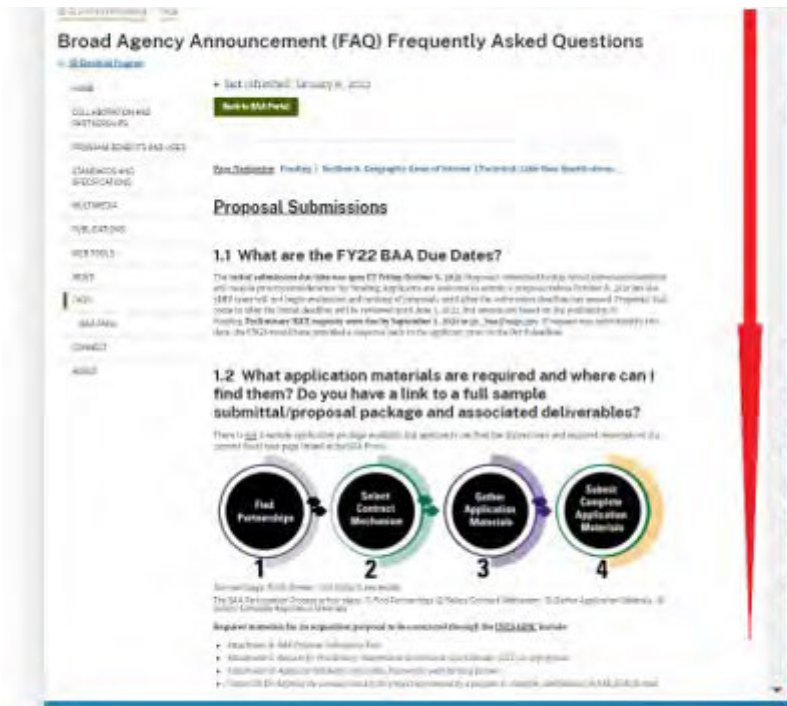
Hi Vanessa,

You bring another great point on the table: As I mentioned In my previous posting, I would expect to have FAQs on a website, but HOW? On a single page? On topic based multiple pages? Or individual FAQ pages?

Taking your website FAQs as an example, I did a [Google search](#) with the exact wording of a question thru the bottom of FAQ page: USGS "Does collection have to be in the Fall? Can it be in the Summer?"

Good news, your site come at the top (actually with USGS in the search, your page is the only one.





But then what? I need to scan thru the WHOLE page in order to find the answer, it is a huge page. I need to do another search **on the page** to find the answer. This is another issue with long pages not only big FAQ pages that your experienced SEO and UX people/team together should be able to assist you what works best for your office/website.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Friday, February 4, 2022 4:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi All,

I am somewhat still new to the content manager scene and eager to learn from this community. Really great thread here! I recently have been updating an FAQ for USGS 3DEP Elevation Program

[Broad Agency Announcement \(FAQ\) Frequently Asked Questions | U.S. Geological Survey \(usgs.gov\)](https://www.usgs.gov/broad-agency-announcement-faq-frequently-asked-questions)

Would be interested in your feedback – ways to improve accessibility/ navigation of it. It has grown quite big!

Thanks.
 VB

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Morgan, Steven
Sent: Friday, February 4, 2022 1:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Wow, 500! I think I would create a knowledgebase system out of that rather than a FAQ page.

IMHO the way you present the information is just as important, it needs to be easily found or searched for. FAQs can be effective if your audience uses them. Audience centric design is all about doing things for your particular audience and not because you are checking it off a list or because of a broad, general policy. If your audience want a FAQ page, then give it to them.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6), (b) (7)(C)
Sent: Friday, February 4, 2022 12:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what "frequent" is or "valuable" means is important. If you do have such a glut, the findings have to be presented in topical context.

One thing I wanted to ask the group about is that our analytics and SEO expert has mentioned that Google looks for FAQs and special call-outs of that nature when choosing when to put our data and content right at the top of the results (same as when you ask about a movie and it drops local movie times right at the top). Perhaps there is another way (SiteMap submission, etc) to tell Google when something is an elemental answer and not just part of a web page. Have you encountered this situation?

Yours,

(b) (6), (b) (7)(C)

Chief of Technology and Data Management

Direct line: 202.307.6166

Main BJS line: 202.307.0765

www.BJS.gov



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Wednesday, February 2, 2022 10:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like “How can I apply to a college?,” that should be in the site content. For specific but common cases like “How can I apply to a college?” or “.. in-state colleges?” or “...an ivy league college?,” those may still be in the site content (as you said “with lots of clear and visible headings, sub-headings”. To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

It would be a design consideration but, to me, having a nice, complete content page with programmatically populated **list of Top 10 FAQs** (based on analytics) on the same page would provide a great user experience (and less contact center calls). If users will not see what they are looking for in the content, the most popular FAQs will be right there with a click, no need to search, no need to navigate curiously.

Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
 Sr Web Solutions Architect | SEAD DCC Digital Platform
 Federal Student Aid | [StudentAid.gov](https://studentaid.gov)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kaufmann - QQBB
Sent: Tuesday, February 1, 2022 12:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Michelle. Sorry for not actually answering your reasonable question (research on FAQs Yes/No)! Here's a non-research-based opinion for your team to consider.

If a question is actually being asked frequently, it should already be posed and answered within a website's content. It should be easily findable via internet search, within the site when navigating, and within the page. That means using lots of structure with clear headings that mirror the intent of the frequently asked question. And then you won't have to manage two content types that duplicate the same topics.

Sincerely,

David Kaufmann
 USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC) <000007b6b8cd24bc-dmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs](https://www.nlainlanguage.gov/guidelines/web/avoid-faqs/) (<https://www.nlainlanguage.gov/guidelines/web/avoid-faqs/>) from PI AIN and you

<https://www.painmanagement.gov/gardens-of-eden-ask/>, non-FDA, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Message-ID: <MN2PR09MB5514FF92902CE3C942A9BF048F169@MN2PR09MB5514.namprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Intranet Customer Survey Samples?](#)
From: "Taylor, Meagan (19HEF)" <Meagan.Taylor@VA.GOV>
Date: Mon, 21 Mar 2022 19:09:08 +0000
MIME-Version: 1.0
Content-Type: multipart/related;
boundary="_005_MN2PR09MB5514FF92902CE3C942A9BF048F169M
N2PR09MB5514nampr_"; type="multipart/alternative"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Taylor, Meagan (19HEF)" <Meagan.Taylor@VA.GOV>
Parts/Attachments: [text/plain](#) (3061 bytes) , [text/html](#) (7 kB) , [image001.png](#) (7 kB) , [image002.png](#) (7 kB)

Good afternoon everyone,

My team launched a Drupal intranet site two years ago and we now want to evaluate what is working, what needs improvement, etc. We have an on demand satisfaction available on each page of the website and have data to work with from that format, but I would like to send a longer survey out to all web visitors to get a better sample size and indication of true satisfaction. We have an existing survey that we have used in the past with questions regarding content (5 point scale to rate accuracy, timeliness, usability, quality, quantity, etc.) . In the interest of performance improvement, we also like to ask open ended questions on what can be improved in the hopes of getting constructive answers. However, it can be hard to get actionable data with hundreds of different opinions. We typically theme the responses and then prioritize those themes but that can be a challenge as well.

If anyone has a recent [intranet](#) customer survey or survey strategy, I would love to see it if you're willing to share. Our site contains thousands of pages of technical information, so anyone with a reference site (intranet or internet) would be helpful as well.

Thanks and have a great week 😊

Meagan Sedivy

Acting Publishing Chief & Web Operations Manager, Enterprise Support Service (ESS)

VHA Office of Healthcare Environment and Facilities Programs (HEFP)

Email: Meagan.Taylor@va.gov Phone: (202) 744-4019 [HEFP Website](#)

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 21 Mar 2022 19:50:17 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Message-ID: <MN2PR09MB537004DC27CE67886E6BB2418A169@MN2PR09MB5370.namprd09.prod.outlook.com>
Subject: [Re: Intranet Customer Survey Samples?](#)
From: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
MIME-Version: 1.0
In-Reply-To: <MN2PR09MB5514FF92902CE3C942A9BF048F169@MN2PR09MB5514.namprd09.prod.outlook.com>
Content-Type: multipart/related; boundary="_005_MN2PR09MB537004DC27CE67886E6BB2418A169MN2PR09MB5370namp_"; type="multipart/alternative"
Comments: To: "Taylor, Meagan (19HEF)" <Meagan.Taylor@VA.GOV>
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (10 kB) , [image001.png](#) (10 kB) , [image003.png](#) (10 kB)

I would love to see the responses you get (assuming they don't go to the list-serv). We too have a new(ish) Drupal intranet site, but we're still migrating in lots of little intranet sites into our single Drupal platform.

We originally used the JIRA Connector module to connect to our JIRA instance to allow for instant feedback. That was just during the initial launch. What on-demand satisfaction tools are you using all the time? Are you using a particular module or just letting people flag/comment?

To test future satisfaction and/or improving performance, we were going to focus more on doing user testing vs a survey. The surveys we sent out confused people... since we don't have just one intranet (yet!) it was difficult to determine which site the feedback was for. Not all of our users even understand the different sites... but they shouldn't have to. Hence our single intranet platform on Drupal 😊

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Taylor, Meagan (19HEF)
Sent: Monday, March 21, 2022 3:09 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet Customer Survey Samples?

Good afternoon everyone,

My team launched a Drupal intranet site two years ago and we now want to evaluate what is working, what needs improvement, etc. We have an on demand satisfaction available on each page of the website and have data to work with from that format, but I would like to send a longer survey out to all web visitors to get a better sample size and indication of true satisfaction. We have an existing survey that we have used in the past with questions regarding content (5 point scale to rate accuracy, timeliness, usability, quality, quantity, etc.) . In the interest of performance improvement, we also like to ask open ended questions on what can be improved in the hopes of getting constructive answers. However, it can be hard to get actionable data with hundreds of different opinions. We typically theme the responses and then prioritize those themes but that can be a challenge as well.

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 21 Mar 2022 20:15:09 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Coleman, Wyatt (Daniel)" <wyatt.coleman@ONRR.GOV>
Message-ID: <SA0PR09MB661986B203F1F88409A134798D169@SA0PR09MB6619.namprd09.prod.outlook.com>
Subject: [Re: \[EXTERNAL\] Intranet Customer Survey Samples?](#)
From: "Coleman, Wyatt (Daniel)" <wyatt.coleman@ONRR.GOV>
MIME-Version: 1.0
In-Reply-To: <MN2PR09MB5514FF92902CE3C942A9BF048F169@MN2PR09MB5514.namprd09.prod.outlook.com>
Content-Type: multipart/related; boundary="_005_SA0PR09MB661986B203F1F88409A134798D169SA0PR09MB6619nampr_"; type="multipart/alternative"
Comments: To: "Taylor, Meagan (19HEF)" <00000cd5f2c8077e-dmarc-request@LISTSERV.GSA.GOV>
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (12 kB) , [image001.png](#) (12 kB) , [image003.png](#) (12 kB)

Hi Megan,

My team in the Office of Natural Resources Revenue (Open Data, Design, & Development) is responsible for maintaining and redesigning [onrr.gov](#) (new site launch in October!) and maintaining [revenuedata.doi.gov](#). We do not rely on surveys, opting instead for frequent user experience studies. We have a UX designer on our team, a pair of incredibly knowledgeable and helpful analysts, and a number of incredibly skilled UX/UI interns from the [Virtual Student Federal Service](#) internship program (which I highly recommend).

We do frequent user experience studies on individual sections of our websites, rather than surveying the site as a whole. Here is a blog post by one of our fantastic VSFS interns about refining the contacts section of [onrr.gov](#): [Re-architecting contact information to meet user needs](#)

[My team's blog](#) is also worth taking a look at, we often post about user research. It may also be worth asking in the UX/UI listserv below.

UX-COP@LISTSERV.GSA.GOV

Best,

Dan

W Daniel Coleman
Digital Services Specialist - Content Strategist
Open Data, Design, & Development
Office of Natural Resources Revenue

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** Taylor, Meagan (19HEF)
Sent: Monday, March 21, 2022 1:09 PM
To: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Intranet Customer Survey Samples?

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Thanks and have a great week 😊

Meagan Sedivy

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Email: Meagan.Taylor@va.gov Phone: (202) 744-4019 [HEFP Website](#)

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 21 Mar 2022 20:52:45 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) HAWAII.GOV">
Message-ID: <BY5PR09MB4628D18C7DD85313C842276EDC169@BY5PR09MB4628.namprd09.prod.outlook.com>
Subject: Re: [EXTERNAL] Intranet Customer Survey Samples?
From: "(b) (6) HAWAII.GOV">
MIME-Version: 1.0
In-Reply-To: <SA0PR09MB661986B203F1F88409A134798D169@SA0PR09MB6619.namprd09.prod.outlook.com>
Content-Type: multipart/related; boundary="_005_BY5PR09MB4628D18C7DD85313C842276EDC169BY5PR09MB4628nampr_"; type="multipart/alternative"
Comments: To: "Coleman, Wyatt (Daniel)" <wyatt.coleman@ONRR.GOV>
Parts/Attachments: text/plain (8 kB) , text/html (15 kB) , image001.png (15 kB) , image003.png (15 kB)

Greetings Wyatt Coleman,

Is the information re-architecting the same as what used to be called providing a topical or subject matter search? I remember some search engines were of two characters in the past - search on expression or search on topic? I think old Yahoo was a search on topic.

In that case, if the site is not too big, would it be possible to consider the menu bar choices as functioning as search on topic?

If the site is big, would the chips be drop-down lists? I wonder, are multiples clickables as a result when I search better than just one long list.

>> I then created a filter option with chips next to the filter for when the user adds filters to their search.

Not to take away from the intern's analysis, kudos to the intern, the solutions proposed were understandable to me, but at some point I wonder if the difficulty may not be user interface, but structural, like the site is too big.

Thanks,

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Coleman, Wyatt (Daniel)
Sent: Monday, March 21, 2022 10:15 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Intranet Customer Survey Samples?

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UX-COP@LISTSERV.GSA.GOV

Best,

Dan

W Daniel Coleman
Digital Services Specialist - Content Strategist
Open Data, Design, & Development
Office of Natural Resources Revenue

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** Taylor, Meagan (19HEF)
Sent: Monday, March 21, 2022 1:09 PM
To: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Intranet Customer Survey Samples?

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Content-Type: multipart/related;
boundary="_004_BLAPR09MB6018DA755470DD97C3E8548FE0179BL
APR09MB6018nampr_"; type="multipart/alternative"

Date: Tue, 22 Mar 2022 13:08:29 +0000

Reply-To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, "Garten, Tori (NIH/NIAID) [E]"
<tori.garten@NIH.GOV>

Subject: [Spring into action with the Web Managers Community](#)

From: "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>

Message-ID: <BLAPR09MB6018DA755470DD97C3E8548FE0179@BLAPR09MB601
8.namprd09.prod.outlook.com>

MIME-Version: 1.0

Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
cc: "ammie.farrajfejoo@gsa.gov" <ammie.farrajfejoo@gsa.gov>,
"alexander.schulte@gsa.gov" <alexander.schulte@gsa.gov>,
Comments: "(b) (6), (b) (7)(C) fema.dhs.gov" <(b) (6), (b) (7)(C) fema.dhs.gov>,
"beth.martin@faa.gov" <beth.martin@faa.gov>

Parts/Attachments: [text/plain](#) (3795 bytes) , [text/html](#) (18 kB) , [image001.png](#) (18 kB)

Happy Spring 🌸 web managers and all those of the government web world! The cherry blossoms are blooming, the daffodils bobbing their heads in the breeze (er, winds?), and we have much on the docket for you!

As we welcome the new season, we invite you to a virtual event hosted by the Web Managers Community and Digital.gov on **March 31 at 2pm ET**. Presenters from the U.S. Department of the Treasury will speak about a Digital End-to-End Efficiency (DEEE) Framework, and you'll discover how you can get started digitizing and automating your processes.

- [Register for the 3/31 webinar: Change the Way Digital Work Gets Done](#) →

As we continue to prioritize Diversity, Equity, Inclusion, and Accessibility (DEIA) across the federal government, what are some ideas we can keep in mind as we build our digital teams? My co-author, Victoria Bitzer-Wales, and I provide some tips in our newly published article.

- [Read the article: 10 Hiring Tips for Attracting Underrepresented Digital Services Talent to Serve](#) →

And if you find yourself in the position of answering more questions about accessibility and 508 compliance than ever before (this is a great thing!), be sure to check out this excellent resource from our colleagues in IT Accessibility and the 508 community.

- [Read the article: Teach Staff about Accessibility](#) →

Do you want to learn how to better incorporate plain language into your web content? If so, you're in luck! During a recent Digital.gov event with the Plain Language Community, David Lipscomb, Vice Chair of the Center for Plain Language, provided examples of web content that received both high and low scores in the 2021 Plain Language Report Card.

- [Check out the event recap: Lessons from the 2021 Federal Plain Language Report Card](#) →

Later this spring, keep an eye out for two other exciting events on the [Digital.gov events page](#):

- **April 26:** A webinar focused on the new Customer Experience Executive Order, to learn more about this EO and how the A-11-280 memorandum might impact or influence your work in the Web world.
- **May 17:** A Web Managers Community event on how to organize your digital teams.

Tori

Tori Garten
Chief, New Media and Web Policy Branch (NMWPB)/OCGR
NIAID, NIH, DHHS
5601 Fishers Lane, RM 6G11
240-627-3691
Pronouns I use: she, her, hers

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Content-Type: multipart/related;
 boundary="_009_BY3PR09MB77797CCC3F1BA756FA5F2875B7189BY3
 PR09MB7779namp_"; type="multipart/alternative"

Date: Wed, 23 Mar 2022 23:11:12 +0000

Reply-To: Content Managers List <CONTENT-MANAGERS-
 L@LISTSERV.GSA.GOV>, "(b) (6) FTB"
 <(b) (6) FTB.CA.GOV>

Subject: [Re: Should we avoid FAQs?](#)

From: "(b) (6) FTB" <(b) (6) FTB.CA.GOV>
 <BY3PR09MB77797CCC3F1BA756FA5F2875B7189@BY3PR09MB7779.
 namprd09.prod.outlook.com>

Message-ID:

MIME-Version: 1.0

Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Comments: To: "Lawrence.Gillick@usda.gov" <Lawrence.Gillick@usda.gov>,
 "Bailey@Access-Board.gov" <Bailey@Access-Board.gov>
[text/plain](#) (65 kB) , [text/html](#) (121 kB) , [image007.png](#) (14 kB) ,

Parts/Attachments: [image008.png](#) (9 kB) , [image009.jpg](#) (19 kB) , [image010.jpg](#) (47 kB) ,
[image011.png](#) (9 kB) , [image012.jpg](#) (12 kB)

In case you didn't already know:

HTML5 provides a [details](#) element for just such a usage pattern. It enjoys [broad support](#); and because it's native HTML, it is much more accessible out of the box.

Thank you!

(b) (6)
CA:GOA:FTB:ASD:CSB:DSS:DSD:IT Spec I

From: owner-content-managers-l@listserv.gsa.gov [mailto:owner-content-managers-l@listserv.gsa.gov] **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Thursday, March 17, 2022 12:09 PM
To: Bruce Bailey <Bailey@Access-Board.gov>
Cc: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Bruce,

Thanks for asking. It's great to "see you" online, this fine holiday afternoon.

Does the pending USWDS patch address the concerns with accordions hiding content?

Not really – sorry – and I'm pretty sure I told them so, in writing, when they started building that "fix" for accordions. It's a fine feature, but doesn't completely address our issues.

[Here's an example of "link to highlight" failing on the Federalist example page.](#)

Getting ctrl-f to work with the "Expand all sections" link requires that a user understand that ctrl-f doesn't work with accordions – a level of web savvy I would not expect the average site user to possess.

One thing I didn't mention (which I'm sure you already know about) is an accordion's opacity to the

One thing I am concerned (which I'm sure you already know about) is an accessibility opacity to the classic screen reader behavior of tabbing through links. Links in accordions don't get reached by tabbing – and I'm not sure that someone running (for example) NVDA would know that it's necessary to "Expand all sections" to make tabbing work. Maybe? I'm definitely not the right person to make that guess – but I know a guy...

Right now, I think the best thing to do is be careful about what content works best in an accordion and avoid having searched-for content be on the inaccessible inside ([UK Digital Service's design system advice about accordions](#)).

I hope I'm not alone in having concerns; but hey, it wouldn't be the first time, right Bruce?

Larry

From: Bruce Bailey <Bailey@Access-Board.gov>
Sent: Thursday, March 17, 2022 12:35 PM
To: Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>
Cc: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Larry et al., thanks! Does not this pending USWDS patch address the problem with accordions hiding content?

<https://github.com/uswds/uswds/pull/3446>
<https://federalist-3b6ba08e-0df4-44c9-ac73-6fc193b0e19c.app.cloud.gov/preview/uswds/uswds/jm-accordion-all/components/preview/layout--content.html>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Tuesday, March 15, 2022 3:23 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Larry and [REDACTED] thanks for providing these resources.



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM (ET), **Email:** vbaez@usgs.gov
<https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** [REDACTED]
Sent: Tuesday, March 15, 2022 3:11 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Also the [USWDS Accordion Guidance](#)





From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Tuesday, March 15, 2022 11:58 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

It has occurred to me that I was neglectful, when we last discussed FAQs in this forum. Accordions were mentioned and I'm sure that a more courteous me would have recommended checking-out the [UK Digital Service's design system advice about accordions](#).

As an added bonus, remember that "[link to highlight](#)" doesn't find content inside an accordion (much like ctrl-f) and that while a SERP entry can reveal some text, it doesn't link inside (leaving a searcher outside the accordion).

Funny how this came to mind today. It can't possibly be as a result of watching a presentation on how two different FAQ schemes can be built into one website. Nope. Can't be.  

Good luck with this!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa

Sent: Tuesday, February 8, 2022 8:56 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Yalcin,

Thanks for your feedback and the additional information you provided (b) (6) especially about the searching.

When I asked my Digital Services team here at USGS for accordion-style they did say it wasn't recommended to use (not offered). Questions dropdown is not an option and TOC/Question list at the top would be a really long list at the top and so I avoided that. Instead of adding each question, I added only the topic at the top to jump to the section with anchor links. This approach was not recommended either.

Until I figured something better, I asked Digital Services to add an L2 menu under the L1 (FAQs) on my left navigation bar. [3D Elevation Program | U.S. Geological Survey \(usgs.gov\)](#) However, L2's are not shown "open" – it's hidden under the L1 menu. The L1 FAQs are a USGS top-level org wide set of FAQs vs the BAA FAQ specific to 3DEP. I don't believe we have options for L3 menus, which I thought would be good to add the topics. What are your thoughts about that?

The available ways to find the baa FAQs requires a number of clicks just to get to the page. If I were to create topic based pages that are dynamically generated pulling on the topic landing page might be too much additional clicking. What do you think? I guess that would be

one more click.

Thanks.

VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Tuesday, February 8, 2022 7:44 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi (b) (6)

Good point but the page I mentioned as an example is long, about 12-13 scrolls and when you are scrolling, you need to stop (or slow down) to read each topic to see whether that is the one you are looking for...

There are a number of solutions for this, depending on your web content structure and site architecture; you can have:

1. Questions dropdown to find and select,
 2. FAQ accordion which is not a preferred way since all the answers will be hidden behind the accordion,
 3. TOC/Question list at the top to click and go to the proper QA

But all these require one search plus another one or two more clicks to get you to the answer.

Based on my experience, **in general** my preferred way would be (this is just a **rough suggestion**, based on the content architecture, grouping and indexing preferences may vary):

1. To have every single FAQ has its **own page** (there are different architectures for this based on your CMS, I would have these pages indexed by search engine crawlers)
2. Have **topic based** FAQ pages that are **dynamically generated** pulling all relevant topics (and I would make this page “no index” so search engines wont index this topic grouped page - for a number of reasons)
3. Have a **content reuse CMS module** installed to **dynamically list Top 10 FAQs** (based on analytics) on the real content page so that most popular FAQs (depending on the time of the year). With this if the user cant find what s/he is looking for on the “content” page, the top FAQs will be there just a click away (note that when programmed properly, these reuse modules’ content wont be indexed by search engines because they are more likely on a number of pages on the site)

With this approach:

1. There will be one and only one source of FAQs throughout the website shown on

1. There will be one and only one source of FAQs throughout the website shown on multiple pages as well as multiple applications and even in the mobile apps; maintenance in the long run will be a lot easier – you change it at the source and the change immediately shows up at all locations it is posted
2. Search engines will index only the real source, the individual FAQ page (depending on your FAQs and content structure, it may be 2-3-4 closely related FAQs on a page) and search user will get to the answer with one click after search.
3. Plus a number of different optional designs depending on a number of requirements and preferences. This will also save money if you are using a “site search system” that charges you based on number of content pages and/or search volume.

Hope these help.

Yalcin

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Monday, February 7, 2022 12:38 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Greetings all,

Yalcin Sert - Interesting about the 2-stage search, first Google, then at the page use the browser Find.

I ran into something on some web pages where you click on the item and it opens up to reveal more content. Like a drop-down list. Was it a "Q", that opened an "A"? Maybe.

If the "A" part is not visible, the browser Find did not find expressions which were hidden. That may be less than appropo.

I thought that was interesting. If I had a smart phone and/or a touch interface, I know I would prefer everything displayed. I think it would be faster.

Happy Monday.

(b) (6)

Information Technology Band A, Dept. of Taxation, State of Hawaii

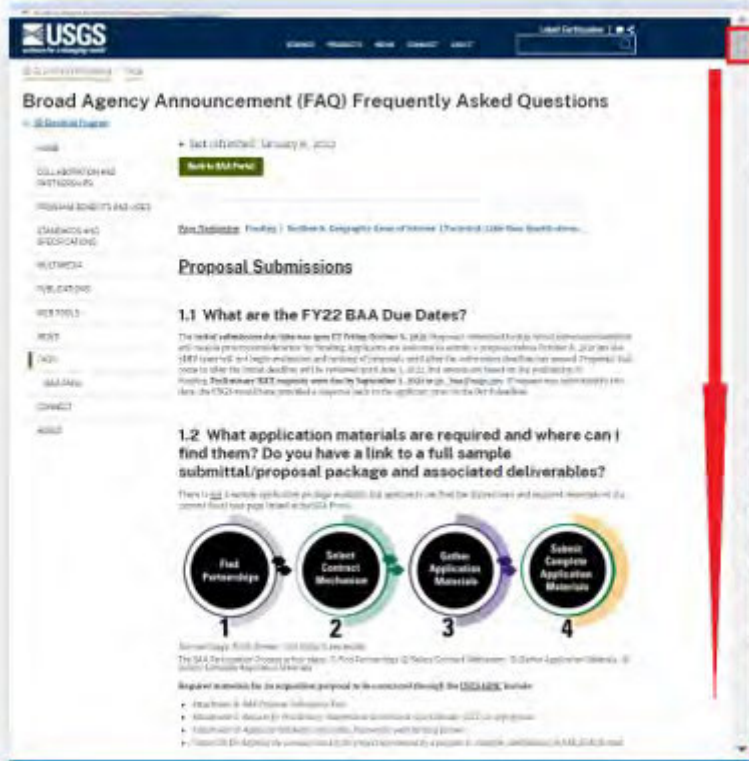
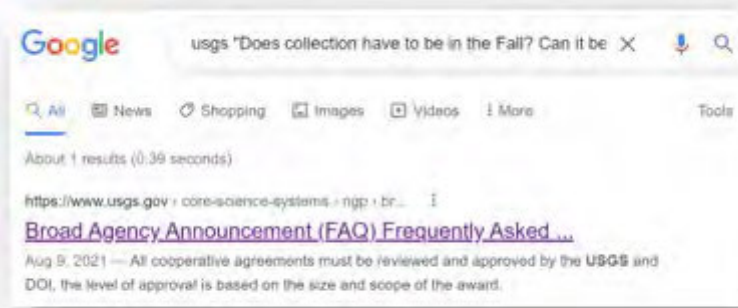
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Monday, February 7, 2022 5:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Vanessa,

You bring another great point on the table: As I mentioned In my previous posting, I would expect to have FAQs on a website, but HOW? On a single page? On topic based multiple pages? Or individual FAQ pages?

Taking your website FAQs as an example, I did a [Google search](#) with the exact wording of a question thru the bottom of FAQ page: USGS "Does collection have to be in the Fall? Can it be in the Summer?"

Good news, your site come at the top (actually with USGS in the search, your page is the only one



But then what? I need to scan thru the **WHOLE** page in order to find the answer, it is a huge page. I need to do another search **on the page** to find the answer. This is another issue with long pages not only big FAQ pages that your experienced SEO and UX people/team together should be able to assist you what works best for your office/website.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Friday, February 4, 2022 4:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi All,

I am somewhat still new to the content manager scene and eager to learn from this community. Really great thread here! I recently have been updating an FAQ for USGS

3DEP Elevation Program

[Broad Agency Announcement \(FAQ\) Frequently Asked Questions | U.S. Geological Survey \(usgs.gov\)](#)

Would be interested in your feedback – ways to improve accessibility/ navigation of it. It has grown quite big!

Thanks.
VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, February 4, 2022 1:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Wow, 500! I think I would create a knowledgebase system out of that rather than a FAQ page.

IMHO the way you present the information is just as important, it needs to be easily found or searched for. FAQs can be effective if your audience uses them. Audience centric design is all about doing things for your particular audience and not because you are checking it off a list or because of a broad, general policy. If your audience want a FAQ page, then give it to them.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Friday, February 4, 2022 12:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what "frequent" is or "valuable" means is important. If you do have such a glut, the findings have to be presented in topical context.

One thing I wanted to ask the group about is that our analytics and SFO expert has

One thing I wanted to ask the group about is that our analytics and SEO expert has mentioned that Google looks for FAQs and special call-outs of that nature when choosing when to put our data and content right at the top of the results (same as when you ask about a movie and it drops local movie times right at the top). Perhaps there is another way (SiteMap submission, etc) to tell Google when something is an elemental answer and not just part of a web page. Have you encountered this situation?

Yours,

(b) (6), (b) (7)(C)

Chief of Technology and Data Management

Direct line: 202.307.6166

Main BJS line: 202.307.0765

www.BJS.gov



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin

Sent: Wednesday, February 2, 2022 10:33 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like “How can I apply to a college?,” that should be in the site content. For specific but common cases like “How can I apply to a college?” or “.. in-state colleges?” or “...an ivy league college?,” those may still be in the site content (as you said “with lots of clear and visible headings, sub-headings”. To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

It would be a design consideration but, to me, having a nice, complete content page with programmatically populated **list of Top 10 FAQs** (based on analytics) on the same page would provide a great user experience (and less contact center calls). If users will not see what they are looking for in the content, the most popular FAQs will be right there with a click, no need to search, no need to navigate curiously.

Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
Sr Web Solutions Architect | SEAD DCC Digital Platform
Federal Student Aid | StudentAid.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kaufmann - QQBB

Sent: Tuesday, February 1, 2022 12:07 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi Michelle. Sorry for not actually answering your reasonable question (research on FAQs Yes/No)! Here's a non-research-based opinion for your team to consider.

If a question is actually being asked frequently, it should already be posed and answered within a website's content. It should be easily findable via internet search, within the site when navigating, and within the page. That means using lots of structure with clear headings that mirror the intent of the frequently asked question. And then you won't have to manage two content types that duplicate the same topics.

Sincerely,

David Kaufmann
USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC)
<000007b6b8cd24bc-dmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs](https://www.plainlanguage.gov/guidelines/web/avoid-faqs/) (<https://www.plainlanguage.gov/guidelines/web/avoid-faqs/>), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Message-ID: <SA1PR09MB75357BA19559A7B9514F04E78A199@SA1PR09MB7535.na
mprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [USPTO Communications Job Opening](#)
From: "Harris, Debra" <Debra.Harris@USPTO.GOV>
Date: Thu, 24 Mar 2022 01:22:43 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_SA1PR09MB75357BA19559A7B9514F04E78A199SA1P
R09MB7535namp_"
Reply-To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, "Harris, Debra" <Debra.Harris@USPTO.GOV>
Parts/Attachments: [text/plain](#) (1446 bytes) , [text/html](#) (4 kB)

Hello,

We're look for a **Communications Planning and Management Specialist**, a GS 13, to join the trademarks team. Don't wait the job announcement closes 4/4/2022. It's a great opportunity to work at the USPTO on a team of writers, web strategists, and communicators.

<https://www.usajobs.gov/job/643911300> - open to The public and Career transition

<https://www.usajobs.gov/job/643910200> - open to Career transition, Federal employees, individuals with disabilities, Peace corps & Americorps Vista, Military spouses, special authorities, veterans.

Please share with colleagues who may be interested!

Debra Harris

Web Communications Strategist
Trademarks Business Unit
U.S. Patent and Trademark Office

debra.harris@uspto.gov

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Message-ID: <SA1PR09MB7552201EAF5E9E3D8C31BDF0F3199@SA1PR09MB7552.n
amprd09.prod.outlook.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Jobs, Jobs, Jobs at US Patent and Trademark Office](#)
From: "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Date: Thu, 24 Mar 2022 17:48:36 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="_000_SA1PR09MB7552201EAF5E9E3D8C31BDF0F3199SA1
PR09MB7552namp_"
Reply-To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, "Larrimore, Laura"
<Laura.Larrimore@USPTO.GOV>
Parts/Attachments: [text/plain](#) (1972 bytes) , [text/html](#) (6 kB)

We've recently been authorized to do some backfill hiring and also grow a few areas – please share widely! Like many agencies, we have rethought and improved our workplace flexibility thanks to the pandemic, and now most positions can work from home anywhere in the US (and Puerto Rico), work from one of our offices (Alexandria, VA; Dallas TX; San Jose, CA; Detroit, MI; Denver, CO), or a mixture of in-office and telework to suit your needs.

Website Editor In Chief - Communication Office - GS-13

Close: 04/07/2021

<https://www.usajobs.gov/GetJob/ViewDetails/644820900>

Communications Planning and Management Specialist – Trademarks – GS-13

Close: 04/04/2021

<https://www.usajobs.gov/job/643910200>

Open to public: <https://www.usajobs.gov/job/643911300>

Innovation Outreach Program Specialist – Communication Office – GS-14

Close: 04/01/2021

Government: <https://www.usajobs.gov/job/643864000>

And stay tuned for a few openings COMING SOON.....

Web Writer-Editor [English] – Communications Office - GS-11

Web Writer-Editor [Spanish]– Communications Office - GS-11

~Laura

Laura Larrimore

Digital and Creative Services Branch Chief
Office of the Chief Communications Officer
United States Patent and Trademark Office

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Fri, 25 Mar 2022 13:30:15 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Message-ID: <PH0PR09MB7964A085715CFEE1B2C83936ED1A9@PH0PR09MB7964.namprd09.prod.outlook.com>
Subject: [Re: Should we avoid FAQs?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
MIME-Version: 1.0
In-Reply-To: <BY3PR09MB77797CCC3F1BA756FA5F2875B7189@BY3PR09MB7779.namprd09.prod.outlook.com>
Content-Type: multipart/related;
 boundary="_009_PH0PR09MB7964A085715CFEE1B2C83936ED1A9PH0PR09MB7964nampr_"; type="multipart/alternative"
Comments: To: "(b) (6) FTB" <(b) (6)@ftb.ca.gov>, "Bailey@Access-Board.gov" <Bailey@Access-Board.gov>
[text/plain](#) (85 kB) , [text/html](#) (143 kB) , [image001.png](#) (14 kB) ,
Parts/Attachments: [image002.png](#) (9 kB) , [image003.jpg](#) (19 kB) , [image004.jpg](#) (47 kB) , [image005.png](#) (9 kB) , [image006.jpg](#) (12 kB)

Hey there (b) (6)

Thanks for the annotation and apologies for my slow response. TBH, I don't know the behind-the-scenes play-by-play on decision-making for this sort of thing, but if I were to guess...

First, some background for our friends on the listserv who might not be so familiar with the <details> and <summary> elements. The elements pair to make a standard arrow-flipping, accordion-like behavior with very little dev effort. [This article on Mozilla.com has a pretty good explainer, but I'll link directly to its demo.](#) The technique has its advocates, including Trevor Kjorlien, author of [Building Accordions With the HTML5 Details Tag \(No JavaScript Needed\)](#). It also has a critic or two, including Dave Rupert, whose [Why <details> is Not an Accordion](#) riffed on and extended Adrian Roselli's [Details / Summary Are Not \[insert control here\]](#). I'll just leave the links here, without additional summary. The headlines are pretty clear and the articles are easy reads.

Personally, I *love* that <details>/<summary> includes auto-opening to reveal the results of ctrl-f and other searches – and I appreciate that you brought it up for the group.

I really don't know why the WDS folks went the way they did in crafting the current accordion functionality. If I had to guess, I'd go with my assumption that, at the time that functionality was first in development, the team assessed the then-weaknesses of <details>/<summary> as being unacceptable in comparison to what they went with.

Perhaps someone from TTS will chime in with a more substantive response. I'm not the best spokesperson for their efforts. If they don't join the conversation, it's possible to reach them via Slack or GitHub.

Larry

From: (b) (6) FTB <(b) (6)@ftb.ca.gov>
Sent: Wednesday, March 23, 2022 4:11 PM

4/11/22, 4:38 PM

Sent: Wednesday, March 23, 2022 7:11 PM

To: Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>; Bailey@Access-Board.gov

Cc: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

In case you didn't already know:

HTML5 provides a [details](#) element for just such a usage pattern. It enjoys [broad support](#); and because it's native HTML, it is much more accessible out of the box.

Thank you!

(b) (6)

CA:GOA:FTB:ASD:CSB:DSS:DSD:IT Spec I

From: owner-content-managers-l@listserv.gsa.gov [<mailto:owner-content-managers-l@listserv.gsa.gov>] **On**

Behalf Of Gillick, Lawrence - FPAC-FBC, Washington, DC

Sent: Thursday, March 17, 2022 12:09 PM

To: Bruce Bailey <Bailey@Access-Board.gov>

Cc: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Bruce,

Thanks for asking. It's great to "see you" online, this fine holiday afternoon.

Does the pending USWDS patch address the concerns with accordions hiding content?

Not really – sorry – and I'm pretty sure I told them so, in writing, when they started building that "fix" for accordions. It's a fine feature, but doesn't completely address our issues.

[Here's an example of "link to highlight" failing on the Federalist example page.](#)

Getting ctrl-f to work with the "Expand all sections" link requires that a user understand that ctrl-f doesn't work with accordions – a level of web savvy I would not expect the average site user to possess.

One thing I didn't mention (which I'm sure you already know about) is an accordion's opacity to the classic screen reader behavior of tabbing through links. Links in accordions don't get reached by tabbing – and I'm not sure that someone running (for example) NVDA would know that it's necessary to "Expand all sections" to make tabbing work. Maybe? I'm definitely not the right person to make that guess – but I know a guy...

Right now, I think the best thing to do is be careful about what content works best in an accordion and avoid having searched-for content be on the inaccessible inside ([UK Digital Service's design system advice about accordions](#)).

I hope I'm not alone in having concerns; but hey, it wouldn't be the first time, right Bruce?

Larry

From: Bruce Bailey <Bailey@Access-Board.gov>

Sent: Thursday, March 17, 2022 12:35 PM

To: Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>

Cc: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

CC: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Larry et al., thanks! Does not this pending USWDS patch address the problem with accordions hiding content?

<https://github.com/uswds/uswds/pull/3446>

<https://federalist-3b6ba08e-0df4-44c9-ac73-6fc193b0e19c.app.cloud.gov/preview/uswds/uswds/jm-accordion-all/components/preview/layout--content.html>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa

Sent: Tuesday, March 15, 2022 3:23 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Larry and [REDACTED] thanks for providing these resources.



Vanessa Baez

Pathways Student

USGS National Geospatial Program

Hours: 8:30 AM – 5:00 PM (ET), **Email:** vbaez@usgs.gov

<https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** [REDACTED]

[REDACTED]

Sent: Tuesday, March 15, 2022 3:11 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Also the [USWDS Accordion Guidance](#)



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC

Sent: Tuesday, March 15, 2022 11:58 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

It has occurred to me that I was neglectful, when we last discussed FAQs in this forum. Accordions were mentioned and I'm sure that a more courteous me would have recommended checking-out the [UK Digital Service's design system advice about accordions](#).

As an added bonus, remember that "[link to highlight](#)" doesn't find content inside an accordion (much like ctrl-f) and that while a SERP entry can reveal some text, it doesn't link inside (leaving a searcher outside the accordion).

Funny how this came to mind today. It can't possibly be as a result of watching a presentation on how two different FAQ schemes can be built into one website. Nope. Can't be. 🙄 ↗

Good luck with this!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa

Sent: Tuesday, February 8, 2022 8:56 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi Yalcin,

Thanks for your feedback and the additional information you provided (b) (6) especially about the searching.

When I asked my Digital Services team here at USGS for accordion-style they did say it wasn't recommended to use (not offered). Questions dropdown is not an option and TOC/Question list at the top would be a really long list at the top and so I avoided that. Instead of adding each question, I added only the topic at the top to jump to the section with anchor links. This approach was not recommended either.

Until I figured something better, I asked Digital Services to add an L2 menu under the L1 (FAQs) on my left navigation bar. [3D Elevation Program | U.S. Geological Survey \(usgs.gov\)](https://www.usgs.gov/3D-Elevation-Program). However, L2's are not shown "open" – it's hidden under the L1 menu. The L1 FAQs are a USGS top-level org wide set of FAQs vs the BAA FAQ specific to 3DEP. I don't believe we have options for l3 menus, which I thought would be good to add the topics. What are your thoughts about that?

The available ways to find the baa FAQs requires a number of clicks just to get to the page. If I were to create topic based pages that are dynamically generated pulling on the topic landing page might be too much additional clicking. What do you think? I guess that would be one more click.

Thanks.

VB



Vanessa Baez
Pathways Student
USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> | <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin

Sent: Tuesday, February 8, 2022 7:44 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

to: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Hi (b) (6)

Good point but the page I mentioned as an example is long, about 12-13 scrolls and when you are scrolling, you need to stop (or slow down) to read each topic to see whether that is the one you are looking for...

There are a number of solutions for this, depending on your web content structure and site architecture; you can have:

1. Questions dropdown to find and select,
 2. FAQ accordion which is not a preferred way since all the answers will be hidden behind the accordion,
 3. TOC/Question list at the top to click and go to the proper QA

But all these require one search plus another one or two more clicks to get you to the answer.

Based on my experience, **in general** my preferred way would be (this is just a **rough suggestion**, based on the content architecture, grouping and indexing preferences may vary):

1. To have every single FAQ has its **own page** (there are different architectures for this based on your CMS, I would have these pages indexed by search engine crawlers)
2. Have **topic based** FAQ pages that are **dynamically generated** pulling all relevant topics (and I would make this page "no index" so search engines wont index this topic grouped page - for a number of reasons)
3. Have a **content reuse CMS module** installed to **dynamically list Top 10 FAQs** (based on analytics) on the real content page so that most popular FAQs (depending on the time of the year). With this if the user cant find what s/he is looking for on the "content" page, the top FAQs will be there just a click away (note that when programmed properly, these reuse modules' content wont be indexed by search engines because they are more likely on a number of pages on the site)

With this approach:

1. There will be one and only one source of FAQs throughout the website shown on multiple pages as well as multiple applications and even in the mobile apps; maintenance in the long run will be a lot easier – you change it at the source and the change immediately shows up at all locations it is posted
2. Search engines will index only the real source, the individual FAQ page (depending on your FAQs and content structure, it may be 2-3-4 closely related FAQs on a page) and search user will get to the answer with one click after search.
3. Plus a number of different optional designs depending on a number of requirements and preferences. This will also save money if you are using a "site search system" that charges you based on number of content pages and/or search volume.

Hope these help.

Yalcin

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of**

(b) (6)

Sent: Monday, February 7, 2022 12:38 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Greetings all,

Yalcin Sert - Interesting about the 2-stage search, first Google, then at the page use the browser Find.

I ran into something on some web pages where you click on the item and it opens up to reveal more content. Like a drop-down list. Was it a "Q", that opened an "A"? Maybe.

If the "A" part is not visible, the browser Find did not find expressions which were hidden. That may be less than appropo.

I thought that was interesting. If I had a smart phone and/or a touch interface, I know I would prefer everything displayed. I think it would be faster.

Happy Monday.

(b) (6)

Information Technology Band A, Dept. of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin

Sent: Monday, February 7, 2022 5:52 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

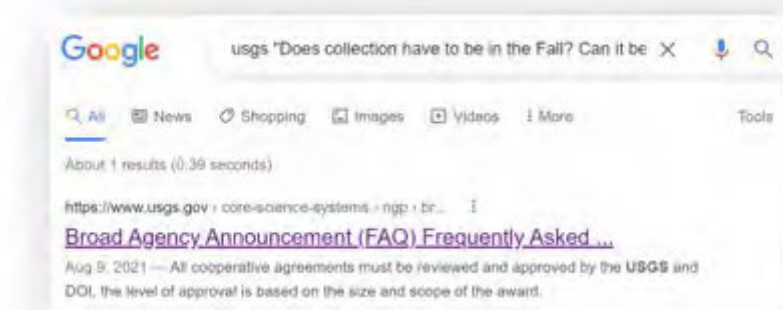
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

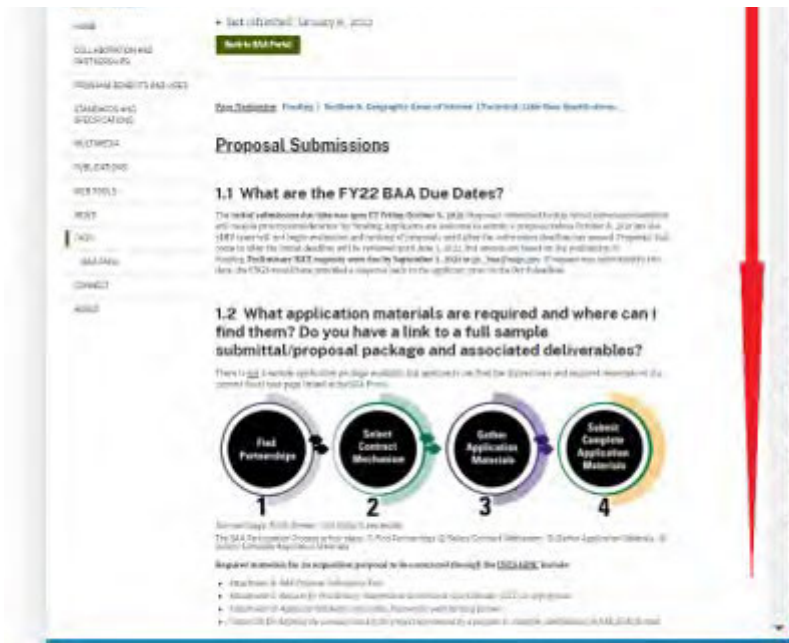
Hi Vanessa,

You bring another great point on the table: As I mentioned In my previous posting, I would expect to have FAQs on a website, but HOW? On a single page? On topic based multiple pages? Or individual FAQ pages?

Taking your website FAQs as an example, I did a [Google search](#) with the exact wording of a question thru the bottom of FAQ page: USGS "Does collection have to be in the Fall? Can it be in the Summer?"

Good news, your site come at the top (actually with USGS in the search, your page is the only one.





But then what? I need to scan thru the WHOLE page in order to find the answer, it is a huge page. I need to do another search **on the page** to find the answer. This is another issue with long pages not only big FAQ pages that your experienced SEO and UX people/team together should be able to assist you what works best for your office/website.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Baez, Vanessa
Sent: Friday, February 4, 2022 4:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi All,

I am somewhat still new to the content manager scene and eager to learn from this community. Really great thread here! I recently have been updating an FAQ for USGS 3DEP Elevation Program

[Broad Agency Announcement \(FAQ\) Frequently Asked Questions | U.S. Geological Survey \(usgs.gov\)](#)

Would be interested in your feedback – ways to improve accessibility/ navigation of it. It has grown quite big!

Thanks.
 VB



Vanessa Baez
 Pathways Student
 USGS National Geospatial Program
Hours: 8:30 AM – 5:00 PM **Email:** vbaez@usgs.gov
Office: Reston, VA **Web:** <https://usgs.gov/3DEP> <https://usgs.gov/NHD>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Morgan, Steven
Sent: Friday, February 4, 2022 1:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

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Wow, 500! I think I would create a knowledgebase system out of that rather than a FAQ page.

IMHO the way you present the information is just as important, it needs to be easily found or searched for. FAQs can be effective if your audience uses them. Audience centric design is all about doing things for your particular audience and not because you are checking it off a list or because of a broad, general policy. If your audience want a FAQ page, then give it to them.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6), (b) (7)(C)
Sent: Friday, February 4, 2022 12:02 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

Hi,

We've been asking this question too, and it's especially pertinent when you've created a catalog of 500 FAQs that you ask people to navigate through. Now you've just replaced one buried content problem with a new one, so being ruthless about what "frequent" is or "valuable" means is important. If you do have such a glut, the findings have to be presented in topical context.

One thing I wanted to ask the group about is that our analytics and SEO expert has mentioned that Google looks for FAQs and special call-outs of that nature when choosing when to put our data and content right at the top of the results (same as when you ask about a movie and it drops local movie times right at the top). Perhaps there is another way (SiteMap submission, etc) to tell Google when something is an elemental answer and not just part of a web page. Have you encountered this situation?

Yours,

(b) (6), (b) (7)(C)

Chief of Technology and Data Management

Direct line: 202.307.6166
Main BJS line: 202.307.0765
www.BJS.gov



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sert, Yalcin
Sent: Wednesday, February 2, 2022 10:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

This is a great discussion... I absolutely agree David. Especially if the FAQ page has more hits than the content page itself 😊 or if the question/FAQ is kind of a generic question like “How can I apply to a college?,” that should be in the site content. For specific but common cases like “How can I apply to a college?” or “.. in-state colleges?” or “...an ivy league college?,” those may still be in the site content (as you said “with lots of clear and visible headings, sub-headings”. To me, FAQs are supplemental details and are perfect way to build a great content for what public frequently seeks (thanks to Google Analytics). Should we NOT have FAQs? No, there will always be odds and ends questions so for a better user satisfaction (and less contact center calls), it is better to have FAQs too.

It would be a design consideration but, to me, having a nice, complete content page with programmatically populated **list of Top 10 FAQs** (based on analytics) on the same page would provide a great user experience (and less contact center calls). If users will not see what they are looking for in the content, the most popular FAQs will be right there with a click, no need to search, no need to navigate curiously.

Regards – Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS³
Sr Web Solutions Architect | SEAD DCC Digital Platform
Federal Student Aid | StudentAid.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kaufmann - QQBB
Sent: Tuesday, February 1, 2022 12:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Should we avoid FAQs?

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Michelle. Sorry for not actually answering your reasonable question (research on FAQs Yes/No)! Here's a non-research-based opinion for your team to consider.

If a question is actually being asked frequently, it should already be posed and answered within a website's content. It should be easily findable via internet search, within the site when navigating, and within the page. That means using lots of structure with clear headings that mirror the intent of the frequently asked question. And then you won't have to manage two content types that duplicate the same topics.

Sincerely,

David Kaufmann
USAGov

On Tue, Feb 1, 2022 at 11:54 AM Hutchinson, Michelle (CDC/OD/OADC) <000007b6b8cd24bc-dmarc-request@listserv.gsa.gov> wrote:

Does anyone have references/citations to research that shows why we shouldn't use FAQs (frequently asked questions) on websites? There's this, [Avoid FAQs \(https://www.plainlanguage.gov/guidelines/web/avoid-fags/\)](https://www.plainlanguage.gov/guidelines/web/avoid-fags/), from PLAIN, and you can find similar opinions if you google the topic, but I have staff who are asking for research-based evidence. Thanks

Research Based Evidence. Thanks.

Michelle Hutchinson, kwd9@cdc.gov
Health Communication Specialist
Centers for Disease Control and Prevention

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Message-ID: <CAJjx_Se6viJUuZHfT9rXa1X0PU3Jwr0uiGjyccw4BOHFFHjFg@mail.gmail.com>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Register for Change the Way Digital Work Gets Done](#)
From: Digital Gov <digitalgov@GSA.GOV>
Date: Mon, 28 Mar 2022 14:44:39 -0400
Content-Type: multipart/alternative; boundary="00000000000008ad83a05db4bb631"
MIME-Version: 1.0
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments: [text/plain](#) (1424 bytes) , [text/html](#) (4 kB)

Web Managers,

Don't forget to register for the Change the Way Digital Work Gets Done event hosted by the Web Managers Community, **Thursday, March 31, 2:00 PM – 3:00 PM ET**.

More information at the link below.

<https://digital.gov/event/2022/03/31/change-the-way-digital-work-gets-done/>

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Content-Type: multipart/related;
boundary="_004_SA9PR09MB4845854A9558F1A2ED0FAAD5BF1E9S
A9PR09MB4845namprd09.prod.outlook.com"; type="multipart/alternative"
Date: Tue, 29 Mar 2022 13:04:09 +0000
Reply-To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, "Etkins, Jeanne"
<Jeanne.Etkins@FDA.HHS.GOV>
Subject: [Guides...](#)
From: "Etkins, Jeanne" <Jeanne.Etkins@FDA.HHS.GOV>
Message-ID: <SA9PR09MB4845854A9558F1A2ED0FAAD5BF1E9@SA9PR09MB484
5.namprd09.prod.outlook.com>
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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
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Subject: [Web Form Service Providers](#)
From: "(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C)@FEMA.DHS.GOV>
Date: Tue, 29 Mar 2022 17:00:13 +0000
MIME-Version: 1.0
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Good afternoon Web Managers Community members!

I am posting this message on behalf of (b) (6)

Hello everyone,

I'm the Program Integration Director at the Federal Electronic Health Record Modernization (FEHRM) Program Office—a hybrid program office between the DOD and VA. Our office is exploring web form services to use on our public-facing website (built using Federalist). We would like to add a web form on our website to collect inquiries from our users.

We're looking into collection mechanisms for the backend of this web form since we don't have a database for our website. On the [Forms on Federalist sites | Federalist \(18f.gov\)](#) page, we read Federalist identified a list of service providers and setup instructions, and to reach out to your community for more information.

Could you help us gain access to this list of identified service providers? Any lessons learned would be much appreciated as we research our possibilities.

Thanks,
Cori

(b) (6)
Program Integration Director
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www.linkedin.com/company/fehrm

Ruxi Giura

Web Managers Community Co-Lead.

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