

Confederated Salish and
Kootenai Tribes



CONTENT DESIGN DRAFTS

Prioritization

Organizing and prioritizing content on the CSKT website ensures that community members, prospects, or new visitors, can easily access the information they need. By highlighting services, resources, and government details, the site can enhance user experience and promote engagement. This strategy reduces confusion, increases efficiency, and strengthens the tribe's online presence.

The table below is split into different categories to define CSKT's website prioritization:

Focus – What is important for the business and its users?

Guide – What is needed to guide the users forward because it's important to them but not all that beneficial to the business?

Drive - What content do you want to drive users to because it isn't what they were looking for, but it benefits the organization?

User Scenario	Segment	Focus	Drive	Guide
I've been part of the community for years and rely on the site for staying connected and accessing what I need, which is essential tribal services.	Loyal Customer	<ul style="list-style-type: none"> Event postings Tribal Education description Tribal Health description 	<ul style="list-style-type: none"> Additional services Volunteering opportunities that benefit the tribe 	<ul style="list-style-type: none"> Services Government Employment
I'm new to this community and want to learn about the heritage, language, and traditions of the tribe.	New Customer	<ul style="list-style-type: none"> History of tribe description Cultural preservation description 	<ul style="list-style-type: none"> Explore history and culture Social channels 	<ul style="list-style-type: none"> Services Events History and Culture
I'm considering joining the community but I need to understand the eligibility or how the council operates.	Prospect	<ul style="list-style-type: none"> Essential governance Membership information Highlight that benefit both the user and the tribe. 	<ul style="list-style-type: none"> Employment opportunities 	<ul style="list-style-type: none"> Enrollment Eligibility Government History and Culture
As someone familiar with the tribe, I come here to check for important updates that are relevant to the community.	Loyal Customer	<ul style="list-style-type: none"> Easy access to relevant news Council minute postings 	<ul style="list-style-type: none"> Tribal initiatives Community action events 	<ul style="list-style-type: none"> Services Employment Government

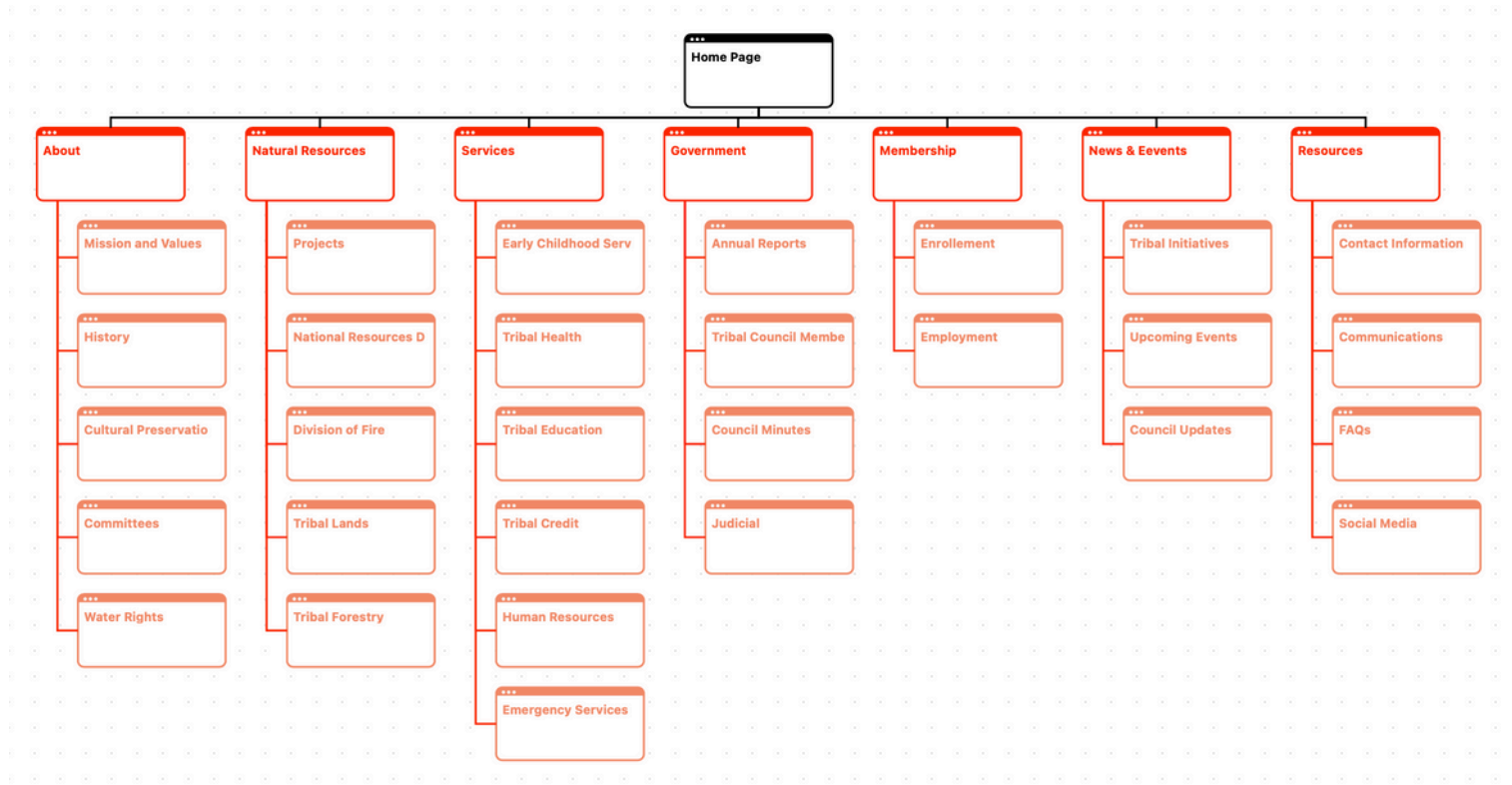
Content Model

Goal	Content Priorities	Core Page	Core Page Content
Provide community services and resources	Community services listings	Services	Health Education Childhood Credit Human Resources Emergency
Preserve cultural heritage	Cultural content	About	Mission Values History Cultural Preservation Water Rights
Support local economic development	Business and employment resources	Membership	Enrollment Employment Opportunities Applications Office outreach
Strengthen governmental and leadership	Government and leadership updates	Government	Annual reports Council-members Council-minutes Judicial-information

This model is effective because it aligns website content directly with organizational goals. Each core page is designed to serve a specific purpose, such as promoting education or supporting community development. This goal-driven approach makes the website more effective, ensuring that users easily find the most relevant information. By focusing on core pages instead of just the homepage, it improves user experience and optimizes the site for search engines, making content more discoverable.

Additionally, the model eliminates unnecessary clutter and focuses only on what matters. It is scalable, meaning the website can easily adapt to different goals without requiring a complete redesign. This efficiency benefits users navigating the site and helps the organization maintain content that is goal-focused.

Organization - Sitemap



This sitemap ensures that users (loyal, new, and prospects) can find relevant content based on their needs while driving them towards actions that benefit the CSKT tribe.

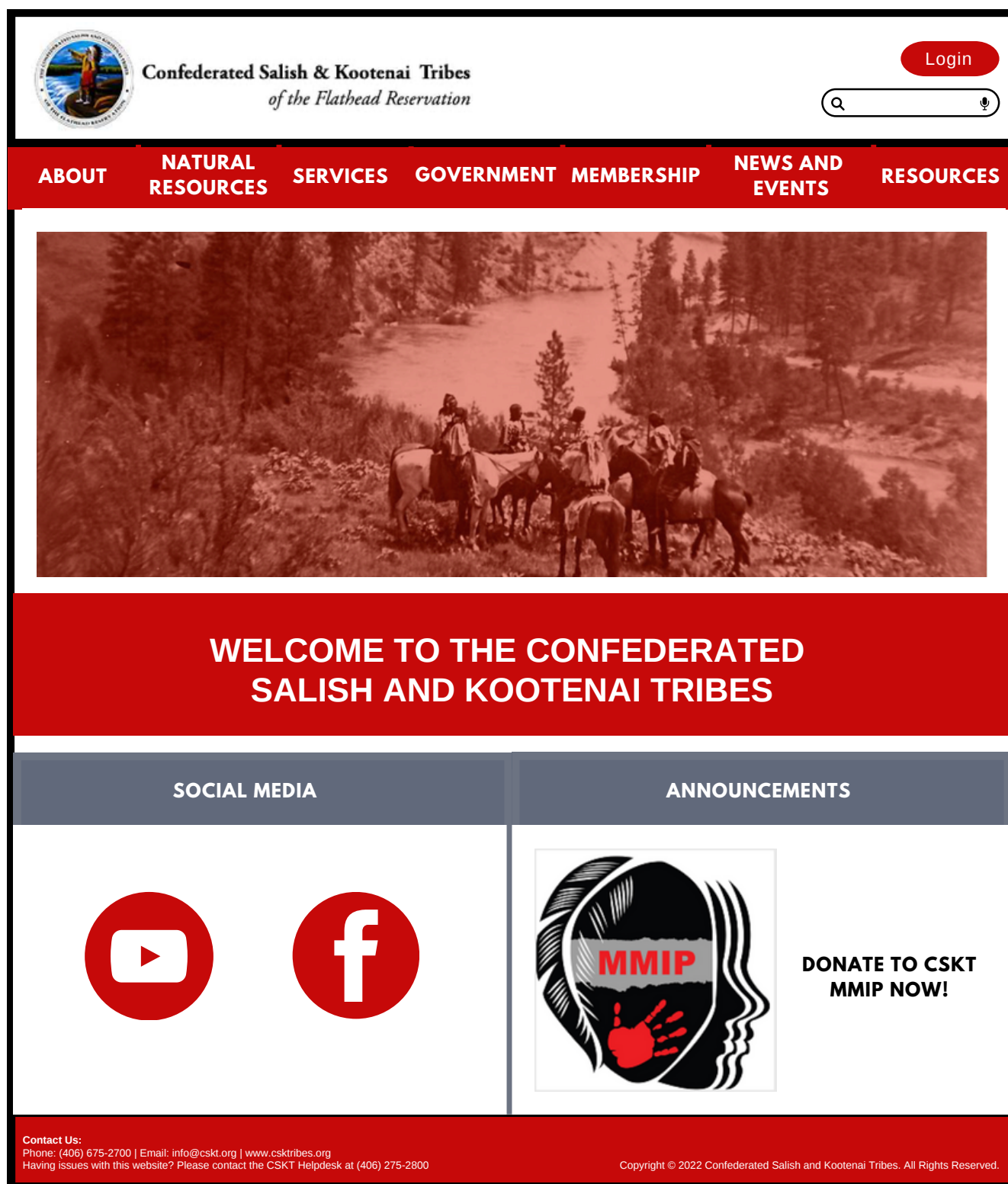
It provides an organized structure of all the website's pages, making it easier for visitors to locate specific information. This is helpful for users who are unfamiliar with the site or when dealing with extensive content. The organization of a sitemap benefits both tribal members and external visitors looking for specific information.

In addition to user benefits, the site map offers significant advantages for SEO and content organization. It helps search engines index the website, ensuring that important pages are captured and improving the site's visibility in search results.

A well-structured site map also ensures that the website's content remains organized, offering a breakdown of various sections and subsections. This is crucial for a site like CSKT's, which covers a range of services, cultural details, and community resources.

Home Page Wireframe

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This wireframe for CSKT's home page gives the website a modern feel. Navigation to different pages within the website now have clear and easy access. Additionally, a search bar has been added.

The new home page is easier on the eyes. Instead of images, links, and content popping up all over, the page is cohesive in its colors. A greeting has been inserted, and two key components of the website are highlighted.

About Page Wireframe

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Confederated Salish & Kootenai Tribes
of the Flathead Reservation

Login

ABOUTNATURAL RESOURCESSERVICESGOVERNMENTMEMBERSHIPNEWS AND EVENTSRESOURCES

WHAT DOES CSKT DO?

MISSION


VALUES

Contact Us:
Phone: (406) 675-2700 | Email: info@cskt.org | www.cskttribes.org
Having issues with this website? Please contact the CSKT Helpdesk at (406) 275-2800

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Originally, the mission and values of CSKT were hard to find and under the name “Kootenai Culture Committee”. Now, the purpose of CSKT has its own easy to navigate page.

On the old page, it was almost a blank page. There were no pictures and it had small text. Now with this layout, there will be visually appealing images paired with easy to read content.

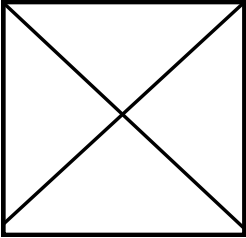


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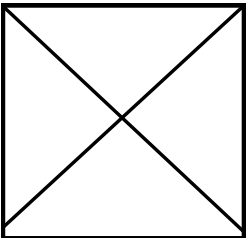
ABOUTNATURAL RESOURCESSERVICESGOVERNMENTMEMBERSHIPNEWS AND EVENTSRESOURCES

UPCOMING EVENTS



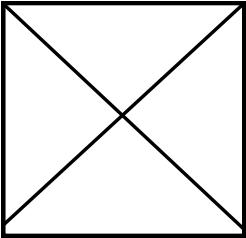
EVENT TITLE

DESCRIPTION



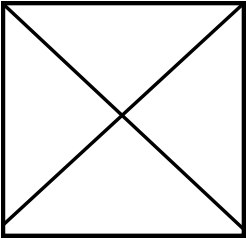
EVENT TITLE

DESCRIPTION



EVENT TITLE

DESCRIPTION



EVENT TITLE

DESCRIPTION

FEATURED EVENTS

Contact Us:
Phone: (406) 675-2700 | Email: info@cskt.org | www.csktribes.org
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Unlike the old website, there is now a news and events tab where users can go to read more or discover upcoming events. There is a featured events section for the most important upcoming events.

Events will be highlighted with titles and descriptions explaining where, when, and how each event will take place. Images will be inserted per event with flyers or community action shots.