

Confederated Salish and Kootenai Tribes



CONTENT STRATEGY PROPOSAL

TABLE OF CONTENTS

01

*Executive
Summary,
Introduction*

02

*SEO - Page
Titles, Headers,
Meta
Descriptions,*

03

*Accessibility - Alt
Text, Contrast,
Recommendaions*

04

*Content - Social
Media*

05

*Content -
Images*

06

*Writing and
Architecture -*

07

*Competitors -
Blackfeet Nation*

08

*Competitors -
Blackfeet Nation*

09

*Competitors -
Northern
Cheyenne Tribe*

10

*Competitors -
Northern
Cheyenne Tribe*

11

*Necessities -
Core Strategy
Statement,
Messaging
Framework*

12

*Prioritization,
Content Model*

13

*Organization -
Sitemap,
Presentation -
Home Page
Wireframe*

14

*Presentation -
About Page
Wireframe,
News and
Events Page
Wireframe*

15

*Style Guide -
Audience,
Keywords, Page
Titles, Meta
Descriptions,
Tone of Voice*

16

*Style Guide -
Font, Colors,
Examples*

17

*Key
Performance
Indicators*

18

*Next Steps -
Evaluate, Create*

19

*Next Steps -
Manage, Grow*

20

References

Executive Summary

As part of my role in conducting a content analysis for the Confederated Salish and Kootenai Tribes (CSKT), I am fulfilling their request for a comprehensive redesign and consolidation of the Tribal government's websites. CSKT currently manages 17 independent websites that pose significant challenges in terms of navigation, user experience, and back-end management. The existing Joomla content management system (CMS) is no longer practical, making this the ideal time to implement a new platform.

This redesign will focus on consolidating the current network into a smaller number of cohesive websites. The goal is to improve navigation, reduce content duplication, and create a unified user experience.

Additionally, the new websites will feature enhanced user-centered design, making it easier for Tribal members, employees, and stakeholders to find relevant information. A new content strategy will be implemented to simplify matters such as back-end management, allowing CSKT departments to efficiently update and maintain their content without technical hurdles.

A consistent visual identity will be established across all websites, ensuring that the design aligns with modern web development best practices. The new content strategy will also prioritize accessibility, SEO, responsiveness, and security, enhancing both functionality and user satisfaction. My proposal includes a detailed content audit, competitive analysis, wireframes, and a style guide to ensure that the content is well-organized and presented in a user-friendly manner.

The new platform will not only improve the user experience but also future-proof CSKT's digital presence, providing a sustainable and scalable solution for their ongoing needs.

Introduction

This report outlines the findings of a content analysis conducted for the Confederated Salish and Kootenai Tribes (CSKT) and details the proposed plan for the redesign and consolidation of their web content. The report is intended for the CSKT Executive Officer, Deputy Executive Officer, Network Operations team, Communications Consultant, and Tribal Council, who will be the key decision-makers for this project.

The goal of this analysis and proposal is to address the current shortcomings of CSKT's digital platform and provide a clear strategy for creating a unified, user-friendly online presence that serves the needs of Tribal members, employees, and stakeholders.

This content strategy report will address the scope of services outlined in CSKT's initial RFP, focusing on web design and development, content migration, SEO standards, and organization of content. The strategy will detail the website's specific needs, align content with organizational goals, assess the state of current content, and include a competitive analysis.

Additionally, it will provide recommendations on content design and writing style, while outlining key performance indicators to measure the success of the redesigned websites.



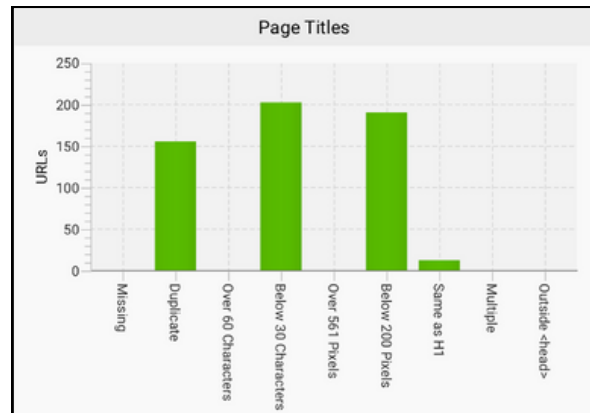
SEO

Page Titles

The CSKT website has a total of 215 page titles, with 155 of them being duplicates. Out of these, 150 use "CSKT" and two use "Home". Most of the page titles give a general idea of what each page is about.

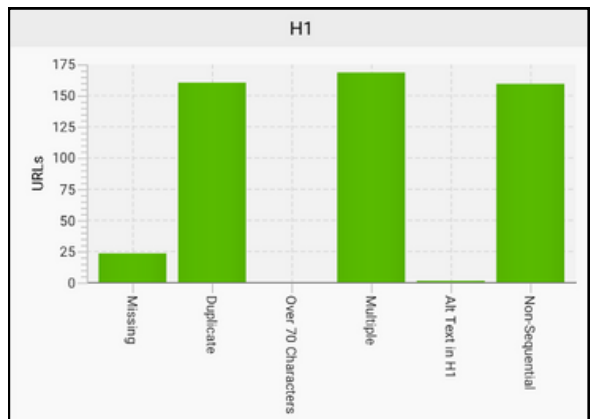
The recommended length for titles is around 60 characters, but there are no titles exceeding this limit. In fact, 202 titles (93.95%) are under 30 characters. The shortest titles consist of 4 characters, such as "CSKT" and "Home" while the longest is 29 characters: "Children's Salish Song Videos."

Overall, the page titles are vague, lacking any engaging or detailed descriptions. Examples of these simplistic titles include "Transportation" and "Government". More descriptive titles, though limited, include "Disaster Emergency Services", "Tribal Defenders" and "Local Food Sources".



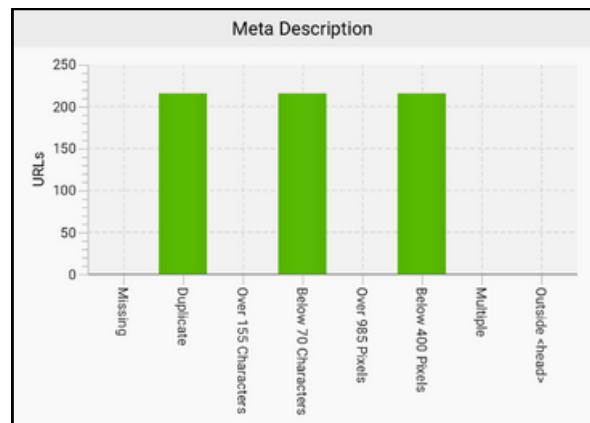
Headers

The site utilizes HTML header elements, specifically H1 and H2. However, 23 out of 215 pages are missing H1 elements. For example, the page "Services" has an H1 header of "Serving Tribal People & Non-Tribal Neighbors" while the "Tribal Credit" page has an H1 of "Mission Statement". When it comes to H2 elements, 206 out of 215 are missing. Some pages only use H2 headers without H1s, like the "Tribal Credit" page with an H2 of "Objectives." The headers lack sufficient descriptions to represent the page content fully.



Meta Description

As for meta descriptions, these should ideally be between 120-155 characters. The website does not exceed 155 characters in any instance, and all 215 pages have meta descriptions below 70 characters. Additionally, every single page uses the same meta description. The longest meta description found is 39 characters, "Confederated Salish and Kootenai Tribes" which is far shorter than recommended best practices for both mobile and desktop viewing according to the University of Maryland Baltimore.

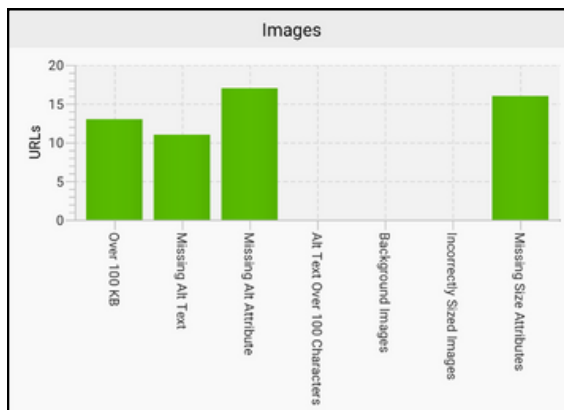


Accessibility

Alt Text

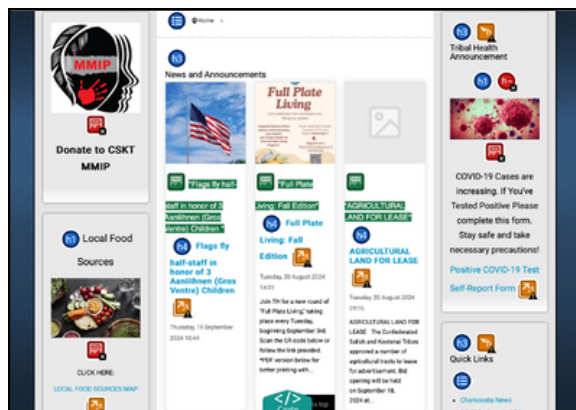
The website has several accessibility issues concerning alt text. Out of the images, 10 are missing alt tags, including 4 images without alternative text and 6 linked images lacking alternative text. When an image within a link does not have descriptive alt text, it results in an empty link, leaving screen readers without content to relay to the user. This makes it difficult for users who rely on screen readers to understand the function of the link.

To ensure accessibility, every image should have an alt attribute, as alt text provides a necessary textual description that allows screen reader users to grasp the visual content. Regarding the extent of this issue, 30.56% of the images are missing alt text, and 47.22% are missing alt attributes.



Contrast

In terms of contrast, the site performs well, with no errors detected. The contrast ratio is 8.59:1, which is within accessibility guidelines. Both the WCAG AA and WCAG AAA standards have been met, indicating the site follows major accessibility guidelines when it comes to text contrast and size.



Recommendations

Start:

- Developing unique meta descriptions for each page to better represent its specific content.
 - Services:
 - "Access essential services provided by the CSKT, including medical care, wellness programs, and emergency assistance for community members." (138 characters)
 - Cultural Preservation:
 - "Learn how the CSKT preserves its language, traditions, and heritage. Explore initiatives that protect our cultural legacy." (130 characters)
- Ensure that meta descriptions are written within the recommended 120-155 character range to improve performance. As well as ensuring that page titles meet the recommended length of 50-60 characters.
 - Enroll in CSKT: Membership Eligibility and Application Info (60 characters)
 - Employment Opportunities - Join the CSKT Team Today (58 characters)
- Including both H1 and H2 elements on all pages to improve structure and readability for both users and search engines.
 - H1 (Main Title):
 - "Tribal Health Services for the CSKT Community"
 - H2 (Subheadings):
 - "Comprehensive Health and Wellness Programs"
 - "Emergency Support for Community Members"
 - "How to Access Medical Care at CSKT"
- Regularly audit the site for accessibility issues like missing alt attributes and fix any errors to comply with WCAG standards.
 - Add descriptive alt attributes to all images: "CSKT Tribal Council Meeting"
 - Ensure forms are labeled correctly
 - Fix any color contrast issues

Stop:

- Stop using generic headers like "Objectives" or "Mission Statement" without context that connects them to the page's overall message.

- Avoid writing meta descriptions that are too short or too generic, as they fail to engage users and hurt SEO rankings.
- Avoid using incomplete or generic alt text that doesn't provide context or value for screen reader users.
- Stop leaving pages without proper H1 or H2 headers, it disrupts page structure and makes navigation difficult for both users and search engines.

Content

Social Media

The Confederated Salish & Kootenai Tribes (CSKT) use multiple content types across different platforms. Their website links to both Facebook and YouTube. In terms of content distribution across platforms, Facebook and YouTube are the primary channels used to engage the community and share important updates.

Facebook:

- 2,400 followers
- 1,500 likes on their content total
- Post 3-8 times a month, with each post
- Receive between 1-74 likes
- The primary use of Facebook is to promote events, meetings, and share important information or news with their audience.

Despite the follower count, most posts receive minimal engagement, indicating that many followers are not actively engaging with the content. There is lack of consistency, which could affect audience retention and engagement. The focus of Facebook is primarily on event and information sharing, there is lack of diverse content such as community stories or interactive posts which may limit engagement.

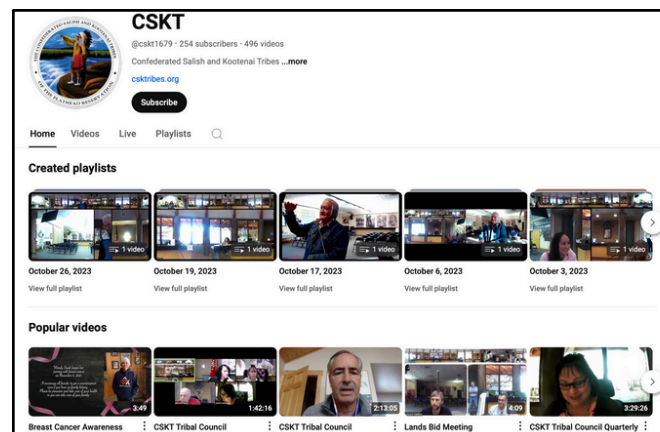
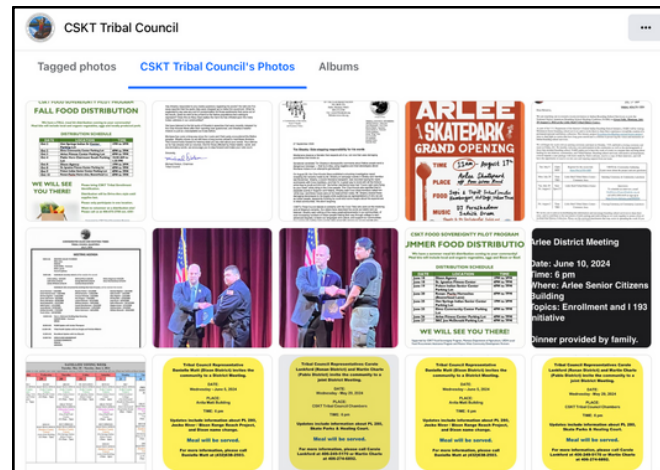
YouTube:

- 254 subscribers
- 30,870 views total
- Post 1 to 16 times per month
- Views range from 2-193.
- The only content uploaded on their YouTube channel consists of recordings of their council meetings.

Low subscriber count suggests a limited reach and potential difficulty in growing an audience on this platform. The channel only features council meeting recordings which may not attract a broader audience. This lack of varied content could limit interest. Views range from as low as 2-193, showing inconsistent interest in content.

CSKT can enhance their social media presence by posting more frequently and diversifying content beyond event promotions and council meetings. Sharing community stories, cultural insights, and educational posts, along with multimedia like videos and interactive content (polls, Q&A), would foster greater engagement.

Additionally, expanding to Instagram, X (formerly Twitter), and LinkedIn would allow CSKT to reach new audiences. Instagram could showcase cultural events and community life, while X could provide quick updates and event announcements. LinkedIn would highlight leadership, professional achievements, and community initiatives, strengthening partnerships and professional networks.



Content

Images

In general, the website's images are concentrated in specific areas and serve to emphasize the tribe's connection to its land and people.

Homepage

- **Banner Images:** The homepage features large banner images that rotate. These images are often scenic landscapes of the Flathead Indian Reservation, local wildlife, and cultural landmarks.
- **Icons and Graphics:** Small icons and graphics are placed near calls to action, such as buttons leading to information on services or updates.

News and Events Pages

- **Event-Related Images:** When promoting community events, some images are included. These are usually pictures from past events or related to the type of event (gatherings, traditional ceremonies).
- **News Articles:** News articles often lack images, relying more on text.

Council and Governance Pages

- **Council Member Photos** The section that details the council members includes professional headshots of the leaders.
- **Meeting Recordings:** Video links to YouTube council meetings are featured, but there are no accompanying images aside from the thumbnails.

Cultural and Historical Sections

- **Cultural Imagery:** Pages that describe the tribe's history and cultural information include historical photos and illustrations of the Salish and Kootenai people. These images reflect traditional clothing, community gatherings, and historical moments.

Service-Oriented Pages

- **Minimal Visual Content:** Pages providing details on health, education, and government services tend to be more text-heavy, with few supporting images.

However, there's room for improvement in terms of integrating more images across other sections to make the content more engaging. To give the website a more vibrant, community focused, and cultural feel, CSKT should include the following images:

Event Photos: Including images from past community events, such as ceremonies or gatherings, would showcase community life and cultural heritage. These could be placed in the News and Events sections.

Traditional Art and Crafts: Featuring images of traditional Salish and Kootenai artwork and crafts in the Cultural and History sections would visually represent the tribe's artistic legacy.

Everyday Life: Photos of tribal members engaging in daily activities on the reservation (farming, fishing, family gatherings) could humanize the tribe's story and create a stronger connection with site visitors.

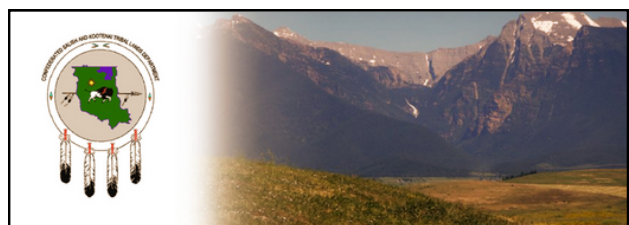
Before and After Images: In areas pertaining to the environment or community, "before and after" photos would help show the progress of various projects, adding visual storytelling elements to the sections.

Seasonal Images: Highlighting the beauty of the reservation during different seasons (spring, summer, winter, fall) could be used on the homepage or within rotating galleries to keep the site fresh and engaging.

Portraits of Tribal Members: Featuring profiles and images of tribe members in the Governance or Services sections, particularly for health and education programs, could add a personal touch. Including quotes or stories about how various programs have impacted them would add authenticity.

Maps and Diagrams: Detailed maps of the reservation, tribal lands, or environmental projects could strengthen the History and Environmental sections, giving viewers a clearer picture of the tribe's geographical footprint.

Volunteer/Community Engagement Photos: Photos showing tribal members involved in volunteer work or community projects could accompany calls to action ("Get Involved"), making these prompts more visually compelling on the Community pages.



Writing & Architecture

Writing

The content on the Confederated Salish & Kootenai Tribes (CSKT) website is written clearly, with a focus on communicating news, services, and cultural information. However, there are some areas for improvement. While certain sections offer detailed explanations, others feel sparse and would benefit from more depth to enhance the user experience and provide better context. Additionally, the tone, though professional, could be made more engaging, especially for younger or broader audiences. When using cultural references that may not be fully explained for non-tribal visitors, brief clarifications would improve clarity.

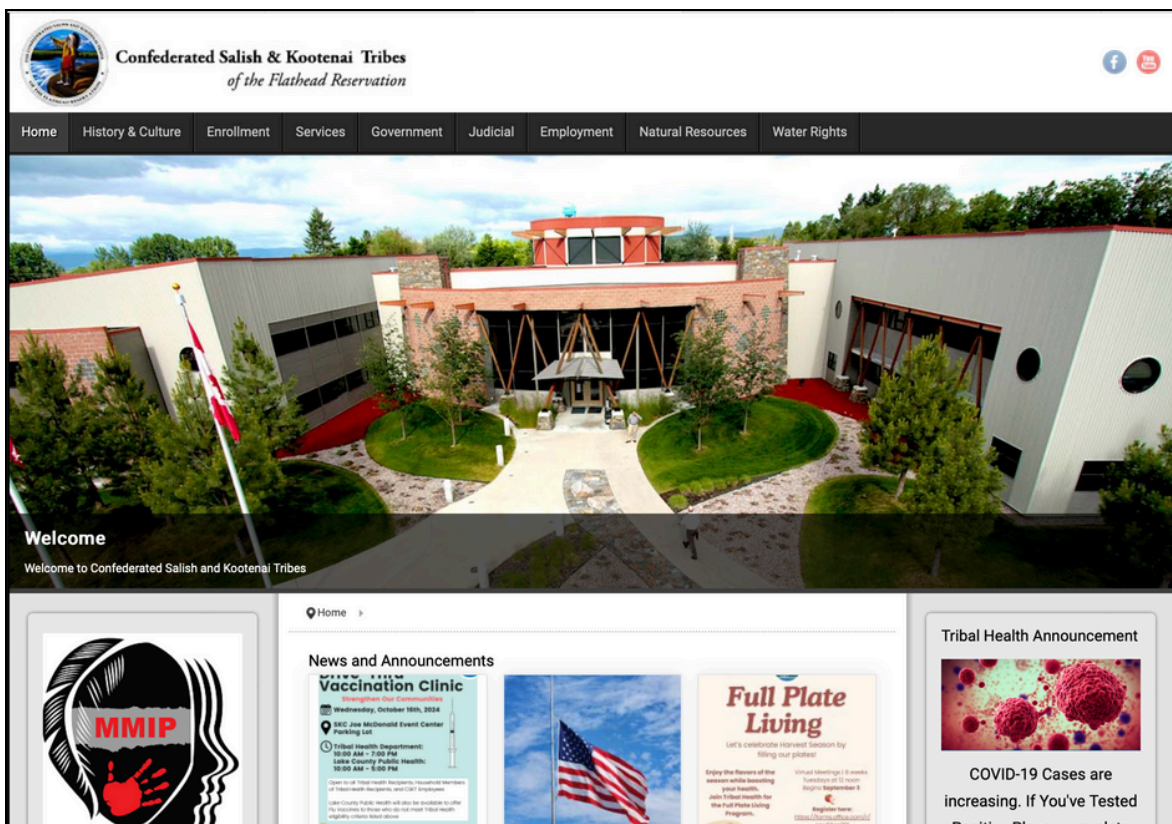
The writing is appropriate for its intended audience, which includes tribal members and community leaders. It maintains a balance between a formal and professional tone when discussing government matters and services, while adopting a more personal and culturally focused tone when addressing the community. The voice across the website remains consistent, as it is welcoming, encouraging, and educational.

Architecture

The site is mobile-friendly but could benefit from further optimization for smaller screens to enhance the user experience. Some layout elements, such as menus or images, may not scale or adjust smoothly, making navigation a bit more difficult on smaller devices. Improving touch interactions and ensuring a fully responsive design would increase usability.

The navigation is simple yet effective, with clear menus and links. However, there are no breadcrumbs or other navigational waypoints to help users track their location within the site. Adding breadcrumbs would improve the user experience, especially on pages with more content.

Additionally, the site lacks a visible search function, making it harder for users to find specific content. The absence of this feature limits quick navigation, and incorporating a search tool would make the site more user-friendly.

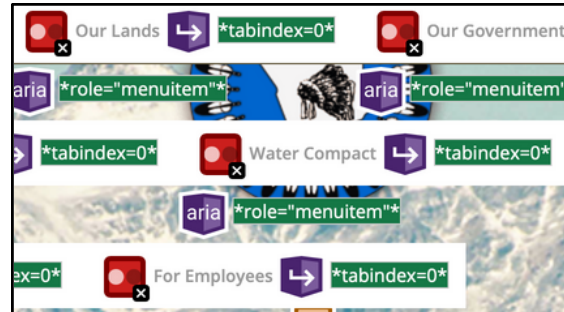


Competitors - Blackfeet Nation

The Blackfeet Nation, located in northwestern Montana, is one of the largest Native American tribes in the U.S., known for its rich cultural heritage and language preservation efforts. Economically, they benefit from tourism due to their proximity to Glacier National Park. The Blackfeet have made progress in education, healthcare, and social services, but face challenges in governance and having diverse economic opportunities.

Their website is clean and user-friendly, with a professional feel and matching color schemes. The site is well-optimized for tourism-related searches and features high-quality, visually appealing images of cultural heritage and scenic landscapes. There's no search bar, and the site has limited keyword diversity beyond tourism, affecting search rankings in other areas.

Additionally, certain sections lack updated images and there are no links to social platforms on the website. Contrast in certain sections of Blackfeet Nation's website are low, one main problem is the use of light grey on white for page navigation.

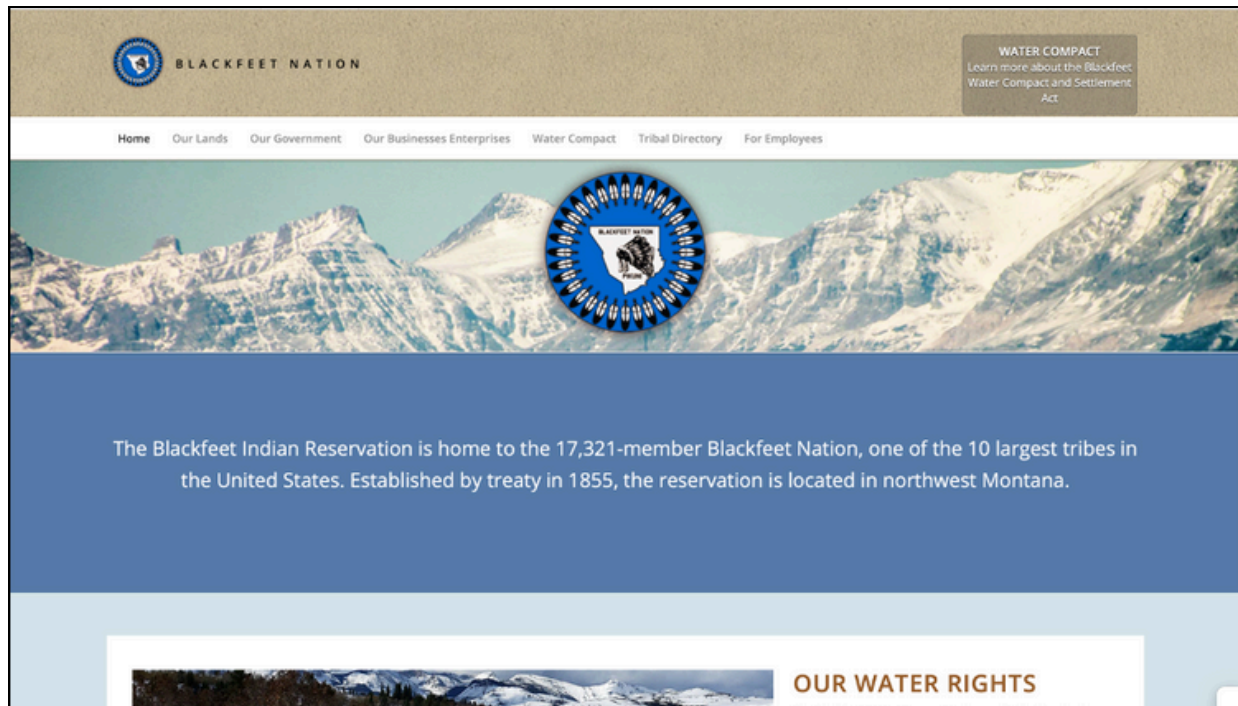


Social media is used, particularly Facebook, where they share events and cultural stories. The content strongly focuses on tourism and cultural preservation, appealing to visitors. The Blackfeet Nation uses social media to create a mix of cultural pride, community connection, and practical updates, ensuring their members stay informed and engaged. However, their social media posting schedule is inconsistent.

Followers: 10,000

Likes: 1-100 likes per post

Post Frequency: 4-15 times a month



Competitors - Blackfeet Nation

Strengths

- Proximity to Glacier National Park boosts tourism, and the Blackfeet Nation showcases cultural heritage through events and storytelling, appealing to tourists and history enthusiasts
- Their website is clean, professional, visually appealing, and optimized for tourism-related searches, helping attract visitors and driving tourism revenue.
- Strong focus on preserving the Blackfeet language and cultural traditions, which enhances community pride and engages both members and visitors.
- Social media, particularly Facebook, is used to share cultural stories, community events, and updates, creating a well-rounded community connection.

Weaknesses

- The irregular posting schedule (4-15 times per month) on Facebook may reduce engagement and follower retention, missing opportunities for sustained interaction.
- The website's strong focus on tourism impacts its search rankings for other relevant topics, limiting visibility in areas like education, healthcare, or governance.
- Some sections of the website lack updated images, diminishing the user experience and failing to keep the site dynamic.
- The website has low contrast between text and background in certain areas of the website.
- The absence of social media links on the website is a missed opportunity to increase cross-platform engagement and traffic.

Opportunities

- Expanding beyond tourism into other sectors like renewable energy, agriculture, or online industries could create new revenue streams and reduce reliance on tourism.
- By adopting a more consistent posting schedule and diversifying content across platforms like Instagram and YouTube, the Blackfeet Nation could strengthen engagement and visibility.
- Adding a search bar, improving keyword diversity, and updating images regularly would enhance user experience and boost the site's search engine rankings in areas outside of tourism.
- Collaborating with nearby businesses, educational institutions, or non-profits could boost funding, increase exposure, and enhance the community's access to resources.

Threats

- Competing tribes are also enhancing their web and social media presence, posing a challenge to attract the same audience for tourism and cultural engagement.
- Heavy dependence on tourism, especially from Glacier National Park, makes the Blackfeet Nation vulnerable to fluctuations in the travel industry or environmental factors that could disrupt visitor numbers.
- Ongoing governance issues could impact the effectiveness of leadership, decision-making, and long-term economic diversification efforts.
- Shifting algorithms on platforms like Facebook may limit the reach of their content, especially without a consistent posting strategy or a broader multi-platform approach.

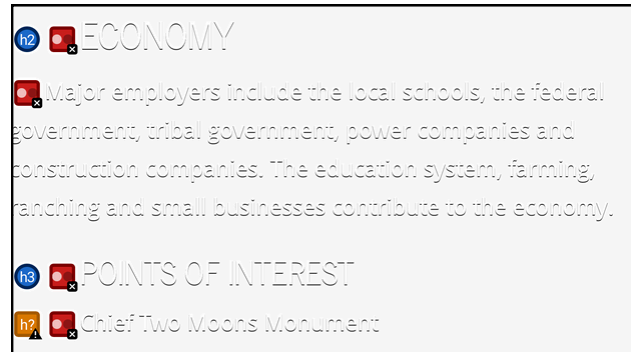
Competitors - Northern Cheyenne Tribe

The Northern Cheyenne Tribe, located in southeastern Montana, is recognized for its commitment to environmental stewardship, particularly in forestry and wildlife conservation.

The tribe invests heavily in language and preservation programs and has forged successful partnerships supporting education and healthcare. However, they face economic challenges, such as lack of diversification from competitors and lack employment.

Their website has a simple and easy-to-navigate design, with strong imagery showcasing cultural traditions and environmental projects. However, some website pages lack depth, affecting user experience.

There is low contrast between text and background colors (white outlined letters on white), and the site uses many dropdown menus, making navigation more complicated. Additionally, the website lacks a search bar, the color scheme feels mismatched, and the theme lacks a professional feel.



SEO is not heavily optimized for a broad range of services, limiting digital reach. There are no links to social platforms on the website. Social media engagement is active, with updates on tribal initiatives but their presence is limited to Facebook.

Followers: 1,300

Likes: 1-84 likes per post

Post Frequency: 16-18 times a month



Competitors - Northern Cheyenne Tribe

Strengths

- The tribe is recognized for its commitment to forestry and wildlife conservation, which enhances their reputation and supports their connection to the land.
- Strong investments in preserving the Northern Cheyenne language and cultural traditions foster a sense of identity and community pride.
- Partnerships in education and healthcare provide valuable resources to the tribe, improving access to services and strengthening the community's well-being.
- Regular posting on Facebook (16-18 times per month) keeps the community informed on tribal initiatives, enhancing engagement with followers and showcasing ongoing projects.

Weaknesses

- The tribe faces significant economic issues, including limited diversification and high unemployment, which impact long-term growth and stability.
- The website has low contrast between text and background colors, overly complex dropdown menus, and a mismatched color scheme, making it less user-friendly and visually appealing.
- The website is not well-optimized for search engines beyond environmental services, limiting its digital reach and visibility across other important areas like education, healthcare, and culture.
- The absence of social media links on the website reduces opportunities for promotion and engagement between platforms.

Opportunities

- The tribe could explore opportunities in sectors like renewable energy, tourism, or online industries to reduce reliance on limited economic issues and address unemployment challenges.
- Enhancing the website's design by increasing contrast, simplifying navigation, and incorporating a more professional theme would improve user experience and make the site more visually cohesive.
- By creating profiles on Instagram, X (formerly Twitter), and LinkedIn, the tribe could expand their audience, highlight their environmental efforts, and promote other tribal initiatives, increasing engagement beyond Facebook.
- Optimizing the website for broader services, such as healthcare, education, and cultural programs, would help improve the tribe's online visibility and attract a wider audience.

Threats

- Competing tribes like CSKT and the Blackfeet Nation are investing in digital improvements and social media strategies, making it harder for the Northern Cheyenne to stand out, especially in tourism and environmental sectors.
- Without economic diversification, reliance on forestry and conservation efforts may not be enough to address long-term challenges like unemployment, limiting growth potential.
- The lack of SEO optimization and absence from social media platforms limit the tribe's ability to compete digitally, limiting opportunities for online engagement and partnerships.
- As social media algorithms evolve, the tribe's reach on Facebook could be affected, especially if they remain reliant on one platform without expanding to others.

Necessities

Core Strategy Statement

The core strategy statement serves as a foundational guide for aligning the Confederated Salish and Kootenai Tribes' (CSKT) mission with the needs of their community. It focuses on delivering relevant and engaging content that meets the diverse needs of tribal members while promoting the tribe's long-term goals.

This statement ensures that the CSKT provide timely, accurate, and meaningful information about governance, education, economic development, and cultural preservation, all while fostering a strong sense of community and identity:

"We will deliver content that supports the well-being of our tribal members by offering essential information on education, healthcare, community programs, and environmental protection. This content will be accessible, culturally significant, and engaging, helping members stay informed and involved in tribal governance and initiatives. By presenting this information clearly we aim to promote self-sufficiency, cultural pride, and community unity, while advancing in our mission of sustainable governance and economic development. Through this strategy, we will ensure that tribal members have the resources and knowledge needed to lead fulfilling lives, while preserving the values and traditions of the CSKT for future generations."

Messaging Framework

This framework clarifies what the audience should know and believe about the Confederated Salish and Kootenai Tribes (CSKT) and ensures that the message resonates with their needs. It aligns the user's needs with CSKT's mission by presenting a first impression, a value statement, and proof. This approach helps guide content decisions to foster trust, engagement, and connection.

- **First Impression:** The Confederated Salish and Kootenai Tribes are a thriving, culturally rich community focused on preserving their heritage and protecting their natural resources.
- **Value Statement:** I feel confident that the CSKT provide valuable resources and services to their members while prioritizing education, healthcare, and sustainable development.
- **Proof:** I can easily find information on the CSKT's initiatives, community programs, and cultural preservation efforts. Their dedication to economic development and environmental stewardship is obvious, and I feel connected to their mission of empowering their members and protecting their land.

Core Strategy Statement	First Impression	Value Statement	Proof	Audience Needs	Goals
CSKT seeks to enhance the well-being of the tribal community through sustainable governance, cultural preservation, and economic development. By providing essential services, promoting education, and protecting natural resources, CSKT empowers its members to lead self-sufficient lives while fostering cultural pride and unity.	"The Confederated Salish and Kootenai Tribes are a thriving, culturally rich community focused on preserving their heritage and protecting their natural resources."	"I feel confident that the CSKT provide valuable resources and services to their members while prioritizing education, healthcare, and sustainable development."	"I can easily find information on the CSKT's initiatives, community programs, and cultural preservation efforts." "Their dedication to economic development and environmental stewardship is evident, and I feel connected to their mission of empowering their members and protecting their land."	- Easy access to essential information (education, healthcare, community services) - Opportunities to engage in community events - Content that supports cultural heritage - Updated information on governance, economic opportunities, and environmental efforts	- Improve member engagement and communication through effective content - Promote cultural preservation and environmental stewardship - Maintain self-sufficiency through education and economic development - Encourage community involvement and membership growth

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

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.

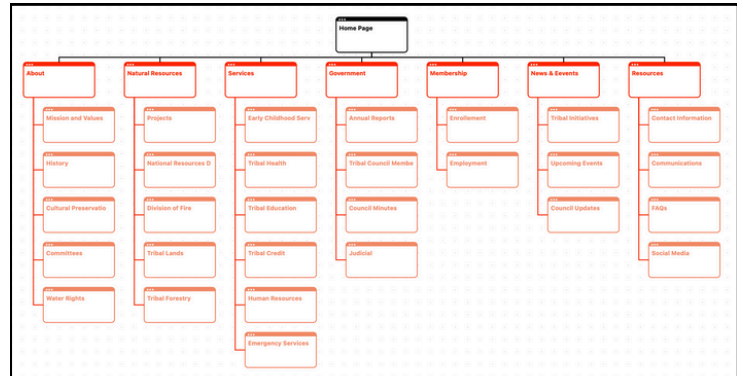
This goal-driven approach makes the website more effective, ensuring that users easily find the most relevant information. By focusing on core pages instead of just the homepage, it improves user experience and optimizes the site for search engines, making content more discoverable.

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.

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

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.

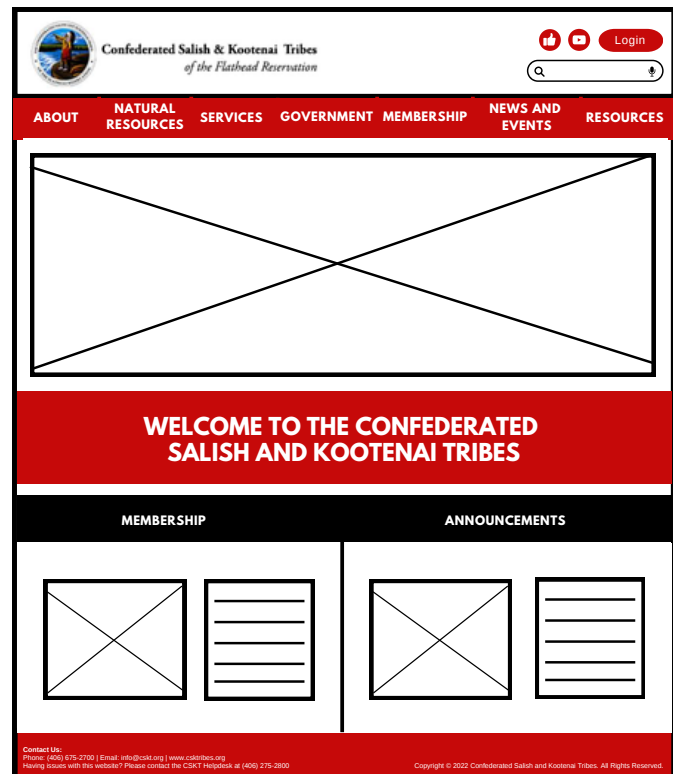


In addition to user benefits, the site map offers significant advantages for SEO and content organization. It helps search engines index the website, ensuring that important pages are counted for and improving the site's visibility in search results. A well-structured site map also ensures that the website's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

The new wireframe for CSKT's home page not only gives a bold and welcoming feel but also enhances readability and visual appeal. The use of a bold red color and League Spartan capital text creates a strong, cohesive design that is easier on the eyes and clearer for users to navigate. This modernized aesthetic helps important sections stand out, ensuring that visitors can quickly find the information they need.

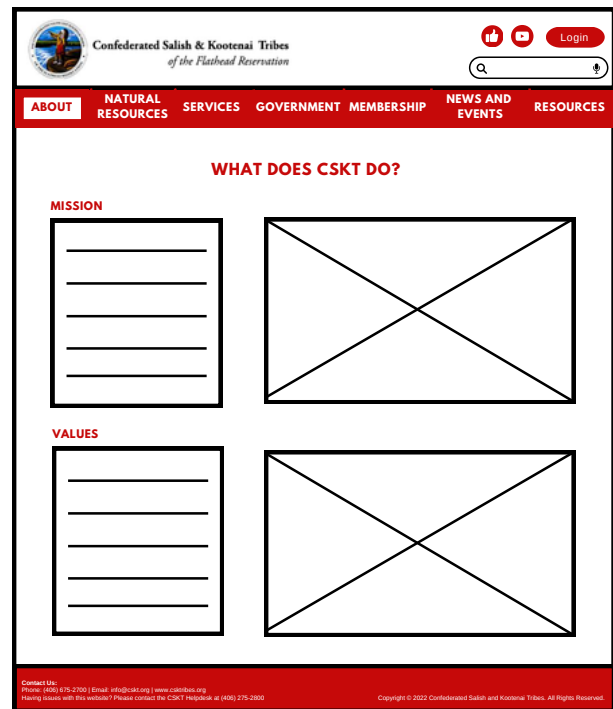
In addition to the clean design, the page now features a search bar for efficient navigation, allowing users to locate specific content more easily. Social media links are also clearly displayed, encouraging interaction across various platforms. The combination of the bold color scheme, clear typography, and streamlined navigation creates a user-friendly experience that is both functional and visually engaging.



About Page Wireframe

The newly designed wireframe for CSKT's About page offers a clear, engaging, and visually appealing experience. Previously, the mission and values of the Confederated Salish and Kootenai Tribes (CSKT) were difficult to find, hidden under the "Kootenai Culture Committee" section. Now, the updated layout features a dedicated, easy-to-navigate page that prominently displays the tribe's mission and values, making it much more accessible for visitors.

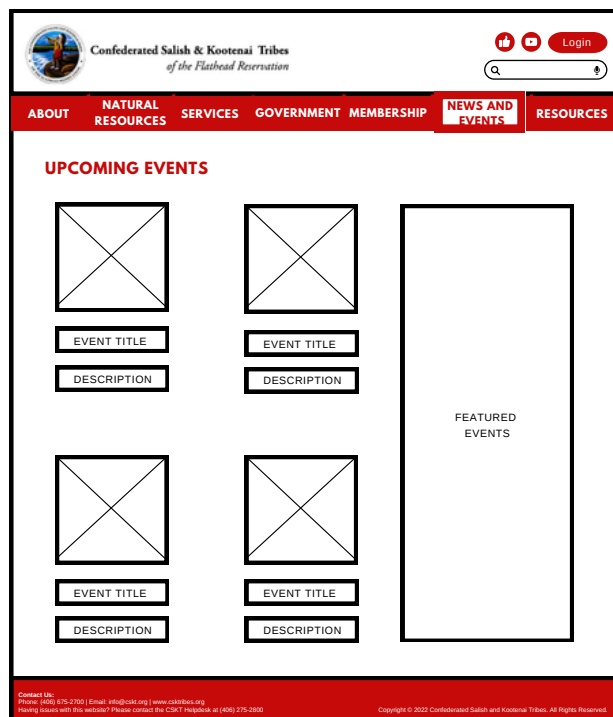
The new design also incorporates visually appealing images that highlight the tribe's cultural traditions, natural landscapes, and community life. These images, paired with well-organized and easy-to-read content, bring CSKT's purpose to life. The previous page lacked visual elements and had minimal text, but the updated layout ensures that users are both informed and engaged from the moment they arrive, strengthening the connection between the tribe and its audience.



News and Events Wireframe

The new wireframe for CSKT's News and Events page introduces a visually engaging hub for the community to stay informed about upcoming activities. A special section for featured events ensures that the most important and widely anticipated gatherings are front and center, providing users with a clear view of key upcoming activities. Each event has a title and a detailed description outlining where, when, and how it will take place, making it easy for users to plan their participation.

The new layout also enhances the visual experience by including images for each event, such as flyers, banners, or photos from past or recurring events. The inclusion of community action shots and visuals related to these events and gatherings brings the page to life, giving users a sense of what each event is about. This redesign not only makes it easier for visitors to find event information but also strengthens community engagement by offering a user-friendly platform for staying up to date.



Style Guide

Audience

The best way to maintain an audience's attention span is to write engaging and clear content. It's important to keep sentences short and to the point to avoid overwhelming users. Users have a short amount of time searching a website before they check out and move on to the next. Using direct and action-oriented language engages readers. When speaking to the audience, CSKT should acknowledge users' needs by addressing them directly. For example: "Find essential services here" or "Learn more about our tribal history". It's important to break up text and use headings and short paragraphs for easier reading. Incorporating visuals like images and infographics can hold attention and make content more engaging.

Keywords

Keywords help the site rank higher in search engines, making it easier for users to find relevant information. It's important to integrate keywords naturally into page headings, titles, and meta descriptions to improve SEO.

Key Words:

- "Salish and Kootenai Tribes"
- "Tribal services Montana"
- "Native American"
- "Cultural preservation"
- "CSKT enrollment"
- "Tribal council minutes"

Page Titles

Page titles are essential for SEO and user navigation. They help search engines identify what the page is about and allow users to quickly understand its content in search results. Keep page titles between 60-75 characters for optimal search engine visibility.

Examples of Good Page Titles:

- "Tribal Health Services - Salish and Kootenai Tribes"
- "Enroll in CSKT - Membership and Eligibility Information"
- "Cultural Preservation - History of the Salish and Kootenai Tribes"
- "Council Meeting Minutes - Transparency and Governance"

Meta Descriptions

Meta descriptions provide a brief summary of a page's content and appear in search engine results under the page title. A well-written description encourages users to click through to the site.

Keep meta descriptions between 120-155 characters to ensure they are displayed fully in search results. Use a clear call-to-action and incorporate relevant keywords to boost SEO and user engagement.

Examples of Good Meta Descriptions:

"Access comprehensive tribal health services for CSKT members, including medical care, emergency assistance, and wellness programs."

"Learn about the rich history and cultural preservation efforts of the Salish and Kootenai Tribes. Explore language, traditions, and heritage."

"Stay informed with the latest CSKT council meeting minutes and governance updates. Find transparent tribal decisions here."

Tone of Voice

CSKT's tone should be friendly but professional, reflecting a sense of community and belonging, while maintaining authority and respect for tribal traditions. Additionally, it is important to be inclusive and welcoming, making sure new members feel invited and included, while respecting the tribe's heritage. Overall, the tone of voice should be empowering, the tribe's achievements, services, and culture should be conveyed in a way that makes users feel proud and motivated to engage.

Examples of CSKT's desired Tone of Voice:

"Learn how you can engage with the community to help maintain the legacy of the Salish and Kootenai people."

"Whether you're seeking medical assistance, educational programs, or employment opportunities, we're here to guide you every step of the way."

"Access a wide range of essential services provided by the Confederated Salish and Kootenai Tribes, including health care, education, and human resources."

"Interested in joining the CSKT community? We offer detailed information on membership eligibility and the enrollment process."

Style Guide

Colors

Creating a cohesive color palette is essential for establishing a strong visual identity for the CSKT website. The chosen colors should reflect the brand's mission and values, ensure visual consistency, and enhance user experience.

Primary Colors

- Red, Grey, Black, White
 - These colors serve as the foundation of the website's design. They will be used for the background, text, headers, and primary buttons, ensuring that the most important elements are distinguished.
 - The boldness of red and black creates a strong contrast, while grey and white provide balance and readability.

Secondary Colors

- Blue, Brown, Green, Yellow
 - These secondary colors will complement the primary palette and reflect the natural and cultural elements of the CSKT community.
 - Blue can symbolize water and sky, brown can represent earth and heritage, green can reflect nature, and yellow can provide warmth and energy.
 - These will be used sparingly for accents, such as highlighting links, calls to action, or icons, and will ensure the site remains visually engaging without overwhelming users.

Importance: The palette should mirror the organization's identity and core values, making the website a true reflection of CSKT's mission. Red, grey, black, and white offer a strong base, while the secondary colors convey nature and the cultural significance of the CSKT community. The contrast between the primary colors (especially between red, black, and white) supports readability and accessibility for users with visual impairments, adhering to web design best practices.

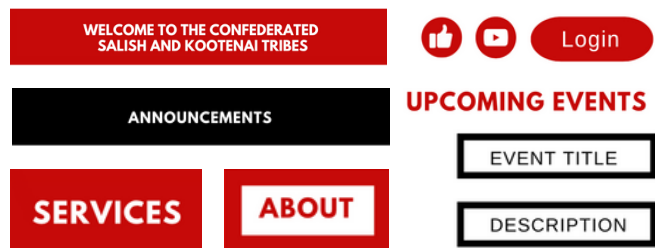


Font

League Spartan is a solid font choice for CSKT's style guide because it is a modern, sans-serif font that offers clarity, readability, and a strong visual presence.

Here's why it's a suitable option for different text elements:

- **Headers:** Using League Spartan for headers in all caps creates a bold, authoritative look. It has a clean and professional appearance, while the uppercase format ensures that headers stand out, guiding users through the content easily. Font sizes of 12–18pt should be used for headers ensure that they remain readable.
- **Body Text:** Lowercase text for body content gives a more approachable and readable experience for users. League Spartan's clean look makes it suitable for body text, and using 12pt allows readability, ensuring that the text is clear across different devices and screen sizes without overwhelming the page layout.
- **Important Messages:** For important or attention-grabbing messages, using all caps with League Spartan is an effective way to emphasize key points. The clarity of the font, combined with all-caps, ensures that important information catches the eye, helping to highlight important notices or critical information in a clear manner.



Key Performance Indicators

KPIs (Key Performance Indicators) are helpful because they provide clear, measurable data that guide decision-making for the CSKT website. As Meghan Casey explains in *The Content Strategy Toolkit*, KPIs allow teams to track progress, identify what's working, and make data-driven decisions.

By focusing on clear metrics, KPIs provide insights that help optimize content to meet user needs and improve overall site performance. They help keep content strategy aligned with both user expectations and CSKT's objectives.

User Engagement

Metric: Average session duration (quantitative)

Method: Website analytics

Frequency: Monthly

This measures how long users stay on the site and how well content resonates with visitors. A longer session shows increased interest and engagement with the content provided.

Service Inquiries

Metric: Number of form submissions (quantitative)

Method: Website form analytics

Frequency: Monthly

Monitoring the number of service inquiry submissions through forms can help CSKT assess whether the website is successfully driving engagement with services such as education, healthcare, or community support programs.

Community Participation

Metric: Number of event registrations

Method: Event registration data

Frequency: Annually

Tracking event registrations provides insights into how well the website encourages participation in community events, initiatives, and cultural programs.

SEO Performance

Metric: Organic search traffic growth (qualitative)

Method: Website analytics

Frequency: Monthly

This evaluates how well the website attracts visitors through organic search, reflecting the effectiveness of SEO efforts in making the site discoverable across a broad range of topics.

User Satisfaction

Metric: Satisfaction with website content (qualitative)

Method: User surveys and feedback forms

Frequency: Monthly

Regular feedback through surveys helps assess how satisfied users are with the website's content, providing qualitative insights into areas that need improvement or additional focus.

Membership Growth

Metric: Number of new enrollment signups (quantitative)

Method: Sign-up analytics

Frequency: Annually

Tracking new membership signups enables the CSKT to measure how well the website facilitates tribal enrollment and supports membership growth initiatives.

Cultural Awareness

Metric: Time spent on cultural preservation pages

Method: Website analytics

Frequency: Monthly

Measuring the time users spend on cultural preservation pages offers insight into the community's interest in and engagement with cultural heritage, a key focus for CSKT.

By regularly reviewing these KPIs, CSKT can make informed, data-driven decisions that improve user experience, optimize content, and ensure that the website continues to meet its strategic goals of community engagement, service delivery, and cultural preservation.

KPI	Metric	Quantitative or Qualitative	Method	Frequency
User Engagement	Average session duration	Quantitative	Analytics	Monthly
Service Inquiries	Number of form submissions	Quantitative	Website form analytics	Monthly
Community Participation	Number of event registrations	Quantitative	Event registration data	Annually
SEO Performance	Organic search traffic growth	Quantitative	Analytics	Monthly
User Satisfaction	Satisfaction with website content	Qualitative	Surveys/feedback	Monthly
Membership Growth	Number of new enrollment signups	Quantitative	Sign-up analytics	Annually
Cultural Awareness	Time spent on cultural preservation pages	Quantitative	Analytics	Monthly

The Next Steps

To ensure the successful execution of CSKT's website redesign and content strategy, several key actions must be taken. These steps will involve evaluating the current team, recommending new hires, outlining the content creation process, and planning for long-term success through an ongoing content lifecycle strategy.

Step 1: Evaluate

The first step is to evaluate who works within CSKT's communications team to understand their existing capabilities. Currently, CSKT has a communications director who is in charge of general information, requesting meetings with the chairman, inquiries about advertisements, inquiring about the Tribal Complex, media requests, and inquiries about obtaining and flying a Tribal flag.

As of right now, CSKT has no marketing and communications team. Based on this assessment, it is highly recommended that CSKT hire full-time staff specifically for handling marketing and content efforts, as the new website will require consistent updates, content creation, and engagement.

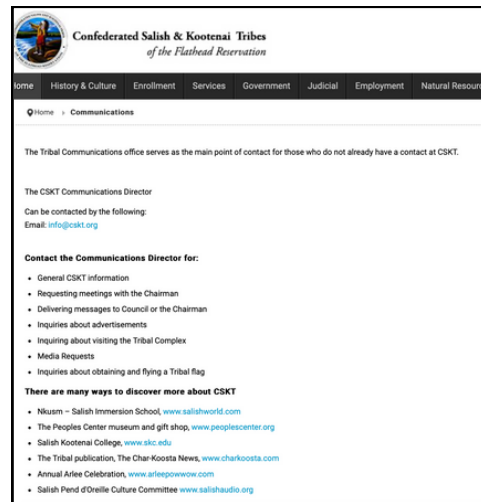
Key roles to consider include:

Copywriters: Responsible for producing high-quality written content that aligns with the Tribe's voice and goals.

Web Developers: In-house developers will manage the ongoing technical needs of the website, ensuring smooth functionality, security, and performance.

Web Designers: Designers will maintain the visual consistency of the websites and create new layouts as needed.

External Agency Support: While an in-house team is important, it may also be beneficial to continue working with an external agency to provide specialized skills or handle overflow work during major updates or campaigns.



Step 2: Create

The second step is to develop a content plan that includes regular updates. CSKT should establish a blog that could serve as a key communication channel, with the ability to share updates, cultural stories, community news, and educational resources.

The recommended approach is to publish 2–3 blogs per week to maintain a steady flow of content that keeps users engaged. These blog posts can be repurposed into additional formats, such as videos for a YouTube channel, increasing reach and engagement across platforms.

For each blog post, the production process would include:

- Brainstorming topics and creating a content calendar.
- Writing and editing posts with input from subject matter experts.
- Developing visual content (images/graphics) to use in the posts.
- Recording and editing videos based on blog topics for cross-platform engagement (the Communications Director should be the face of these videos).

The Next Steps

Step 3: Manage

The third step is to ensure CSKT's digital presence continues to grow and improve. Implementing a content lifecycle strategy is essential, as it involves the continuous process of planning, creating, publishing, and evaluating content over time to keep it relevant and impactful.

Here is a suggested content lifecycle framework for CSKT:

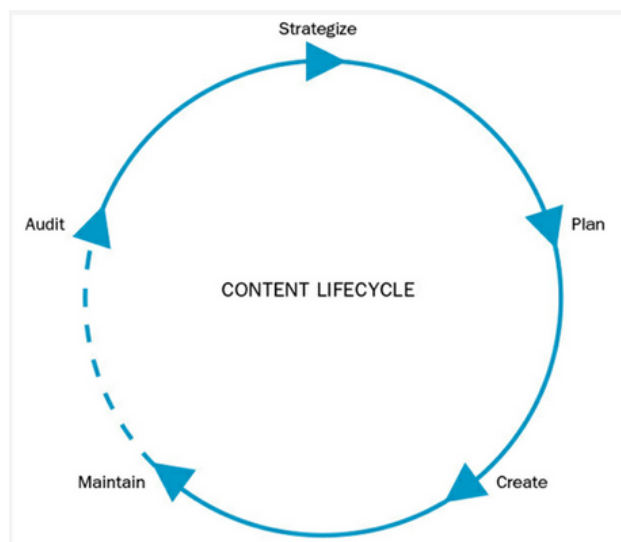
Strategize: Develop a comprehensive content strategy that aligns with CSKT's objectives, key messages, and long-term goals.

Plan: Outline a content calendar that details topics, formats, deadlines, and resources needed for content production.

Creation: Develop high-quality content, including blog posts, social media updates, and videos. Include any resources that align with the strategy.

Maintain: Regularly update and manage content to ensure it remains current, accurate, and aligned with user needs and SEO best practices.

Audit: After one year, conduct a content audit to assess the performance of existing content. Measure key performance indicators (KPIs) such as user engagement, traffic, and SEO rankings. Based on the findings from the content audit, refine the strategy, update underperforming content, and create new content that addresses gaps.



Step 4: Grow

The fourth step is to ensure CSKT continues to grow and improve after the website redesign, it is important to put systems in place that support long-term success.

Recommendations:

Annual Content Audits: In one year, conduct a full review of the content to see how it is performing, identify new opportunities, and make improvements.

Content Strategy Updates: Each year, update the content strategy based on the audit findings, new trends, and the evolving needs of the Tribal community.

Ongoing Training: Provide training for in-house staff on content creation, SEO best practices, and the use of the CMS to ensure they have the skills to manage and optimize the website.

Feedback: Establish regular meetings between the communications team and Tribal leadership to gather feedback, adjust strategies, and ensure the website continues to serve the needs of the community effectively.

By implementing these next steps and focusing on a defined content lifecycle, CSKT will be able to maintain a dynamic and engaging online presence that continues to meet the needs of current and future users.

Summary

By evaluating and consolidating the existing web properties, conducting a content audit and competitive analysis, developing content design, creating a style guide, and establishing clear next steps for CSKT's content strategy, I've laid a strong foundation for the organization's long-term success. This approach addresses critical needs such as improving navigation, enhancing user experience, and aligning content with CSKT's core values and objectives. Moving forward, these efforts will create a streamlined online presence, allowing CSKT to better serve its members, employees, and stakeholders by offering easy access to important information and services. Additionally, this framework promotes sustainable growth and improvement, ensuring that CSKT's digital communications evolve to meet future needs while maintaining high quality and accessibility.

References

Cardello, J. (2024, September 29). The modern web design process: Creating Sitemaps and Wireframes: Webflow blog. Webflow.
<https://webflow.com/blog/the-modern-web-design-process-creating-sitemaps-and-wireframes>

Casey, M. (2023). The Content Strategy Toolkit Methods, guidelines, and templates for getting content right. New Riders.

Davies, D. (2024, August 29). What are page titles and Meta Descriptions? [explained]. Exposure Ninja. <https://exposureninja.com/blog/what-are-page-titles-descriptions/>

Nielsen, J. (2018, August 20). Is navigation useful?. Nielsen Norman Group.
<https://www.nngroup.com/articles/is-navigation-useful/>

Ryan, M., & Aspelund, A. (2024, September 18). Maverick ryan. Blackfeet Nation.
<https://blackfeetnation.com/>

University of Maryland, Baltimore. (n.d.). Best practices for web writing.
<https://www.umaryland.edu/cpa/website-manual/prepare/web-writing/>

Welcome to the Northern Cheyenne tribe. Northern Cheyenne Tribe Homepage. (n.d.).
<https://www.cheyennenation.com/>