

Perusing portals? Start here.

# INTRANET CHECKLIST:

## 6 Things to Consider Before You Invest

...so your portal delivers the right resources to the right employees at the right time.



### EMPLOYEE PROFILES



If the core purpose of your intranet is to engage employees, then **the faces and names of your organization should take center stage.**

Make picture, job titles, contact information, and other key details about employees easy to find to help forge relationships, enabling employees to feed off each other's unique talents

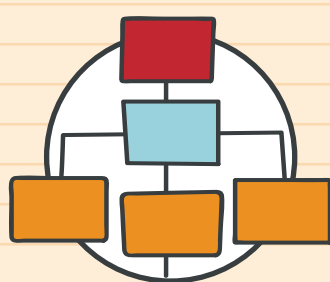
#### ASK YOURSELF:

How will you organize employee profiles?

Have a plan ready, or risk going live with blank photos, old job titles, or incorrect contact info.



### TAGGING & CLASSIFICATION



Thanks to eCommerce platforms, employees expect to start their web searches with a single keyword, and then refine the results from there.

**Your portal should make it easy to search content, or no one will want to use it.**

Findability starts with content classification, so you'll need a pre-planned approach to organizing and tagging documents.

#### ASK YOURSELF:

How will you organize content and tag documents?

Your intranet's search refinements will vary depending on the nature of your business.



### REMOTE ACCESS



From retail sales associates to in-home caregivers – not every employee works at a desktop. But some of the most immediate and tangible benefits of having an intranet come when **field workers can access corporate resources on the fly.**



Will remote workers access your portal on a company-issued device, or will they BYOD and log in using an app?



Will you need to create individual logins for each user?

#### ASK YOURSELF:

How will non-office & field workers access your portal?



### CONTENT STRATEGY



Most portals stagnate within the first two years due to stale content and low engagement. To keep it vibrant with relevant information, a content strategy's critical.

- ➔ Create a well-defined content strategy
- ➔ Only migrate relevant material from your existing platform
- ➔ Identify content owners as early as possible.
- ➔ You'll need a documented plan to keep your portal fresh moving forward. **Bottom line: There should be some path to deletion for any material that's not essential.**

#### ASK YOURSELF:

Who in your organization will take responsibility for content management,

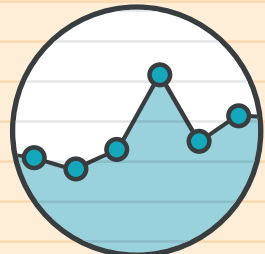
and how will they choose what to post?

Most companies start by enabling corporate services first.

**Remove the ROT** (redundant, obsolete, trivial content)



### METRICS & MEASUREMENT



You know employees won't engage with your portal unless it gives them what they want, but **it's challenging to keep a pulse on peoples' true preferences and work habits.**



Who will own analytics?



Which metrics will you track to understand what's working, and more importantly, what's not?

#### ASK YOURSELF:

Once your intranet goes live, how will you track and measure engagement?



### PERSONALIZATION



"Relevant material" will vary across different groups of employees. With oodles of content to navigate, **personalizing your portal to serve different audiences with specific information** helps connect the right employees to the right content.

#### ASK YOURSELF:

How will you segment users to determine who sees what?

To do this, you'll need to get your employee profiles right. See #1