**DRAFT\* COVID-19 Landing Page Management Guidance**

***\*this is for discussion only, final still needs HC/PHAC approval.***

Canada.ca/coronavirus provides access to the authoritative source of federal information about COVID-19. Information developed represents the Government of Canada’s response to address the health, safety, social and economic impacts of the Pandemic.

The design is flexible and task-based enabling Canadians to find and access information easily, and is prioritized based on current or anticipated need. Not all Government content will be directly found from the main landing page, given the scope of the file and the purpose of the page.

**Linking instructions from COVID landing page:**

* Up to one call to action button (for example: Take a self-assessment)
* No category links should go directly to a third party external site, App, or Portal
	+ secondary page or linking within content is ideal placement for this
* Links for the landing page should lead to:
	+ Task summary and access point,
	+ Destination page leading to more specific info or task options,
	+ Topic page relating similar subjects from one page, or
	+ High-level summary page for multiple topics in a subject (i.e. current update).
* Link to high priority items that directly address current GC messaging/user needs (serve Canadians) around health, social, safety/security and economic impacts of the Pandemic
* Audience segmentation under “Focus on” should be used if targeted information is only meant for one specific group/demographic, doesn’t apply to all individuals and wouldn’t be easily found through regular navigation **(this approach is currently being tested and instructions could change)**

**Category management (updates will require approval by HC/PHAC CPAB ADMO):**

* 2-4 links per category (maximum 6 if required) to match usability standards of task-based approach
* New category can be considered based on current and anticipated need supporting the key messages of the file whereby existing categories do not fit the growth of a new subject area (i.e. COVID research and data, travel)
* Removal of category can take place if only 1-2 links appear or set of links is no longer in high demand (eg. 5% or fewer clicks) and they can fit under another existing category

 **Considerations for COVID-related secondary pages:**

* Need
	+ New secondary page: More than 2 items under the same subject area requiring a place for high level summary entries to exist for Canadians that will support their ability to find answers they are looking for (eg. health professionals)
	+ Adding to existing secondary page: Information is available at a high level and is under the same subject as another secondary page where it could be added
* Style
	+ [Service initiation template page](https://design.canada.ca/recommended-templates/service-initiation-pages.html) containing information related to a subject under the same category or theme (i.e. health)
	+ [Topic page](https://design.canada.ca/mandatory-templates/topic-pages.html) bringing all of Gov together on a specific subject that links out to Departmental content in the deeper IA (with placemat text)
* Ownership
	+ HC/PHAC owns and manages secondary navigation when it is health-related or and all of Government page where Health-related information also falls
	+ Theme Leads own and manage secondary navigation pages when the topic mostly falls within their theme space.

FOR DISCUSSION WITH THEME LEADS:

|  |  |
| --- | --- |
| **Subject category** | **Theme Lead** |
| Current status | Health  |
| Your Health | Health |
| Safety and Security | Policing, Justice and Emergencies |
| Economic and Financial Support | Benefits |
| Travel | Travel and tourism |
| Focus on | TBS-DTO  |