
TALENTMAP – WEB MANAGER GUIDANCE

The talentmap™ web-tool aims to answer employers questions about how to access services, grants, courses and advice available from the four UK Governments and other organisations. The tool provides answer to employers (or advisers) in the form of search results. It does this against the consistent terms set in the talentmap™ framework developed by employers.

They like to read very crisp information which is aimed at them and their needs.

This is a quick summary of some ideas, which if implemented on your website, will ensure that your content is recognised by the UK talentmap™ spider and presented to employers in the search results. (These are similar to techniques that will make your site search engine friendly).

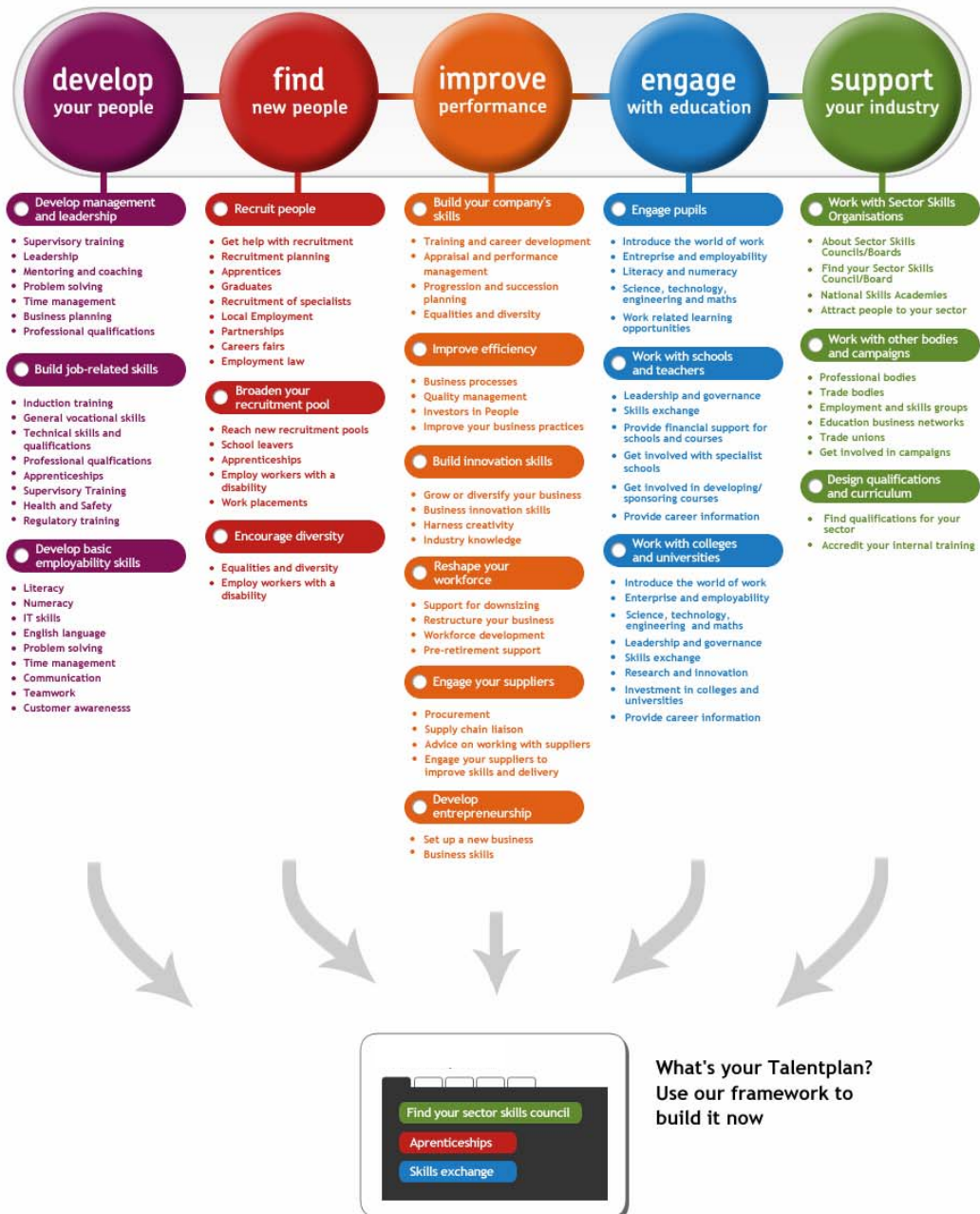
talentmap™ looks at the words on each of your pages and in your URL to decide if the page is related to a particular search. Searches are filtered and presented against four sets of criteria:

- **Category:** The first of these filters is the detailed category in the talentmap™ framework itself (see Annex A);
- **Location:** Government support, grants and educational qualifications vary between the four UK countries and regions (see Annex B);
- **Industry:** They can select an industry (see Annex C) which will give the user industry specific support or general support which is available to all industries; and
- **Content types:** They will be able to refine their search by selecting the type of information they are after (see Annex D).

The following advice is given to help content providers align their material to the talentmap™.

- Align content, tagging and key words with the categories, locations, industries and content type given in the Annexes;
- Designate part of the web-site or a sub-domain(s) for employer content/services.
- Present content in interesting ways, not just text e.g. diagrams, video and figures/tables;
- Use plain 'English/Welsh' employer focused language and be clear and concise;
- Set out clearly user journeys for the service you are providing;
- Use if possible standard tagging (Dublin Core or eGMS) and SEO approaches;
- Using the lists referred to above, place the terms that most accurately describe the content and services on that page in the heading* (for example <h1>**grants** to support **basic skills** in the **manufacturing** industry<\h1>). This content should still be a single sentence rather than just a series of terms, because this copy is displayed in the search engine;
- All pages on your site should be differentiated from one other – this will help with general Search Engine Optimisation too – such as for Google or Yahoo;
- Avoid copies of pages;
- Use friendly URL's wherever possible, using the terms in the lists above in the urls. If a number of pages can be categorised by any of the terms listed, for example a selection of contacts, then use the term contacts as an extension in the url, for example www.businesslink.gov.uk/contacts/xxxxxxx; and
- Publish your site map on the website.

Annex A : talentmap™ Framework





UK COMMISSION FOR
EMPLOYMENT AND SKILLS

Annex B : Location classification

England

- East of England
- East Midlands
- London
- North East
- North West
- South East
- South West
- West Midlands
- Yorkshire and Humberside

Northern Ireland

Scotland

Wales

In addition postcode searches are possible for training providers and courses and the location of employment and job centres.

Annex C : Industry classification

Administrative and business support
Aerospace, marine and defence
Agriculture, forestry, fishing and land based industries
Automotive industry
Creative industries
Chemical, pharmaceuticals, petroleum and polymers
Construction & Property
Education
Fashion and textiles
Financial, banking and insurance
Food and drink
Human health and social work activities
Information, IT, communication and broadcasting
Justice
Leisure, hospitality, travel and tourism
Manufacturing
Marketing, communications and sales
Mining and extraction
Oil & Gas
Professional services
Retail
Science & life sciences
Transportation
Transport, logistics and storage
Utilities and energy
Government

Annex D : Content categories

The content types for launch in July 2009 are planned to be:

- Courses;
- Grants/funding;
- Case studies;
- Information and Guidance;
- Tools;
- Events; and
- Contacts.