Elements of a Powerful Information Portal

70%

of employees feel overwhelmed because of broken communication methods and fragmented information.

2019 Dynamic Signal Study

Why Does An
Information Portal or Intranet Matter?

Supporting employees means providing them with the quickest path to information. Layers of pages and links make it difficult for users to navigate to the resources and services they need. An information portal is a specially designed website that brings information from disparate sources (such as purchased, in-house, and open access information) together with a flexible and feature-rich web-based content management system (CMS).

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Types of Resources

For Information Portals:

- Research and development

- Benefit and wellness

- Onboarding

- Training, learning and development

- Corporate information

- RSS feeds

- Newsletters

- Metrics

- Archives

- Company directories, organization charts
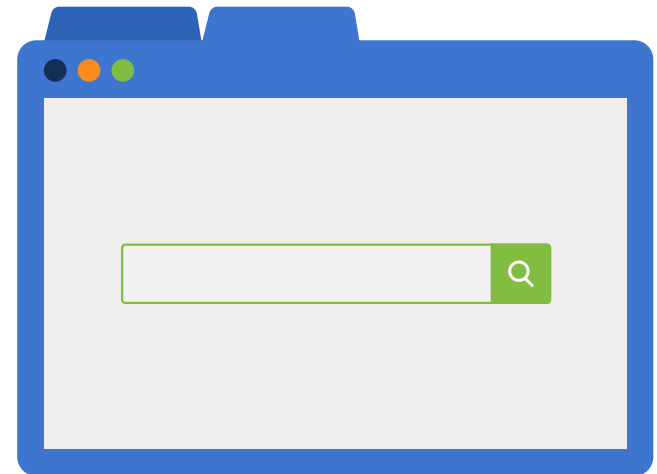
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Managers of research data, training resources, human resources and more should have access to a flexible CMS to easily build and manage a successful portal that consolidates resources and ensures that all content needs can be easily configured and updated regardless of technical ability.

Whether you are looking for a new CMS platform or need some tips to improve your existing site, this guide will help you discover the essential features and functions necessary to satisfy your information and communication needs.

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Raise the Bar — The Search Bar

To have a successful experience, users need the ability to search your information portal easily and efficiently. People have been conditioned through their own personal web experiences to expect a search bar, front and center. This natural expectation should also be applied to your information portal.

A successful resource center provides fast and relevant results. Acquire a tool that features powerful **searching with synonym-based indexing**. Make sure you can search all digital sources and content simultaneously and **customize and group the results** according to your preference.

Aesthetics Is Key

Design is essential to establishing good first impressions. A tool provided by a vendor who researches **user experience (UX) design** will bring the best results for your users and administrators. You should have access to themes and configurable layouts that are clean, modern, and easy to customize. Get more flexible options than what popular office suites provide.

Scannability

Raise visibility of valuable content. Users' eyes tend to follow an **F-Shape pattern** — scanning across the top first, then down the middle and finally partially through the middle of the website. When it comes to optimizing your website for scannability, think about the most important items and resources to your users and arrange in that pattern.

Simplicity —
Keep the Noise Down

To emphasize necessary information, design a simple interface by **excluding unnecessary elements** and content that does not support user tasks. A portal with clear, simple, active language aims to help users understand what the site offers and what actions they can take on the website. **Content hierarchy** options are useful as they allow administrators to tailor the portal to present resources in an easily digestible way.
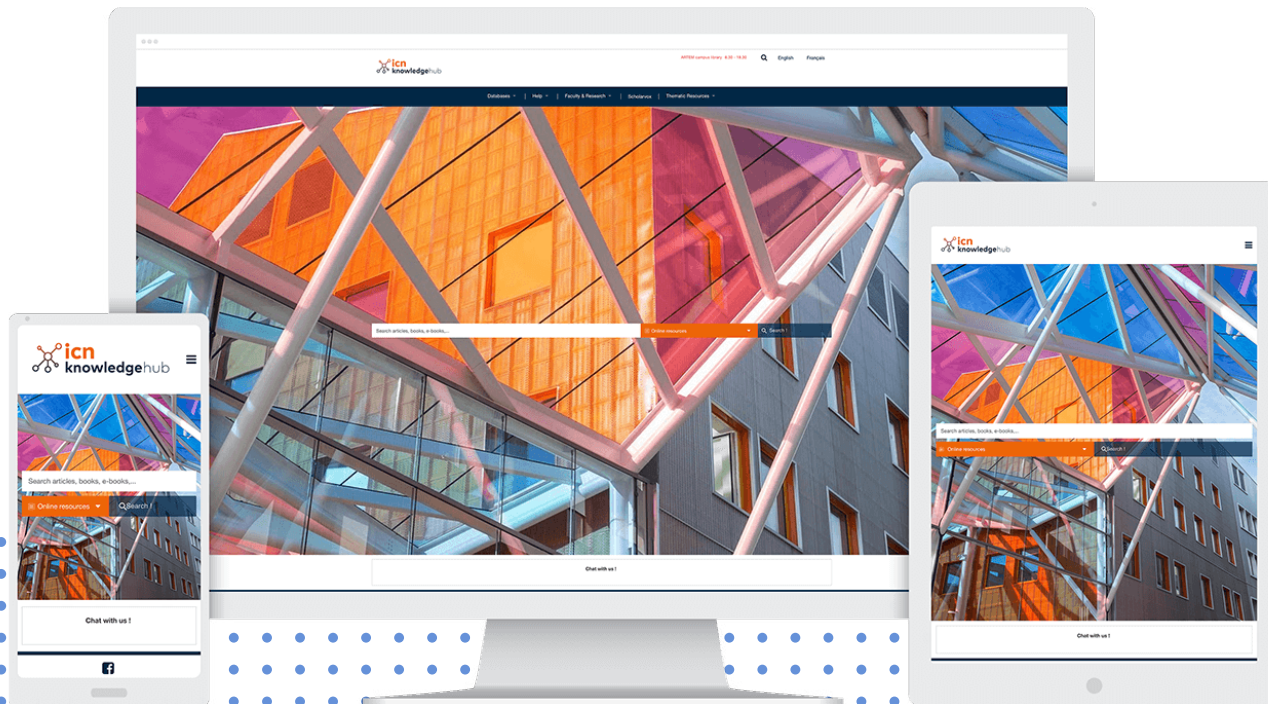
Integrations

Integrations should be **plug and play**, meaning there are no risks or costs associated with custom development. Create a seamless experience by easily pulling together internal repositories, learning management systems (LMS) and more with the flick of a switch.
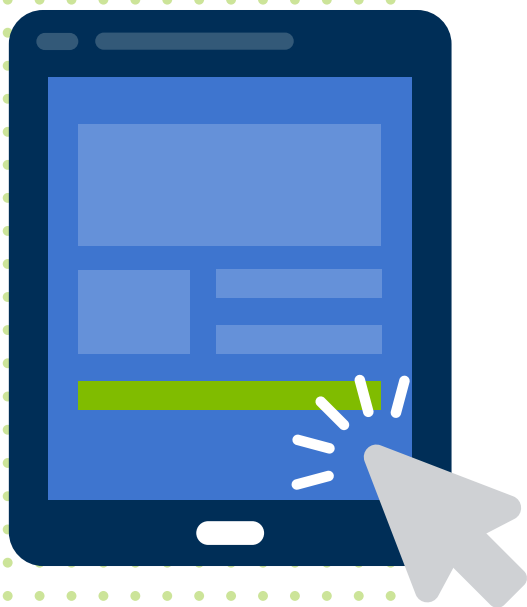
Mobile and tablet usage has continued to climb, with reports citing that internet usage by these devices continues to exceed that of desktops.

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Be Where Your Users Are

Respond to users' needs with **responsive** customizable themes and configurable layouts that are clean, modern and perform optimally on any device. Elements need to respond to user behavior based on screen size as well as the operating system they are using.

Accessibility

Offer a fully functional portal for visually impaired users. Offer content to all by utilizing a tool that continually complies and **grows with accessibility** guidelines, so you do not have to be concerned with changing rules and regulations.

Sustainability

One affordable annual license fee should guarantee your content management site is hosted and current standards are always maintained. Own a world-class experience where the vendor promises to keep you current with guidelines pertaining to security, accessibility, design and more. **Let experts handle software maintenance** so you and your staff can focus on other duties.

Easy to Maintain

Stop waiting for a technical person to make your updates. A user-friendly solution will empower people with any ability to generate brilliant and engaging content with ease. Drag-and-drop functionality for page layouts is necessary for moving elements around quickly. Give time back to your content managers.

Start with Stacks

Stacks is a web-based CMS solution with plug-and-play integration. Combine subscription services, open content, content you create, proprietary collections and more with robust search features. Transform your experiences into a single, streamlined, intuitive workflow that generates improved outcomes for all.

Features:

- Unified discovery experience
- Plug-and-play integrations
- Out of the box intuitive designs with configurable and responsive themes
- Accessible for visually impaired users
- Single sign-on seamless experience
- Multiple languages — allows users to select their preferred language
- Software as a service subscription service
- Evolves easily with changing needs
- Backed by EBSCO top-grade support and services

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Help employees achieve their goals by helping them to spend less time looking for information.

Request a demo

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