

# Designing your recruitment support hub website

## 1 - Website structure and content – key principles

As part of setting up your recruitment support hub website you will need to ensure the structure and content on the website is informative for prospective foster carers.

### Key principles to consider are:

- 1. Think ahead to what you need on your website**  
- What's the minimal version of your website you can go live with? Start with a content plan and prioritise what needs to be ready for launch
- 2. Think about the purpose of the content** - What do you want people to do on that page or after they've read some content? Think about the call to action that will make it clear to someone what they need to do.
- 3. Websites are a work in progress and are never "done"** - Websites aren't static so even if you don't have any "new" content to publish then you still need to maintain and review regularly. Think about your resourcing and who will be responsible for this.
- 4. Use clear, simple, accessible, and inclusive language.**
- 5. Structure your content around what people need to do rather than the structure of your organisation or team** - Information should be only a few clicks away so try not to have too deep a structure on your website.
- 6. Keep wider teams involved or informed whilst you develop the content and think about how stakeholders will sign-off content** – This will ensure you're not developing content which doesn't align with the website structure or hub journey.

## 2 - Involving foster carers in your content development

You should involve foster carers in your website development to ensure you provide the information they need to engage with your hub and have a positive experience.

Tips include:

- Engage foster carers early and over-estimate how much time you will need.
- Provide examples of the type of content you're looking for so that foster carers know what to expect. You could provide examples of testimonials, case studies, images or videos.
- Ask for consent to use the content from foster carers and let them know how it'll be used.
- Can you help people from under-represented groups identify with other foster carers who've successfully fostered?
- If using content from foster carers, it's good to think about what aspect of their experience is unique and how it can help others.



[Google Trends](#) for identifying how people search and the language they use.



[Guide to writing accessible and inclusive content](#)



[Home Office guide to inclusive language](#)



[Readability guidelines](#)



[Hemingway](#) which highlights where you can simplify your writing

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## 3 - Think about how your website will link to your back end systems

**Steps to follow to ensure your website is joined up with back-end systems and processes:**

1. Draw a diagram that demonstrates your service end-to-end, from prospective foster carers visiting your website to approval. This should include how they will interact with the hub such as through your website, telephone or face-to-face and who will support them.
2. Use this to spot potential dead ends or gaps in their journey, and how your user-facing website, back-office case management systems and staff working as part of your hub, will relate to each other. This will help to ensure you're not asking prospective carers for the same information multiple times or identify where processes may not be joined up.



### Journey Mapping

Journey mapping describes the step-by-step process of how prospective foster carers will interact with your recruitment support hub and local authorities in your cluster. The process is mapped from the prospective foster carers perspective.



### Service blueprinting

A Service blueprint is a diagram that displays the entire process of service delivery, listing all the activities that happen at each stage through your recruitment support hub, performed by the different roles in your hub. This visualises the actions that each role in the hub will play which prospective foster carers will see and the ones that happen in the back office, which prospective foster carers won't see but will ensure they have a seamless experience.

## 4 - Testing your website for go live

It's important your recruitment support hub website has been tested before you go live, to identify any major security issues or bugs which could impact a prospective foster carers experience.

### **Key principles:**

- Test as much as you can before and after go live, this will ensure you're confident your website is robust to go live and you can continue to improve it as prospective foster carers use it after go live
- Testing is never really done, so build in time and capacity to make improvements as you identify problems or information that might be missing
- Test with foster carers, ideally new and experienced, as they will be able to identify missing content or information



### Website Testing Guide

This guide can help you understand what website testing involves and different techniques used to test a website.

## 5 - Accessibility

Your recruitment support hub website must be accessible to prospective foster carers who have accessibility needs. If you are procuring a website, you should check accessibility is included in your specification.

### **Key principles :**

- web standards for accessibility exist and are known as Web Content Accessibility Guidelines (or "WCAG")
- Orgs like the Digital Accessibility Centre (DAC) can test for accessibility and give a report which identifies any issues and how to fix them



### Digital Accessibility Centre



### WCAG 2 Overview