



Blue Cross NC – Drupal CMS Training & Documentation Case Study

Role: Web Developer I / Content Specialist

Project snapshot

Blue Cross NC manages large, content-heavy digital properties that support members, providers, and internal teams. As a Web Developer I / Content Specialist, I worked not only on day-to-day content updates, but also on creating Drupal CMS training and documentation that made it easier for teams across the organization to manage content consistently and confidently.

The documentation and training became a key part of onboarding new editors and scaling content operations.

Context & challenge

The organization relied on Drupal and other CMS platforms to manage thousands of pages and frequent content requests. Many contributors had different levels of technical comfort and CMS experience. Knowledge was often passed along informally, and there wasn't always a single, clear source of truth for "how we do content here."

This created a few challenges:

- Inconsistent content practices and formatting across teams
- Longer onboarding times for new editors and contributors
- Risk of accessibility and compliance issues if best practices weren't widely understood

Blue Cross NC needed clear, approachable training materials and documentation that non-technical users could follow—and that quietly embedded accessibility and SEO best practices into everyday work.



What I did

Within my broader content role, I led the creation of practical, user-friendly CMS documentation and training:

- **Created step-by-step Drupal CMS guides** that walked content authors and editors through common tasks, from editing pages and components to publishing workflows.
- **Standardized content management processes**, defining how updates should be requested, reviewed, and published to keep quality and consistency high.
- **Translated technical concepts into plain language**, so teammates without a technical background could follow along confidently and avoid common errors.
- **Embedded accessibility and SEO guidance into the documentation**, highlighting heading structure, alt text, link text, and metadata as a normal part of the publishing process.
- **Supported ongoing training and cross-training**, helping reduce reliance on a small group of “CMS experts” by spreading knowledge through clear resources.
- **Collaborated with team members** to make sure documentation aligned with regulatory requirements, brand standards, and user experience goals.

Impact & results

The training and documentation work helped improve both the editor experience and the quality of published content:

- **Reduced onboarding time for new content editors** by giving them structured, self-serve materials instead of relying only on ad-hoc training.
- **Improved consistency across pages and sections**, as more people followed the same standards for structure, formatting, and accessibility.
- **Strengthened accessibility and compliance practices** by building them into everyday workflows, not treating them as separate, extra tasks.

Skills demonstrated

- Training and documentation for large content teams
- CMS governance and processes (Drupal and other platforms)
- Accessibility and SEO best practices in day-to-day content work
- Cross-functional collaboration with UX, compliance, and marketing