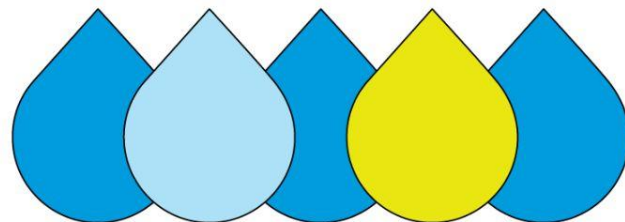


# Unlocking GovCMS Personalisation

## Harnessing Custom Meta Tags & Convivial Profiler for Dynamic Content

Naveen Valecha, Technical Architect at Morpht



# Naveen Valecha

Technical Architect, Morph | Drupal & GovCMS Personalisation



- Building smarter, personalised websites with Convivial
- Git Administrator, Webmaster, and co-maintainer of the groups.drupal.org

Drupal: [drupal.org/u/naveenvalecha](https://drupal.org/u/naveenvalecha)

LinkedIn: [linkedin.com/in/naveenvalecha](https://linkedin.com/in/naveenvalecha)



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# Why this talk?

The Power of Personalisation in GovCMS



## **Personalisation is Critical**

Deliver tailored experiences that improve engagement, usability, and accessibility.



## **Leverage Powerful tools**

Use 'Metatag: Custom tags' for dynamic meta tags and Convivial Profiler for real-time insights.



## **Achieve Dynamic content**

Learn practical ways to integrate personalisation directly into GovCMS workflows.

# Introduction & Context

Why Personalisation is Critical for GovCMS

- **Target Audience:** GovCMS developers, content managers, and UX designers seeking to enhance engagement
- **The Challenge:** Government websites serve diverse audiences with varying needs and expectations.
- **The Solution:** Personalisation ensures dynamic, relevant, and accessible content for all users.



Photo by Luke Cheeser on [Unsplash](#)



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# The Business Impact of Personalisation

Beyond Technical Implementation



## Enhanced user engagement

Personalisation increases user retention, satisfaction, and interaction rates.



## Higher conversion Rates

Tailored content leads to improved service access and completion rate of citizens.



## Compliance & Accessibility

Ensure content meets legal standards and is accessible to all users, including those with disabilities

# What is Meta Tag?

Enhance Web Visibility & Personalisation



**Definition:** Meta tags are HTML elements providing metadata about a webpage for search engines and browsers.



**Why Important?:** SEO, social media previews, personalisation.



**Common Types:** Includes title tags, description, Open Graph tags, custom meta tags.



```
<meta property="og:title" content="What is Meta Tag?">
```

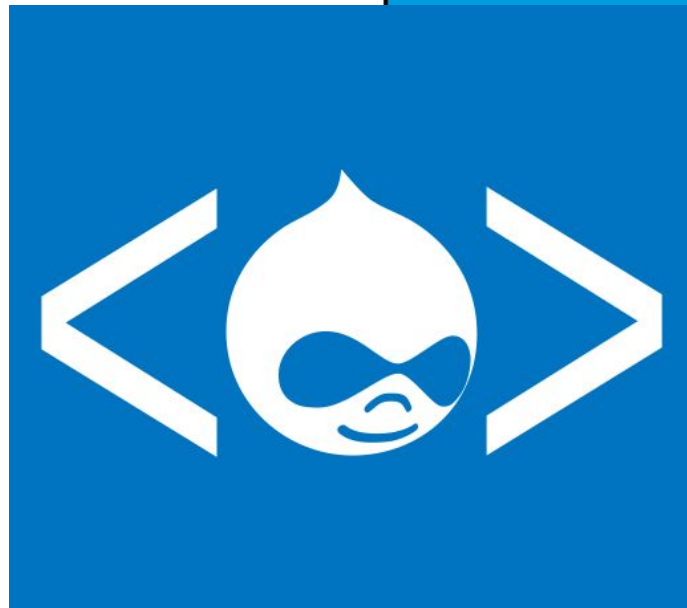
```
<meta name="description" content="Convivial for GovCMS is a personalisation tool for Drupal 10" />
<link rel="shortlink" href="/node/412" />
<link rel="canonical" href="https://govcms-bootstrap.convivial.io/" />
<link rel="image_src" href="https://govcms-bootstrap.convivial.io/sites/default/files/convivial-govcms-412.png" />
<meta name="nid" content="412" />
<meta name="sitename" content="Convivial" />
<meta name="thumbnail" content="https://govcms-bootstrap.convivial.io/sites/default/files/convivial-govcms-412.png" />
<meta name="type" content="section" />
<meta property="og:site_name" content="Convivial for GovCMS" />
<meta property="og:type" content="Section" />
<meta property="og:url" content="https://govcms-bootstrap.convivial.io/convivial-govcms-412" />
<meta property="og:title" content="Convivial for GovCMS" />
<meta property="og:description" content="Convivial for GovCMS is a personalisation tool for Drupal 10" />
<meta property="og:image" content="https://govcms-bootstrap.convivial.io/sites/default/files/convivial-govcms-412.png" />
<meta property="og:image:width" content="1200" />
<meta property="og:image:height" content="800" />
<meta name="dcterms:type" content="section" />
<meta name="dcterms:identifier" content="convivial-govcms-412" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="Generator" content="Drupal 10 (http://drupal.org) + GovCMS (https://govcms-bootstrap.convivial.io)" />
<meta name="MobileOptimized" content="width" />
<meta name="HandheldFriendly" content="true" />
<meta name="viewport" content="width=device-width, initial-scale=1.0" />
```



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# Evolution of 'Custom Meta' Module

- **Origins:**
  - Developed as a standalone module
  - Allowed site builders to create custom meta tags
- **Absorbed into Metatag Module**
  - [Became a submodule within Meta Tag](#) as *Metatag: Custom Tags*
  - Simplified meta tag management
- **Benefits:**
  - More streamlined Personalisation
  - Better compatibility with GovCMS



# How Custom Tags Works in GovCMS?

Dynamic Metadata made easy



## User-Friendly Interface

Create custom meta tags directly via Drupal's Interface without coding.



## Versatile Use cases

Meta tags for SEO, social sharing (Open Graph, Twitter Cards), and personalisation based on user data.



## GovCMS Integration

Seamless operation with GovCMS sites, ensuring compliance and flexibility for Government websites



Chrome File Edit View History Bookmarks Profiles Tab Window Help

Not Secure govcmsdemo.docker.amazee.io

Edit Manage Shortcuts PRvNwsEloivUQITU Non-production


Content Structure Appearance Extend Configuration People Reports Help

# GovCMS

Home Blog Events FOI Requests News and Media

## Welcome!

No front page content has been created yet.  
Follow the [User Guide](#) to start building your site.  
[Add content](#)



Home

Blog

Events

FOI Requests

News and Media

SITE LINKS

Accessibility

COMMUNITY

Our community

ABOUT GOVCMS

About GovCMS



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# Introduction to Convivial Profiler

Real-Time Personalisation Through User behavior Tracking



## Behavior-Based profiling

Tracks user interactions like page views to build dynamic profiles.



## Privacy-Friendly

Stores user data locally in the browser - no personally identifiable information (PII) shared.



## Personalisation Engine

Uses profiles to adapt content and meta tags dynamically to user preferences.



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# How Convivial Profiler Builds User Profiles

Dynamic, Privacy-First User Profiling

## How User Profiles Are Built

- 📌 Tracks user interactions to create a dynamic profile
- 📌 Stores data in the user's browser local storage

## Privacy & Security

- 🔒 No Personally Identifiable Information (PII) is stored or shared
- 🔒 Only tracks user interactions, ensuring compliance



Photo by Carlos Muza on Unsplash

# Integrating Convivial Profiler with Drupal

Step-by-Step Implementation for GovCMS theme



## Add Javascript Library

Include Convivial Profiler JS in the Drupal theme for tracking user behavior



## Configure Profiling Rules

Define user interactions(visits) that trigger profile updates.



## Personalisation Engine

Use stored profiles to dynamically adjust content on the web pages.

[Home](#) > [Administration](#) > [Configuration](#) > [Search and metadata](#) > [Metatag](#)

## Custom tags ☆

[Metatag defaults](#)

[Settings](#)

[Custom tags](#)

Configure Custom tags below.

[+ Add Custom tag](#)

Name	Description	Operations
Node id	Node id of the content	<a href="#">Edit</a> ▼



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# Common Personalisation Scenarios in GovCMS

Real-World Applications in GovCMS for Engaging Experiences



## User Interaction-Based Adoption

Adjusts content dynamically based on browsing history and engagement patterns.



## Metadata Compliance

Ensures structured metadata aligns with government regulations and accessibility standards.



## Location-Based Content

Displays region-specific services, policies, and emergency alerts for better accessibility.



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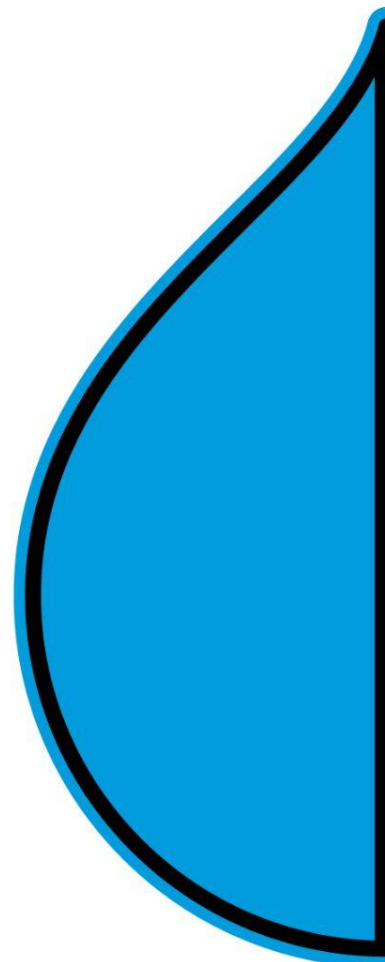
# Personalisation in Action

Real-Time Personalisation with Convivial Profiler

 [GovCMS Bootstrap – Convivial Profiler Demo](#)

## What to Expect

- ◆ Real-time content Personalisation
- ◆ Dynamic user profile generation
- ◆ Seamless integration with GovCMS



# Building Personalized Scenarios with Convivial Profiler Builder

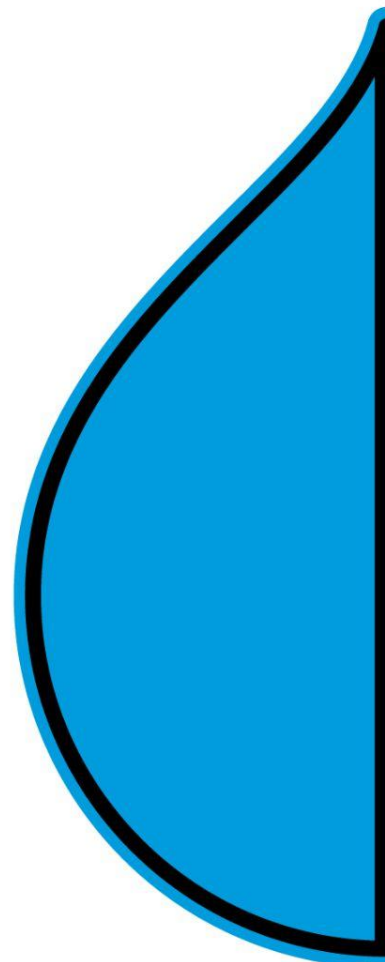
Tailored Personalised strategies for GovCMS

 Use the **Convivial Profiler Builder** to create tailored scenarios/personalised strategies

 Visit: [builder.convivial.io](https://builder.convivial.io)

## Key Steps:

- 1 Define user interaction scenarios
- 2 Set source of the user interaction, processed the source and store it via destination.
- 3 Generate and implement update personalized profiles





# Key Considerations for Implementation

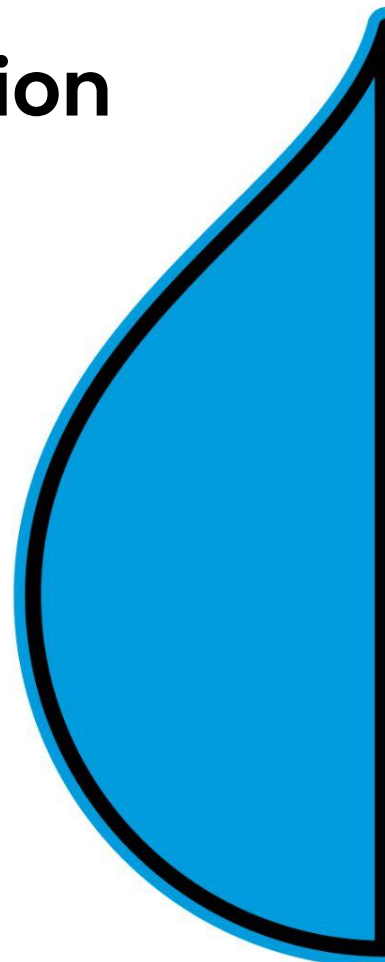
Real-Time Personalisation with Convivial Profiler

## Technical Requirements:

- ◆ Drupal 10/11 compatibility
- ◆ JavaScript integration capabilities

## Best Practices:

- ✓ Define clear Personalisation goals
- ✓ Use tracking responsibly (GDPR compliance, accessibility)
- ✓ Monitor and refine Personalisation strategies over time



# Final Thoughts: Unlocking Smarter, More Engaging GovCMS

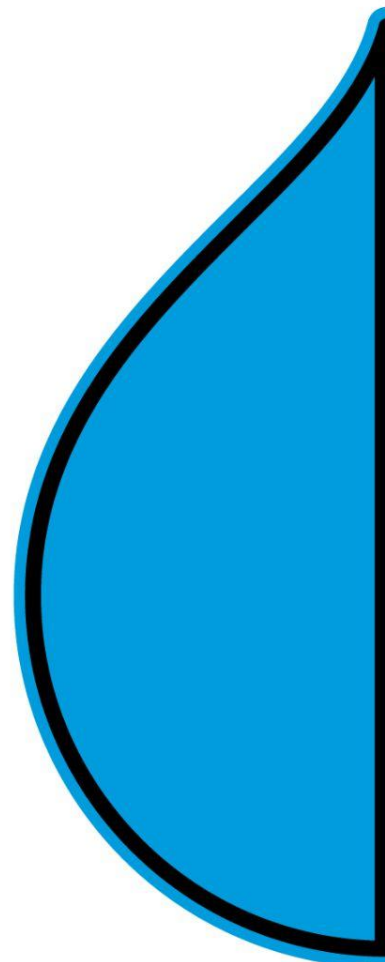
Personalisation for better Citizen Experiences

- **Personalisation as a Necessity:** Delivering dynamic, relevant content improves trust, and accessibility.
- **Tools are Ready:** Convivial Profiler and Metatag: Custom Tags provide personalisation within GovCMS today.
- **The Path Forward:** Adopt Personalisation to meet rising citizen expectations and regulatory needs.



# Resources & Further Reading

- Metatag  
<https://www.drupal.org/project/metatag>
- Convivial Profiler on GitHub  
<https://github.com/morphht/convivial-profiler>
- Convivial Profiler Builder  
<https://builder.convivial.io>
- Convivial Profiler Docs  
<https://docs.morphht.com/convivial-profiler>
- Convivial for GovCMS  
<https://govcms-bootstrap.convivial.io/>



# Thank you & Questions?

✓ *Delivering the right content, to the right user, at the right time.*

✓ Got Questions? Let's Discuss!

📌 Visit the Morpht stand to play around personalisation on demo environment.

📌 Connect on [LinkedIn](#) or [Drupal.org](#).

