

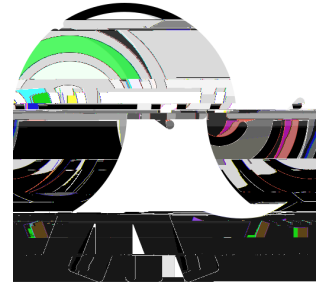
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# Streamline Your Site This Summer

Web Forum  
June 19, 2019

# Before You Start

- Define Your Goals
  - What are you hoping to achieve?
  - How will you know if you're successful?



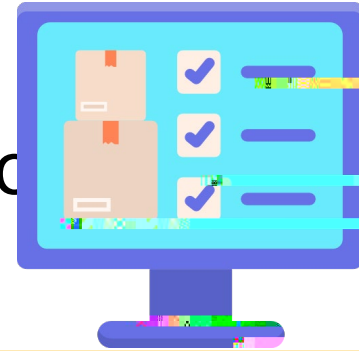
# Focus on Your Users

- Define your primary audience
  - Identify their top questions/tasks
- Get user feedback
  - How well is your site meeting their needs?
  - Analytics data
  - Other kinds of feedback:
    - Usertesting, survey, interviews, focus groups



# Inventory Your Content

- Collect all of your URLs in a spreadsheet
- What's the purpose for each page?
- On each page, what kinds of content do you have?
  - Text, links, tables, images, video, audio files, callsto-action?



# Tools to Help

- Siteimprove



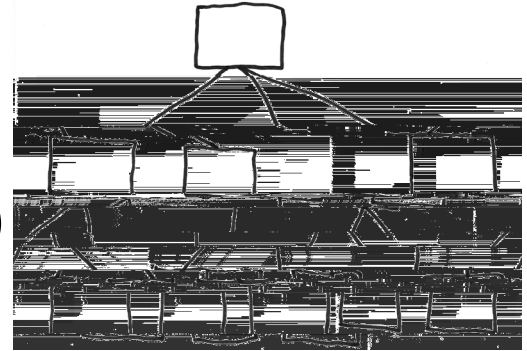
# Assess Your Content





# Where to Start

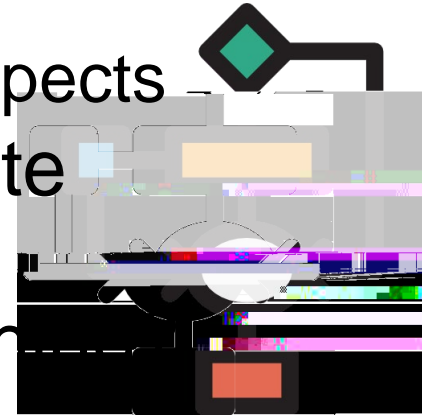
- Different ways to prioritize—pick best for you
  - Levels or Top to bottom
  - Traffic/popularity
  - Low-hanging fruit (easiest fixes)
  - Lowest score/greatest need
- If you're overwhelmed, create smaller chunks
- Be consistent and methodical until it's done





# Define the Process and Work Flow

- Who needs to review and assess the content?
  - Different people can assess different aspects
- If there are holes, who needs to create new content?
- Who needs to approve before publishing?
- When?
  - Set deadlines and stick to them



# Implementing Changes

- Minor or simple changes:
  - Add changes to published content items, save changes as pending, published content won't be affected until you save and approve
- Major changes:
  - Create a new pending section to build in a separate place so you won't affect what's currently published until you're ready to launch all changes
- Preview before publishing:
  - Preview links can be shared with other T4 users
  - If you need to share with a non-T4 user, let us know and we can help

# Before You Delete

- Be proactive about preventing 404 errors
  - Before you delete or change a URL, especially if it's been published, reach out to Web Team
  - Changes that create an obsolete URL in the search engine:
    - Delete, rename, or move a section/page, a PD or news, blog post, faculty/staff bio content items





# After You Delete

- Decide what to keep archived in T4 for posterity and what can be permanently removed
- Tidy up your interface by moving items into a “Trash” or “Archive” folder
- Request Web Team “purge” deleted items

# Plan for Future

- Set review notifications in T4 for content at risk of “rotting”
- Set future publication/expiration dates for content items
- Try and integrate content review process into your regular quarterly/yearly cycle



# More Resources



# Give Us Your Feedback