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:
    • User testing, 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, calls-to-action?
Tools to Help

• Siteimprove – contact Web Team for access!
Assess Your Content

• Is the page still accurate, useful, relevant?

• What’s rotten or at-risk of rotting?
  – ROT = redundant, out-of-date, trivial

• For each page: Keep & Improve OR Remove
Evaluation Criteria & Rubric

• For the pages that you are not going to remove, give the page a grade on:
  – Page title
  – Page organization
  – Use of content types and text styles
  – Accuracy and completeness
  – Writing quality (including spellings and grammar)
  – Images, video, and files
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 PDF, 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

• Megan Otis, Web Support Specialist
  – 206-296-6354; otism@seattleu.edu

• Online Training Course
  – If you want a training refresh, request Canvas access

• Siteimprove

• Web Team website
Give Us Your Feedback

• Please fill out the content editors feedback survey
  – Let the Web Team know how we’re doing
  – What you think of the Canvas course and these training forums, what we can do to make them even more useful and valuable
  – Improvements you’d like to see in T4
  – Topics you want more training on