



# SEATTLEU



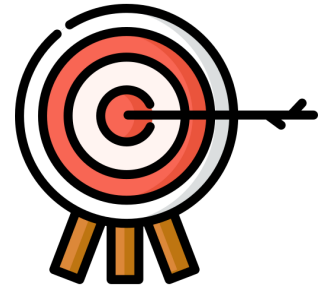
## Streamline Your Site This Summer

Web Forum  
June 19, 2019



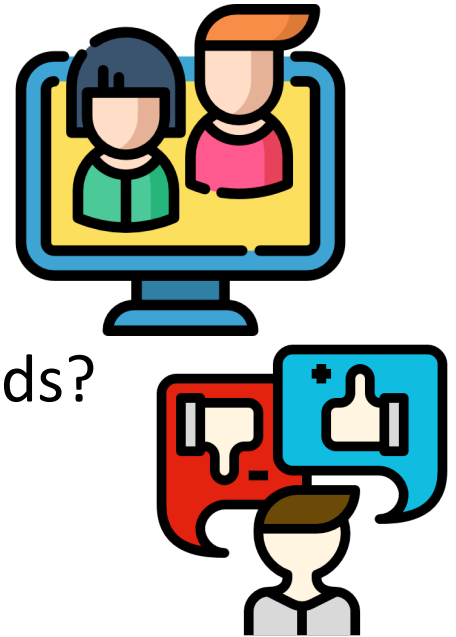
# Before You Start

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



# Focus on Your Users

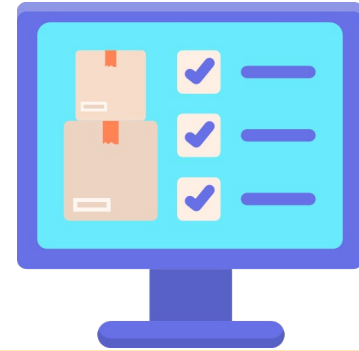
- Define your primary audience
  - Identify their top questions/tasks
- Get user feedback
  - How well is your site meeting their needs?
  - Analytics data
  - Other kinds of feedback:
    - User testing, survey, interviews, focus groups





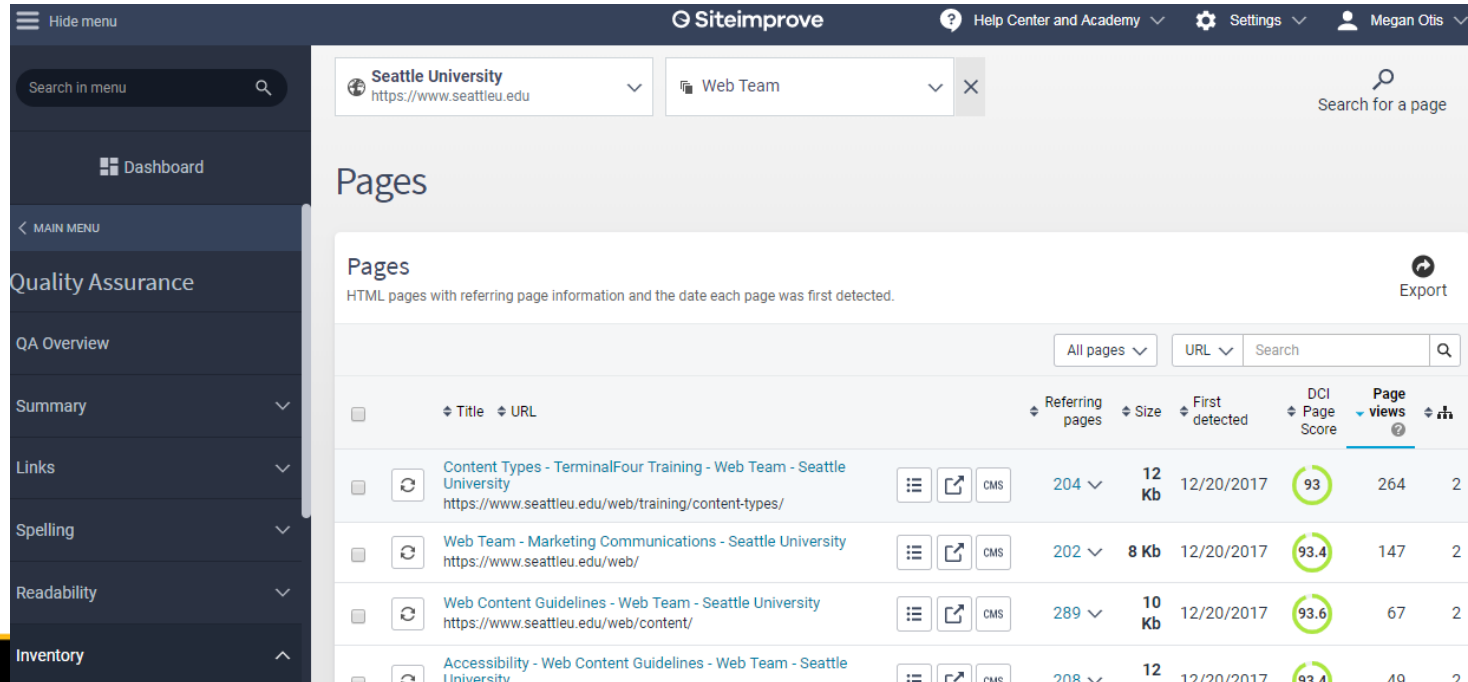
# Inventory Your Content

- 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!

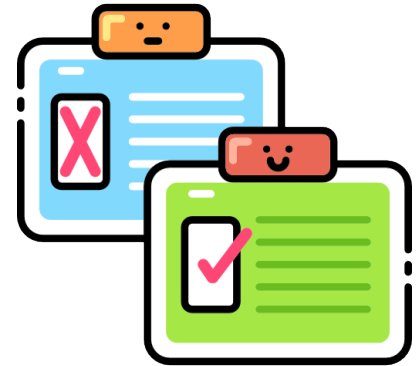


The screenshot displays the Siteimprove dashboard for Seattle University. The interface includes a top navigation bar with the Siteimprove logo, a search bar, and user information for Megan Otis. A left sidebar contains a menu with options like 'Dashboard', 'Quality Assurance', 'QA Overview', 'Summary', 'Links', 'Spelling', 'Readability', and 'Inventory'. The main content area is titled 'Pages' and shows a table of HTML pages with their referring page information and detection dates. The table columns include Title, URL, Referring pages, Size, First detected, DCI Page Score, and Page views. The DCI Page Score is highlighted with a green circle, indicating a good score.

	Title	URL	Referring pages	Size	First detected	DCI Page Score	Page views	
	Content Types - TerminalFour Training - Web Team - Seattle University	https://www.seattleu.edu/web/training/content-types/	204	12 Kb	12/20/2017	93	264	2
	Web Team - Marketing Communications - Seattle University	https://www.seattleu.edu/web/	202	8 Kb	12/20/2017	93.4	147	2
	Web Content Guidelines - Web Team - Seattle University	https://www.seattleu.edu/web/content/	289	10 Kb	12/20/2017	93.6	67	2
	Accessibility - Web Content Guidelines - Web Team - Seattle University		208	12	12/20/2017	93.4	49	2

# 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

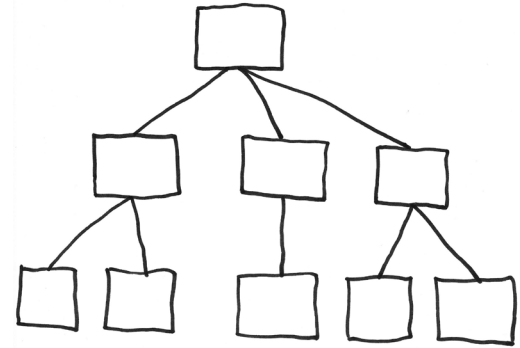
- For the pages that you are not going to remove, give the page a grade on:
  - Page title
  - Page organization
  - Use of content types and text styles
  - Accuracy and completeness
  - Writing quality (including spellings and grammar)
  - Images, video, and files





# 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

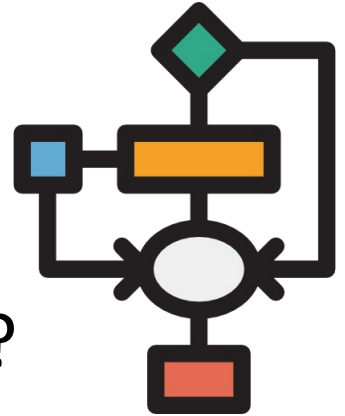






# Define the Process and Work Flow

- 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](mailto: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