Basic Steps to Managing your Web Content

1. **Identify your existing content and take ownership of it.** (even though you may not have been involved in creating it)
   Create a map, index, outline or list of all your content and organize or categorize it (this will help when establishing a maintenance schedule/checklist).

2. **Review and audit your content.**
   Does it meet a justified need or purpose? If not, take it down. Is it outdated, inaccurate, or missing information? If yes, update, edit, rewrite or remove it. Does it have an internal/organization focus rather than an external/public focus? If yes, proceed to step 3 to determine your real audience (hint: it’s not you or your organizational structure).

3. **Identify your audience including all groups who need and/or access your content.**
   Are you providing content your audience needs? If no, determine who, what, how to generate content that serves your audience. Review it regularly...

4. **Review your content to determine a maintenance schedule.**
   What sections include dates or information that will be outdated in the future? How will the needs of your audience change in the future, which will require new or revised content?
   Establish a schedule with dates you will update or revise content:
   - Example of [How to Establish a Content Review Process](http://www.howto.gov/web-content/manage)
   - Example of a [Content Checklist](http://www.centralia.edu/webpub/)

**Other Common Sense Basics:**

1. Check links regularly and fix any broken, inactive or inaccurate links. Include this as a regular part of your maintenance schedule.

2. Remove all unnecessary or outdated files from your local site, as well as from the remote/live site on the web server to prevent bad/inaccurate info from being displayed in search results.

**More Basics & Strategies:**


[http://www.centralia.edu/webpub/](http://www.centralia.edu/webpub/)