Web Site Content Development Strategy – Staff Survey

Audit existing content on your site:

1. Review your site. Is it updated? What is, and how old is, the oldest piece of information on your site? Is the information still of value to someone using your site?

2. Is it accurate? Do any pages contain factual errors, typos or other serious information flaws? List a few of the URLs and a date by which you plan to correct or remove the page.

3. If there are pages in the site that contain information you personally don’t know to be correct (out of your area of expertise), contact an authoritative source and verify the information as a precaution. List some of the pages you question, the authority who checked them, and if they were accurate/flawed. Note when you plan to fix the flaw.

4. Is it yours to use? Look at all graphics, photos, clipart, etc. Can you account for the source of each? Do you have permission from the source? If no one can account for the source or you don’t have permission, it is wise to remove the item.

Define your audience and desired action:

1. Describe a typical user coming to your site. How often is the user online, and what does he need? Use as much detail as possible in profiling your target user, and profile more than one type if appropriate.

2. What is the primary “action” the user should take when coming to your site (ex: search for information, register, etc.)?

3. What are the key needs of the user accessing your content?

4. How many people (as far as you can tell) access your site on a daily, weekly, or monthly basis?

5. How do most people find out about your Web site? What methods of distributing the URL exist within the college?
Develop new content for your site:

1. Who is specifically in charge of posting content to your site? Think of two or three people who could help create content for the person who handles the posting. Who are they?

2. How often should the site be updated and who is responsible for providing updates?

3. Will the new site use existing content from the current site? If so, what is the source, who is responsible for approval, and has the content been audited? Who will be given the role of content manager? Hand over the editing of content to the person responsible for developing that content.

4. What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site or an expansion?

5. How will the new content expand or differ from the current site? Do you have an outline or idea for the proposed structure?

6. Are there high-demand information items that are not yet on your site? What are they?

7. How does your content measure up overall, and what are some general improvements you would like to make?

8. View content similar to yours on other college sites (see http://www.sbctc.ctc.edu/colleges/default.asp or http://www.aacc.nche.edu/) List any items that you would like to incorporate in your own Web pages.

9. Look at your content for the “Six Cs“:
   1) Copy (does your copy lack introductory information, read like a print publication, have formal or inappropriate tone, or use academic jargon?)
   2) Concise
   3) Consistent
   4) Current
   5) Correct
   6) Credible