Decluttering Your Website

CAHNRS Office Hours | September 16, 2015
Is it time to do some updates?

builder kitchen BEFORE

theinspiredroom.net AFTER
Overview

Today we’ll...

● Look at ways to clean up your website for the **internal web editor** and improve the **external user** experience.

● Talk about setting up an **ongoing maintenance plan** to make the site easier to clean in the future.
Look at the next page for 5 seconds and then look away.
● What do you remember?
● What can you tell me about the business?
● What products or services they offer?

If you ran this test on your website, what responses would you hear?
Webpage Content
Front Facing Content

Review for content editing

- Fix grammatical errors (multiple reviewers)
- Review & test embedded forms
- Remove content that’s outdated or no longer relevant to your unit. Look for:
  - Old events, news, or announcements
  - Old/Invalid projects or programs
  - Old slogans/terminology
Streamline content design
- Break up long paragraphs
- Use section headers to promote scannability

Other tips
- Convert documents (Word, Excel, PPT, etc.) to the PDF format.
Employee turnover happens. Check your website to make sure all contact information is up-to-date.

- Header, footer, or navigation
- Faculty & staff page
- Program pages
- Online materials such as brochures, marketing materials, and event invitations.
• **White space** can be your friend if used wisely
• Make sure the **images match** the page content
• Consider using **seasonal images**
• Remove any hard-coded HTML colors and fonts
External web addresses change frequently, often without notice. Check all hyperlinks on your website:

- Fix the broken or dead links
- Remove irrelevant links
- Plan to check your hyperlinks throughout the year.
Does our left navigational menu need updating?

- 7 (+/- 2) navigation choices
- Home page on top, contact or faculty & staff page at the bottom
- Is the terminology easy and intuitive to your visitors?
- Are all acronyms easily understood by external audiences?
Does your WordPress editor need decluttering?
The longer your site is live, the more pages, posts, documents, images, events, and categories are added to the editor.
Here are some tips to keep your Media Library manageable:

- Establish a unit-wide naming convention for uploaded files and images. You can include info like the title, date published, author (officehours_9.16.15_Denevan.pdf).
- Delete old/outdated document and images.
Here are some tips to keep the number of Pages and Posts to a minimum:

- Look for ‘orphaned’ drafts
- Establish parent-child relationships for easier searchability.
- Delete old pages or posts
Categories

- Review categories. Only keep the ones that are actively in use.

Users (or web editors)

- Review your users. Delete former employees, add new employees, and keep the CAHNRS Communications team.
Create an ongoing maintenance plan. Assign one person to oversee it.

**Monthly**

- Review all pages twice a year (monthly look at 1/6th of the pages)
- Check contact information
- Other areas to check for changes: Resources; Services; Staff Bios; and Events
Quarterly

- Review and update hyperlinks
- Review Google Analytics for changes in pageviews and other trends
Ongoing Maintenance Plan

Keep up the momentum

Yearly

- Review the content on every page
- Review major sections to decide if they are still necessary
- Decide if new content sections are needed.
- Review the Google Analytics for the year
  - Compare to previous years
  - Set measurable performance goals
Final Thoughts

● Use what works for your team
● After the first review, your site will be easier to ‘clean’ in the future.
● Use the content audit spreadsheet to help with the ongoing maintenance plan.
Questions?