



WASHINGTON STATE
UNIVERSITY

Decluttering Your Website

CAHNRS Office Hours | August 17, 2016

Is it time to do some updates?





Today we'll look at ways to clean up your website

- Clean up the **web editor**
- Improve the **external user** experience.
- Talk about setting up an **ongoing maintenance plan** to make the site easier to clean in the future.

Blink Test



Look at the next page for 5 seconds and then look away.

VIDEO ONLY

BECOME OUR FAN ON FACEBOOK FOR
UPDATES ON NEW PRODUCTS & AD POSTINGS!



SAMSUNG SONY LG SHARP SONOS *BOSE* YAMAHA ONKYO Pioneer

HOT SUMMER



SALE!



View This Week's Ad!

Click to download a pdf file.

WASHINGTON

OREGON

CALIFORNIA

Don't have Adobe Reader? Get it [here](#).

Find A Store Near You!

Maps, Addresses & Phone Numbers.

WASHINGTON

OREGON

CALIFORNIA



[Home](#)

[About](#)

[Why Can't I Buy Online?](#)

[Contact](#)

[Employment](#)

Like 908 Become our fan on Facebook!

©1981-2015 Video Only, Inc.



- 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?*



Fix Grammatical Errors

- Ask multiple people to review web pages
- WordPress has spell chcek, although very not robust
- Chicago Manual of Style
- When in doubt, check the CAHNRS style guide (cahnrs.wsu.edu/communications/style-guide/)

A screenshot of the CAHNRS Style Guide webpage. The page has a dark blue header with "CAHNRS | COMMUNICATIONS" in white. On the left is a white sidebar with the Washington State University logo and navigation links for "Communications" and "About". The main content area has a "Style Guide" heading and a paragraph explaining the guide's scope. On the right, there is a search bar labeled "Search Style Guide" and a list of abbreviations: "AP = The Associated Press Stylebook" and "au. = author(s)".

CAHNRS | COMMUNICATIONS

WASHINGTON STATE UNIVERSITY

Style Guide

This style guide is for numbered WSU Extension publications, CAHNRS marketing materials, and department or program newsletters. This guide is not a complete list of style items used in WSU Extension publications; rather, it lists exceptions to those authorities listed below or items not covered by them.

Search Style Guide

Abbreviations used within this style guide:
AP = The Associated Press Stylebook
au. = author(s)



Test Your Contact Forms

- Is it still used?
- Who does the email go to?
- What does the confirmation email say?

Contact Us

Your name

Your email address

How can we help?

Submit

Settings Close X

Title
Contact Us

Email submissions to
jane.doe@wsu.edu

Email subject
Contact form submission from the County Demo

Thanks message
Thank you for your interest! We will respond to you

DONE



Outdated Content

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nulla, gravida quis ipsum vitae, volutpat dignissim enim. Pellentesque convallis aliquam eros, eget tristique sem interdum vel. Pellentesque porta accumsan orci, non hendrerit diam accumsan a. Nulla ultricies, eros in posuere convallis, lectus ligula imperdiet urna, eu volutpat ex leo consequat felis. In sed nunc magna. Aliquam erat volutpat. Proin aliquet non nisl sed pulvinar. Etiam sodales vehicula ante non consectetur. Aliquam a pellentesque arcu, sit amet tempus arcu. Sed ac tristique nisl. Duis non elit a felis tempor pulvinar ac sed enim. Fusce laoreet erat massa, at commodo orci tristique sagittis. Quisque id dapibus tellus. Proin vel vehicula sem, sed pellentesque lectus. Etiam ut volutpat nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis tincidunt laoreet iaculis. Morbi a purus posuere, lobortis purus ac, porta tellus. Donec aliquet convallis purus id ullamcorper. Curabitur sit amet mattis ante, sed porta neque. Donec suscipit, massa at condimentum feugiat, metus elit fermentum nulla, aliquet varius nulla risus eleifend nisl. In ac sapien vitae neque blandit tempus in in nulla. Sed malesuada elit nec egestas porta.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nulla, gravida quis ipsum vitae, volutpat dignissim enim. Pellentesque convallis aliquam eros, eget tristique sem interdum vel. Pellentesque porta accumsan orci, non hendrerit diam accumsan a.

Nulla ultricies, eros in posuere convallis, lectus ligula imperdiet urna, eu volutpat ex leo consequat felis. In sed nunc magna. Aliquam erat volutpat. Proin aliquet non nisl sed pulvinar. Etiam sodales vehicula ante non consectetur. Aliquam a pellentesque arcu, sit amet tempus arcu. Sed ac tristique nisl. Duis non elit a felis tempor pulvinar ac sed enim.

Fusce laoreet erat massa, at commodo orci tristique sagittis. Quisque id dapibus tellus. Proin vel vehicula sem, sed pellentesque lectus. Etiam ut volutpat nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis tincidunt laoreet iaculis. Morbi a purus posuere, lobortis purus ac, porta tellus.

Donec aliquet convallis purus id ullamcorper. Curabitur sit amet mattis ante, sed porta neque. Donec suscipit, massa at condimentum feugiat, metus elit fermentum nulla, aliquet varius nulla risus eleifend nisl. In ac sapien vitae neque blandit tempus in in nulla. Sed malesuada elit nec egestas porta.



Streamline Content Design: Use Section Headers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nulla, gravida quis ipsum vitae, volutpat dignissim enim. Pellentesque convallis aliquam eros, eget tristique sem interdum vel. Pellentesque porta accumsan orci, non hendrerit diam accumsan a.

Nulla ultricies, eros in posuere convallis, lectus ligula imperdiet urna, eu volutpat ex leo consequat felis. In sed nunc magna. Aliquam erat volutpat. Proin aliquet non nisl sed pulvinar. Etiam sodales vehicula ante non consectetur. Aliquam a pellentesque arcu, sit amet tempus arcu. Sed ac tristique nisl. Duis non elit a felis tempor pulvinar ac sed enim.

Fusce laoreet erat massa, at commodo orci tristique sagittis. Quisque id dapibus tellus. Proin vel vehicula sem, sed pellentesque lectus. Etiam ut volutpat nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis tincidunt laoreet iaculis. Morbi a purus posuere, lobortis purus ac, porta tellus.

Donec aliquet convallis purus id ullamcorper. Curabitur sit amet mattis ante, sed porta neque. Donec suscipit, massa at condimentum feugiat, metus elit fermentum nulla, aliquet varius nulla risus eleifend nisl. In ac sapien vitae neque blandit tempus in nulla. Sed malesuada elit nec egestas porta.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nulla, gravida quis ipsum vitae, volutpat dignissim enim. Pellentesque convallis aliquam eros, eget tristique sem interdum vel. Pellentesque porta accumsan orci, non hendrerit diam accumsan a.

Nulla Ultricies

Nulla ultricies, eros in posuere convallis, lectus ligula imperdiet urna, eu volutpat ex leo consequat felis. In sed nunc magna. Aliquam erat volutpat. Proin aliquet non nisl sed pulvinar. Etiam sodales vehicula ante non consectetur. Aliquam a pellentesque arcu, sit amet tempus arcu. Sed ac tristique nisl. Duis non elit a felis tempor pulvinar ac sed enim.

Prion Vel Vehicula

Fusce laoreet erat massa, at commodo orci tristique sagittis. Quisque id dapibus tellus. Proin vel vehicula sem, sed pellentesque lectus. Etiam ut volutpat nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis tincidunt laoreet iaculis. Morbi a purus posuere, lobortis purus ac, porta tellus.

Donec Supsipit

Donec aliquet convallis purus id ullamcorper. Curabitur sit amet mattis ante, sed porta neque. Donec suscipit, massa at condimentum feugiat, metus elit fermentum nulla, aliquet varius nulla risus eleifend nisl. In ac sapien vitae neque blandit tempus in nulla. Sed malesuada elit nec egestas porta.



Which would you read online?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nulla, gravida quis ipsum vitae, volutpat dignissim enim. Pellentesque convallis aliquam eros, eget tristique sem interdum vel. Pellentesque porta accumsan orci, non hendrerit diam accumsan a. Nulla ultricies, eros in posuere convallis, lectus ligula imperdiet urna, eu volutpat ex leo consequat felis. In sed nunc magna. Aliquam erat volutpat. Proin aliquet non nisl sed pulvinar. Etiam sodales vehicula ante non consectetur. Aliquam a pellentesque arcu, sit amet tempus arcu. Sed ac tristique nisl. Duis non elit a felis tempor pulvinar ac sed enim. Fusce laoreet erat massa, at commodo orci tristique sagittis. Quisque id dapibus tellus. Proin vel vehicula sem, sed pellentesque lectus. Etiam ut volutpat nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis tincidunt laoreet iaculis. Morbi a purus posuere, lobortis purus ac, porta tellus. Donec aliquet convallis purus id ullamcorper. Curabitur sit amet mattis ante, sed porta neque. Donec suscipit, massa at condimentum feugiat, metus elit fermentum nulla, aliquet varius nulla risus eleifend nisl. In ac sapien vitae neque blandit tempus in nulla. Sed malesuada elit nec egestas porta.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mi nulla, gravida quis ipsum vitae, volutpat dignissim enim. Pellentesque convallis aliquam eros, eget tristique sem interdum vel. Pellentesque porta accumsan orci, non hendrerit diam accumsan a.

Nulla Ultricies

Nulla ultricies, eros in posuere convallis, lectus ligula imperdiet urna, eu volutpat ex leo consequat felis. In sed nunc magna. Aliquam erat volutpat. Proin aliquet non nisl sed pulvinar. Etiam sodales vehicula ante non consectetur. Aliquam a pellentesque arcu, sit amet tempus arcu. Sed ac tristique nisl. Duis non elit a felis tempor pulvinar ac sed enim.

Prion Vel Vehicula

Fusce laoreet erat massa, at commodo orci tristique sagittis. Quisque id dapibus tellus. Proin vel vehicula sem, sed pellentesque lectus. Etiam ut volutpat nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis tincidunt laoreet iaculis. Morbi a purus posuere, lobortis purus ac, porta tellus.

Donec Supsipit

Donec aliquet convallis purus id ullamcorper. Curabitur sit amet mattis ante, sed porta neque. Donec suscipit, massa at condimentum feugiat, metus elit fermentum nulla, aliquet varius nulla risus eleifend nisl. In ac sapien vitae neque blandit tempus in nulla. Sed malesuada elit nec egestas porta.



Additional Tips

- Convert documents (Word, Excel, PPT, etc.) to the PDF format
- White space can be your friend if used wisely
- Make sure the images match the page content

Contact Information

Front Facing Content



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.

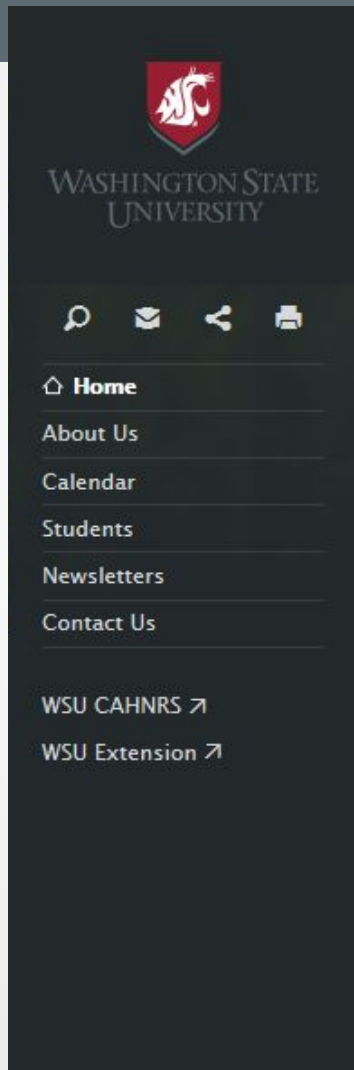
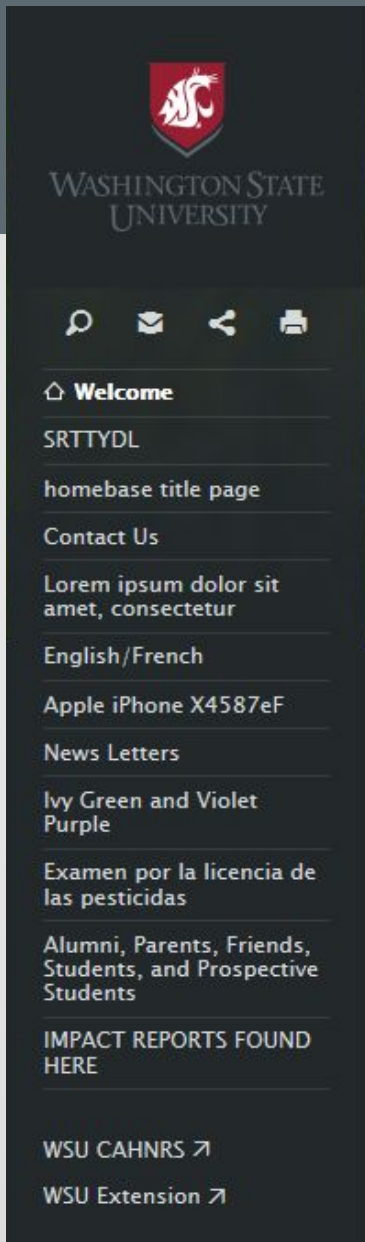


External web addresses change, often without notice. Check all hyperlinks on your website:

- Fix the broken or dead links
- Remove irrelevant links
- Plan to check hyperlinks several times a year.

Review Menu Structure

Front Facing Content



Does your navigation need updating?

- 7 (+/- 2) navigation choices
- Home page on top, contact/directory page at the bottom
- Is the terminology easy and intuitive to your visitors?
- Are all acronyms easily understood by external audiences?

Managing Your WP Editor

Backend WordPress Editor



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.



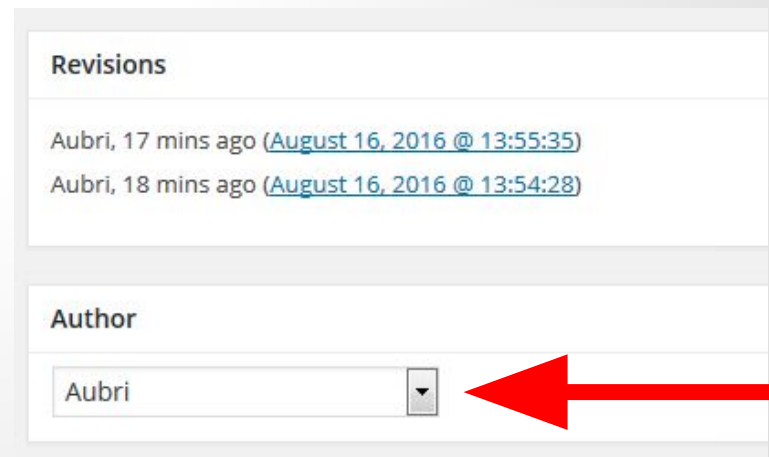
Here are some tips to keep your Media Library manageable:

- 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



Tips to keep the number of Pages and Posts to a minimum:

- Look for ‘abandoned’ drafts
- Establish parent-child relationships for easier searchability.
- Delete old pages or posts
- Assign ‘authors’ to pages



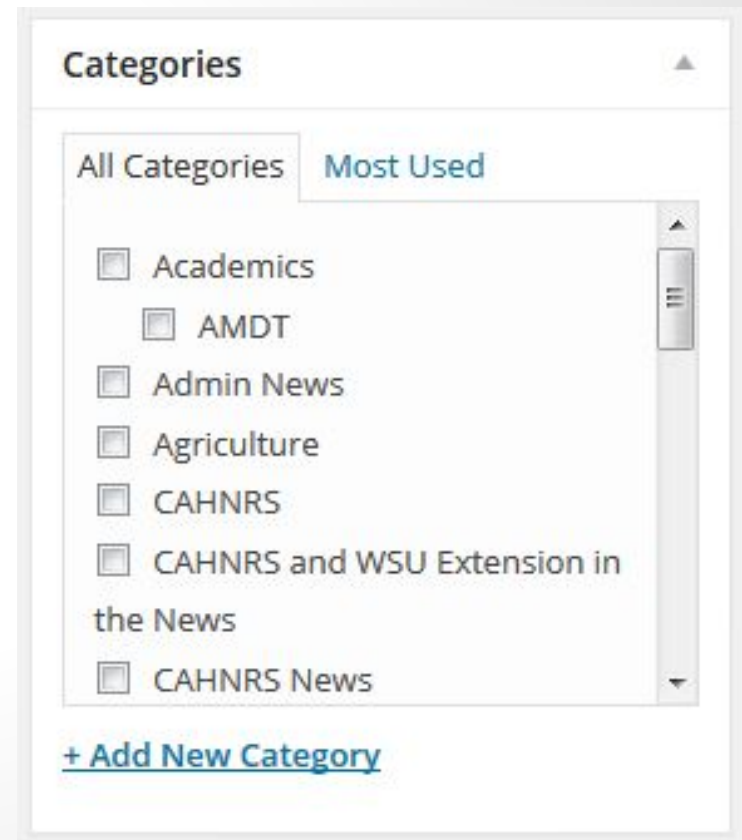
Categories & Users

Backend WordPress Editor



Categories

- Categories have a purpose
- Review categories
- Keep the ones that are actively in use
- Delete the rest



Categories & Users

Backend WordPress Editor



Users (or web editors)

- Review your users
- Delete former employees
- Add new employees
- Keep the CAHNRS Communications team

Users [Add New](#)

All (5) | Administrator (2) | Subscriber (1) | Web Admin (2)

Bulk Actions Change role to... Search Users

5 items

<input type="checkbox"/>	Username	Name	E-mail	Role	Posts
<input type="checkbox"/>	aubri.denevan	Aubri Denevan (CAHNRS Comm)	aubri.denevan@wsu.edu	Administrator	0
<input type="checkbox"/>	cahnrs.webteam		cahnrs.webteam@wsu.edu	Administrator	0
<input type="checkbox"/>	cwr.support		cwr.support@wsu.edu	Web Admin	0

Ongoing Maintenance Plan

Keep up the momentum



Create an ongoing maintenance plan. Assign one person to oversee it.

Monthly Basis

- 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

Ongoing Maintenance Plan

Keep up the momentum



Quarterly Basis

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

Ongoing Maintenance Plan

Keep up the momentum



Yearly Basis

- 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?

