

This is a preliminary step to complete prior to meeting with the Web Development Team (WDT). The team consists of two web developers, a web writer and the content manager. This form is designed to assist content providers in developing new or outdated content for major re-development.

Overview

_____ Have more than one person proof-read the text submitted.

_____ submit as a spell-checked Word doc.

_____ Combine pages with little content, although too much text can be overwhelming, we also want to **limit user clicks**

_____ Expiration Dates: All pages with dates in the text will expire before that date – a reminder notice from the WDT will be sent three weeks prior to the expire date and again one week prior to the expire date.

- Other expire date cycles to consider: monthly, by semester, quarterly, annually, bi-monthly, or even daily if it's a calendar. Expired content undermines the credibility of the site and the college.
- Send new info to WDT when published

_____ Does your text speak to the user? Look at text from their point of view, not from the internal perspective of divisions. Sometimes it's necessary to include link to other divisions and information that is also relevant.

_____ Avoid using too much technical jargon that might be unfamiliar to your audience.

_____ Remember to emphasize important info (keywords, etc) by placing text in bold or as a link to more info?

_____ Submitting a list of keywords (as described in the Content Development.ppt)?

Main Section Page (Index Page)

_____ Introduction states clearly to the user, who you are and what you offer?

_____ Contact info is clear and complete?

_____ Email link is Generic versus Personal? (Ex. Finearts@mcc.edu)

_____ List who will be assigned to check this email?

_____ Email links have been tested

_____ Is the most requested information a **priority** on this page?

_____ What **action** do you want the audience to take

_____ Is it clear?

_____ If not, how can it be made more visible and understandable

_____ Listed and/or linked items are clear from user standpoint?

_____ do they need a description?

What is the **scanability** of the page? (Organizing similar items together under general headings, creating bold text to make vital information stand out, and other formatting can help this.)

_____ How can this be improved on your page?

Left Navigation (Refers to the navigation on the index page which might link to other areas of the college.)

_____ Are these links of interest to your users

Content Pages — Second or Third Level Pages

_____ Is the page self-explanatory? Users may not have seen previous page.

_____ Do you have them referring to the catalog, or calling for information or other information that is available at the website?

_____ Contact info is clear and complete? It may be necessary to have different contacts for various functions within a department. Even if the contact person and phone number may change, we recommend that the department maintain one generic email, and just allow contacts all to have access to the email.

_____ Email links have been tested

_____ Is the most requested information a **priority** on this page?

_____ What **action** do you want the audience to take

_____ Is it clear?

_____ If not, how can it be made more understandable or visible

_____ Listed and/or linked items are clear from user standpoint?

_____ do they need a description?

What is the **scanability** of the page? (Organizing similar items together under general headings, creating bold text to make vital information stand out, and other formatting can help this.)

Local Navigation (This is in the same location as the left navigation, however its function is to link to only major areas of your section of the web.)

_____ Is this in effective order of priority?

_____ Are all links included to section content?

_____ Are there other areas that would be helpful to a user looking at your information?

REMEMBER: *When you receive the email that says your area/page has been updated per your instructions, you need to look at this page and confirm that it is accurate.*