

*These questions will best be answered by a yes or no*

### **Overview**

\_\_\_\_\_ Has more than one person proof-read the text submitted?

\_\_\_\_\_ submitted as spell-checked Word doc?

\_\_\_\_\_ Combine pages with minimal content, although we don't want too much text, we also want to reduce user clicks

\_\_\_\_\_ Expiration Dates: A minimum of an annual review cycle is expected for the entire site. Note all pages that have dates in the text and expect content to expire prior to that date. The automated system will send a reminder notice three weeks prior to expired dates and again one week prior to expire dates.

- Because expired content undermines the credibility of the site/page once content expires a notice will be sent weekly to the content provider and department head until the content is updated. We do not actually remove content when it expires.
- Give careful thought to the review cycle to schedule it during low activity times in your department.
- Expiration cycles to consider: weekly, monthly, semester (required for academic divisions), quarterly, annually, bi-monthly or even daily for pages with calendars.
- Send new and updated information to the Web Development Team when published: this will ensure that web content remains consistent with printed or verbal instructions as they occur.

\_\_\_\_\_ Speak to the user? Look at page from their point of view.

\_\_\_\_\_ Highlight the most important information (keywords, etc) use bold text or have text link to more content.

\_\_\_\_\_ Submit a list of keywords or phrases with your content. Include common misspellings, synonyms and possibly words that are not included in the text on your index page to allow search engines to find your page.

### **Main Section Page**

\_\_\_\_\_ Introduction states clearly to the user, who you are and what you offer? (Avoid using mission statements that serve to direct employees work but do little to inform the user what you want them to do or know about your area.

\_\_\_\_\_ Provide clear and complete contact information? (Include hours of operation)

\_\_\_\_\_ Request a generic (virtual) email link

\_\_\_\_\_ More than one person can be assigned to check this email, provide those names.

\_\_\_\_\_ Email links will be tested through the development process

\_\_\_\_\_ Is the most requested information a priority on this page?

\_\_\_\_\_ Do you want them to take action?

\_\_\_\_\_ If so, is it clear?

\_\_\_\_\_ If not, why not \_\_\_\_\_

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

\_\_\_\_\_ do they need a description? If so, keep text to a minimum.

\_\_\_\_\_ 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 with this.

\_\_\_\_\_ How can this be improved?

### **Left Navigation**

\_\_\_\_\_ Are these links of interest to your users?

\_\_\_\_\_ Consider what other departments your office collaborates with.

### **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 that is already available on our website? If not can it be added to the site?

\_\_\_\_\_ 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 will be tested during the development phase.

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

\_\_\_\_\_ What action do you want the user to take??

\_\_\_\_\_ Is it clear?

\_\_\_\_\_ If not, how can it be made more understandable or visible?

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\_\_\_\_\_ 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**

\_\_\_\_\_ 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 and okay to post to the website.