# C O N T E N T   C H E C K L I S T

*This is a preliminary step to complete prior to meeting with the Web Development Team (WDT).  This form is designed to assist content providers in developing new or outdated content for major re-development.*

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## Overview

Title of the page or section being updated: _____

\_\_\_\_\_ Have more than one person proofread 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

List the content provider: _____ Department Head: _____

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

\_\_\_\_\_ How can you build efficiencies for staff and at the same time add value to the website for the user? (ie.Forms, checklists, online submissions)

\_\_\_\_\_ 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? Make a list of key words that someone might search to find you.


## 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?

\_\_\_\_\_ 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.)

# C O N T E N T   C H E C K L I S T

\_\_\_\_\_ 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 <u>your</u> users

**Content Pages — Second or Third Level Pages**

Be sure that navigation to these pages are easy to find.

\_\_\_\_\_ 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 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 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.*