The purpose of this document is to provide guidance as you review the content on your department's website. The steps and questions below are designed to guide you as you evaluate what content is needed to help your department achieve its communication goals while providing user-focused information in a clear, organized way.

1 Define Your Audience

Who is your primary (and secondary) audience, and what do they want to accomplish on the site? Do prospective students need information about the application process? Do potential faculty hires want to know how the college can help them thrive? Get specific, and remember: If you try to appeal to everyone, you may appeal to no one.

2 Establish Goals

What do you want this website to help your department accomplish (e.g., attract new students, recruit faculty, provide services, etc.), and what do you want this website to help users accomplish? What are your users' primary needs and tasks?

3 Identify ROT

Website ROT is any content that is Redundant, Outdated or Trivial. As you comb through your pages, ask yourself: Does this content already exist elsewhere, and can I link to it instead? Is this content still relevant, or is it tied to a specific point in time? What purpose is this content serving to my users? Keep, rewrite or delete content based on the answers to these questions.

4 Get Organized

Make sure your website navigation is aligned with user goals (as opposed to your organizational structure). The most important and popular pages should be high up in the navigation. Pages that are "deeper" in the navigation structure should be logically located and easily searchable. Guide your users through your website based on their needs and goals. Users shouldn't have to think to accomplish or find something. Use landing pages or a "bite, snack, meal" model to allow users to sample content before making a deep dive.

5 Make a Plan

Who will be responsible for managing and updating the website on a regular basis? What are the key dates or events around which content will be updated (e.g., application deadlines, hiring needs, events, research accomplishments, etc.)? How and where will that content be promoted (e.g., on the homepage, in emails to stakeholders, etc.)? Setting a regular schedule for when the website is updated and reviewed will help keep content fresh and users happy.

If you would like additional assistance in reviewing your content or if you have any questions about the process, please email Matt Splett, Director of Communications, at msplett@ufl.edu.