

A simple content strategy (getting the right content to the right people in the right place at the right time) will make it easier to keep your website updated and will help with Google search rankings. The steps below are good rules of thumb to follow when developing a strategy that works for your department's website.

1

Review Your Goals and Objectives

- List your specific website **goals** (end results) and corresponding **objectives** (the steps you need to take to achieve them).
- Identify the content (and types of content) that will help meet those objectives. Would a video help engage potential students? Would an infographic best illustrate important research findings?

EXAMPLE

Goal: Generate more potential student leads
Objectives: Increase SEO scores, promote contact form submissions, highlight research opportunities

2

Set a Schedule

- A basic spreadsheet can help you keep track of and plan for content updates to your website.
- Set a reasonable schedule for updates and additions that you can sustain.
- Plan around important dates like application deadlines and department or college events.

YOUR SPREADSHEET SHOULD TRACK

- Content creator / approver / publisher
- Audience (students, faculty)
- Content type (text, graphic, video)
- Subject / topic
- Publish date

3

Create Your Content

- The content's tone should be appropriate for the audience and in line with college standards.
- Use search-friendly keywords in page URLs, headings, body content, image alt tags, and other metadata to make your pages easier to find via Google and other search engines.
- When possible, create content that can be shared via multiple platforms (website, social media, email campaigns, etc.)

4

Measure and Review Results

- Check your web analytics monthly to see what content is getting the most views and adjust site structure and navigation if necessary.
- Periodically check in with your users to ensure ease of navigation and identify content gaps.
- Ensure content is meeting the metric goals set in your content strategy.
- Review your entire content strategy annually and discuss any updates with stakeholders.