Why do we have to do this?

- Assess content for reuse in a new channel
- Optimize the information architecture for the mobile experience
- Clear out the R-O-T (Redundant – Outdated – Trivial)
- Improve the user’s experience on our website
What’s so important about content?

GREAT CONTENT ...

... meets users’ needs and supports key business objectives

... Engages and informs

... is well-written and intuitively organized
Content Analysis Process

1. Web Content Audit – account for all of the content you have online through a quantitative inventory

2. Qualitative Assessment – analyze the quality and effectiveness of the content – choose 4-6 factors to use for evaluating content

3. Benchmarking – what are our competitors doing well?

4. User Research – website analytics, heat maps, usability testing
Know Your Audiences

• Varies by site
• Lots of different users
• Make sure all users can find what they need
• Talk to your main audiences

The two that I focus on for the main website:

1) Prospective Students
2) Current Students
Know Your Content Strategy

What are our goals for these audiences?

Prospective Students

Get them to ENROLL

.sell them an NIU education}
Know Your Content Strategy

What are our goals for these audiences?

Current Students

Get them to stay until they graduate

(Give them the resources and the information they need to be successful)
STEP 1: Content Audit

• An inventory of EVERY SINGLE page

• Find out what you have and where it is

• Big. Spreadsheet. FUN.

• Start asking questions ... Which pages get the most visits? Which pages get the least? Are there redundancies? Could information be consolidated?
STEP 1: Content Audit

The Spreadsheet

- Make a list of all the pages
- Page ID helps identify the information hierarchy within each section
- Make note of the Page Title, the URL and when the page was last updated
- Pick a period of time and make note of the page views for each page
### STEP 1: Content Audit

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<tr>
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</table>
STEP 1: Content Audit

What did I learn?

• Time period: 3/25 to 4/24
• 110 pages
• Only 40 of them received 1,000 or more views over a 30-day period
• There were 20 pages that received 100 or fewer views over the same time period
STEP 2: Qualitative Analysis

Start asking questions ...

• Is there R-O-T? Should the page be updated? Consolidated? Eliminated?

• Does it meet our users’ needs and our institutional goals?

• Do we keep the pages that don’t have many visits? If yes, why? What can we do to drive more people to these pages?
**STEP 2: Qualitative Analysis**

- Take it topic by topic, section by section, and evaluate all the content

- Read the words on each page. Is the content stale? Inconsistent? Off brand?

- Form insights and conclusions

- Are we missing any opportunities? Is there content that should be added?
STEP 2: Qualitative Analysis

• Pick 4 to 6 factors to assess your content
• Qualify the usefulness of the content
• Analyze the quality and effectiveness
• Requires human judgment
• Rating Scale: 1-5

Sample Factors:
• Usability
• Findability
• Actionability
• Clarity
• Accuracy
• Message
• Brand/Voice
STEP 3: Benchmarking

• Identify gaps in content by looking at competitors website

• *Who* is doing *what* well?

• Benchmark by section, not by the whole site

• Look at sites that have been responsively designed.
STEP 3: Benchmarking

HigherEd RWD Directory
http://weedygarden.net/highered-rwd-directory/

UC San Diego – www.ucsd.edu
University of Tennessee Knoxville – utk.edu
STEP 3: Benchmarking

• Solid information architecture
• Thoughtfully designed
• Easy to navigate on both big and small screens
STEP 4: User Research

• **Website Analytics**
  – Google Analytics
  – What pages are the visiting? What’s the visitor flow? (i.e. – what page did they start on and where did they go next)
  – WebStats

• **Heat Maps**
  – Where are they clicking?
  – Do they scroll down long pages?

• **Usability Testing**
  – Observe people while they interact with the site
  – Can they find what they need?
  – Do they understand the content?
# Case Study: Academics

## STEP 1: Quantitative Inventory

23 pages total

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Case Study: Academics

Of those 23 pages, **EIGHT** are in the Undergraduate Programs section.

Of those, **FOUR** are in the Top 25 for the whole site, but only one is in the primary navigation, one is in the secondary and **TWO** are in the tertiary level.
Case Study: Academics

Website analytics – visitor flow
Case Study: Academics

Heat Map
Case Study: Academics

Pick the criteria with which you want to evaluate the content:

Scale of 1-5 & recommendations for improvements

**Usability**
- Short paragraphs?
- Subheads?
- Text links?
- High quality photos?

**Findability**
- Easy to find in the navigation?
- In the site search?

**Accuracy**
- Is the content accurate?
- Current?
- Do the links work?

**Message/Branding**
- Are key brand messages being incorporated into the content?
- Are the pages using a consistent voice?
Case Study: Academics

Time to review insights, conclusions, benchmarking and analytics and make strategic decisions about the content

- Consolidate the number of pages that are in the Academics section
- Omit redundant pages and links
- Test two different navigations – 1) no left nav 2) left nav specific to the sub section
- Write new content for our two primary audiences that reinforces our institutional goals
- Usability Testing – TEST, TEST, TEST
Resources

*Content Strategy for the Web*, by Kristina Halvorson and Melissa Rach

*Don’t Make Me Think*, by Steve Krug

*Mobile First*, by Luke Wroblewski

Google it: Content strategy, content assessment, content audit