

Class 6: Content Makeover

Class Agenda

- Goals
- Analytics
- Homepage Gut Check
- Content Inventory
- Content Audit
- Information Architecture

Goals

Balance your agency goals with your users' goals.

Agency goals:

- Who are you?
- What do you offer?
- What's your site's purpose?

Users' goals:

- Who are your users?
- What do they know?
- What are their goals?

Analytics & Homepage Gut Check

Use a data analytics tools — like Google Analytics and Crazy Egg — to see if users are taking the expected path. Track over time:

- How many people are visiting
- Pages least viewed & most viewed
- Search terms (and the page when searched)
- Behavior flow

Use this information to make your website — your menu, homepage, and internal pages — intuitive. People could start on any page of your site. Every page needs to make sense without context of the rest of the site.

Information Architecture (IA)

IA refers to the words, structure, and navigation your site uses. It should reflect how your *audience* understands the content, not how your organization does.

Information architecture refers to:

- Organization
- Priority
- Labeling
- Categorization
- Navigation

Recommended reading:

How to Make Sense of Any Mess by Abby Covert

Content Inventory

What do you have?

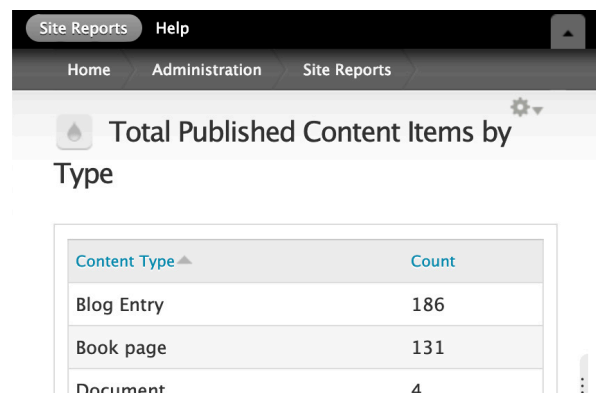
A content inventory shows the size and scope of a site. Sort and classify types of content by topic and content type to understand if content is properly organized and determine if content is current.

Inventory tools:

- Content-Insight
- Xenu Link Sleuth

Use a shared spreadsheet (like Google Sheets) to collaborate with co-workers.

See your content breakdown through the “Content Count” site report (available on GeorgiaGov platform sites).



The screenshot shows a web interface for 'Site Reports' with a navigation bar containing 'Home', 'Administration', and 'Site Reports'. Below the navigation is a title 'Total Published Content Items by Type' with a settings icon. A table displays the following data:

Content Type	Count
Blog Entry	186
Book page	131
Document	4

Content Audit

What should you have?

Fix/Modify:

- Add what's missing
- Rewrite for clarity
- Update for accuracy

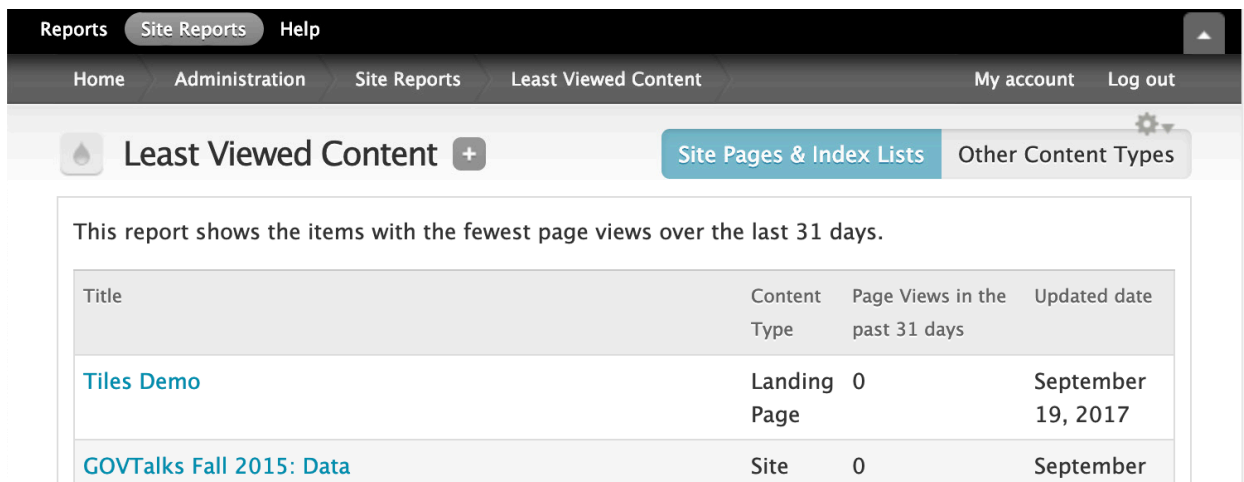
Repurpose:

- PDFs → Site Pages
- PDF Forms → Webforms
- Tables → Column layouts
- Press Releases → Blog posts
- Old posts → Updated posts

Delete/Archive:

- Press releases over 1 year old
- Blank pages
- Pages with little information
- (consider combining pages)
- Unused images
- Outdated documents or forms

Find unpopular pages in the “Least-Viewed Content” site report (available on GeorgiaGov platform sites).



The screenshot shows the 'Least Viewed Content' report interface. At the top, there are navigation tabs: 'Reports', 'Site Reports', and 'Help'. Below that, a breadcrumb trail includes 'Home', 'Administration', 'Site Reports', and 'Least Viewed Content'. On the right, there are links for 'My account' and 'Log out'. The main heading is 'Least Viewed Content' with a plus sign icon. To the right, there are two tabs: 'Site Pages & Index Lists' (selected) and 'Other Content Types'. Below the heading, a text box states: 'This report shows the items with the fewest page views over the last 31 days.' Below this is a table with the following data:

Title	Content Type	Page Views in the past 31 days	Updated date
Tiles Demo	Landing Page	0	September 19, 2017
GOVTalks Fall 2015: Data	Site	0	September

Edit your content inventory spreadsheet with actionable information, like “Action Needed,” “Owner,” “Date completed.”

Final To-Do

Send us:

- Supervisor’s email address
- Mailing address or notice that you will pick up your certificate from us

Test Details

- Open note
- 70% to pass
- 2 attempts
- 30 questions
- ≈ 2 hours