Class 6: Content Makeover ⟳

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.

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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
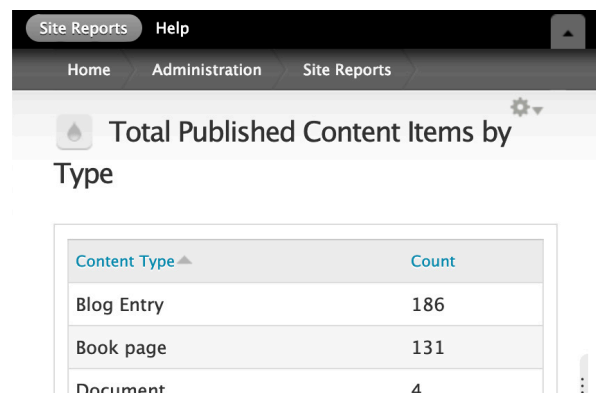
What do you have?

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).

Site Reports	Help	
Home	Administration	Site Reports

Total Published Content Items by Type

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
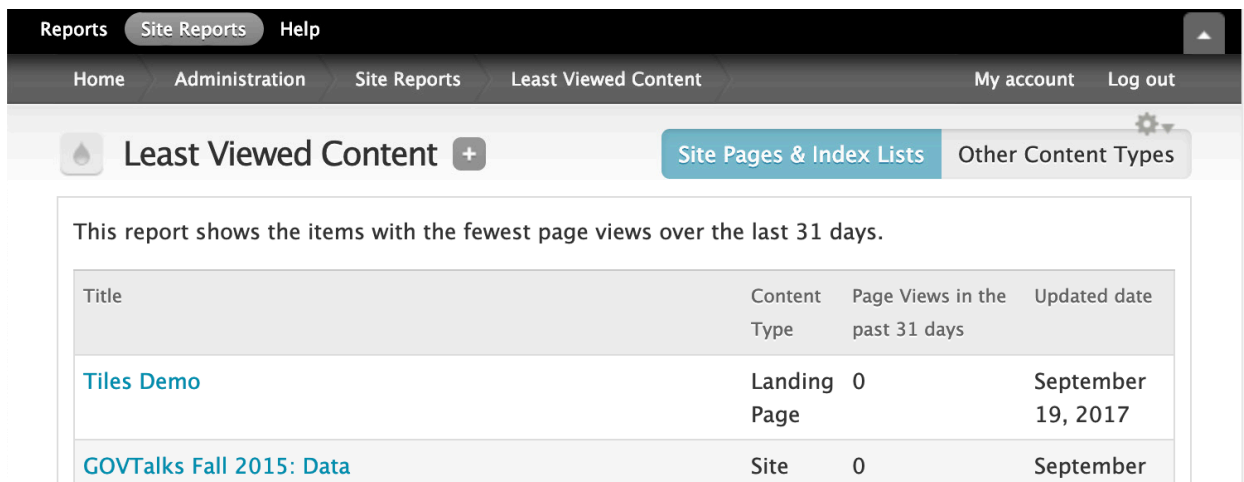- Update for accuracy

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).

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

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