

Website Content Auditing Plan





- When viewing web content, it takes people less than two-tenths of a second to form a first impression. People spend about 2.6 seconds scanning a website before focusing on a particular section. (cxl.com)
- Low-income households have lower rates of in-home Internet connectivity. Connectivity rates are particularly low among HUD-assisted renter households, who are also more likely to depend exclusively on smartphones and other handheld devices to access the Internet in the home. (U.S. Department of Housing and Urban Development)
- 50 percent of BSD website traffic is from a mobile device. That number grows up to 58 percent in the evenings (2021 Google Analytics).
- 88% of online consumers are less likely to return to a site after a bad experience.(NAU)
- Content standards ensure that every piece of content, though unique, feels part of a cohesive whole and aligns with the company's overarching brand identity and user experience. (Nielsen Norman Group)



- The average American is considered to have a readability level equivalent to a 7th or 8th grader. By not addressing the readability of your content, you could be actively discriminating against users with varying levels of reading ability. (Center for Plain Language)
- Content professionals working as one-person UX teams expressed frustration at the lack of content-strategy
 understanding in their organizations. Many of these content professionals reported that they were
 expected to author, edit, and market content. The unbalanced emphasis on tactics leaves them little time
 to think holistically about content. (Nielsen Norman Group)
- Many organizations still treat content as an afterthought instead of an asset (Halvorson, 2012, p. 31). They prioritize the user-interface design instead of the information that people need. Others ignore the need for the content strategy until it's too late. Then, the content becomes so cumbersome and incoherent that users abandon the products or services entirely. In these cases, content cleanup efforts require more time, compared to taking a strategic approach from the start. (Nielsen Norman Group)



The Bellevue School District uses a federated organizational structure: The federated organizational structure is a method of organizing a company or institution as a network of semi-autonomous units or entities, each with its own degree of decision-making authority and operational independence. This structure emphasizes decentralized decision-making, allowing individual units to tailor their strategies and operations to local needs while maintaining a connection to a central governing body. (FourWeekMBA)

- There is not a district website quality control related process or procedure.
- The district communications department does not have the authority to require content owners to keep their content up-to-date.
- The district communications department does not have the capacity to inspect over 9000 pieces of content on a continuous basis.



Content Standards typically include two types of standards. (Nielsen Norman Group)

Content-strategy and process standards:

- Content goals and principles (some teams express these through a content-strategy statement)
- Content team members, roles, and responsibilities
- Step-by-step workflows, including reviews and approvals
- Content-operations details like using manuals, Al tools, content-management systems, and Figma plugins for content
- Publishing, SEO, maintenance, and removal procedures

Content-creation and design standards:

- Criteria for selecting content formats and formatspecific considerations
- Inclusivity and accessibility standards
- Readability statistics and grade levels
- Global best practices for writing for the web
- Organizational standards and editorial guidelines related to style, tone, style, tone, voice, grammar, and more



Success Metrics: To tangibly demonstrate the benefits of adding content standards to your design system, start tracking product and content teams' time savings as concrete evidence of improvement. Other measurable indicators that highlight the value of incorporating content standards into the design system include the following metrics. (Nielsen Norman Group)

Organizational and product metrics

(parentheses indicate the desirable direction of change)

- Product and content-team satisfaction (increased)
- Number of projects delayed (decreased)
- Number of late-stage content requests (decreased) .
- Usage of the content standards (increased)
- Instances of team members ignoring standards and suggestions (decreased)

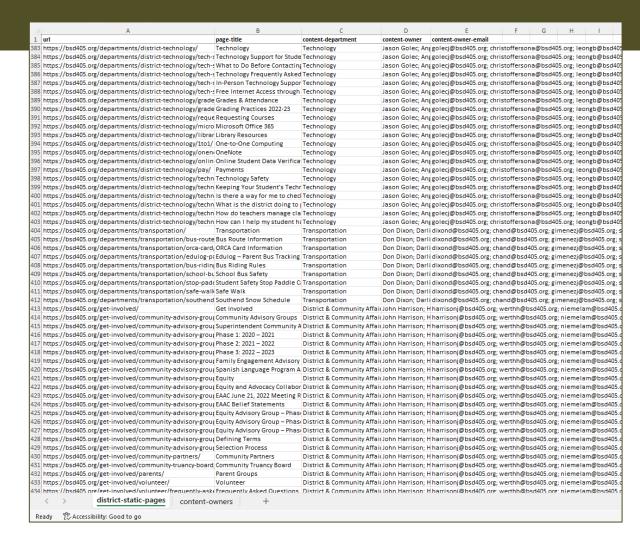
User-focused metrics

- User satisfaction (increased)
- User engagement (increased)
- Error rates (decreased)
- Conversion rates (increased)



Phase 1: Initial Content Inventory, Content Ownership

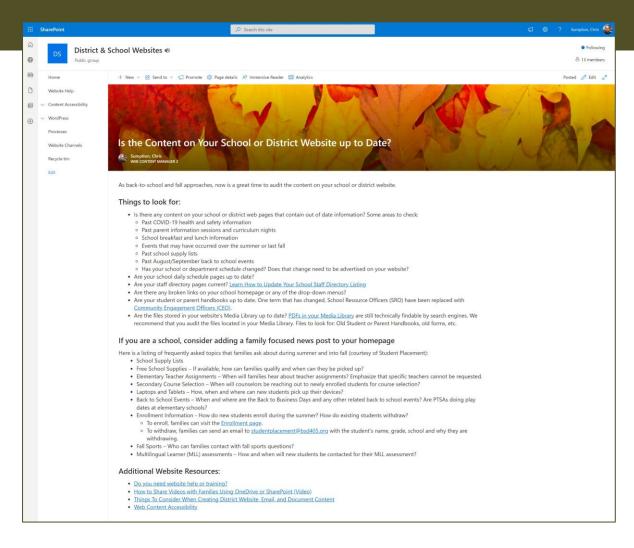
- Prepare an initial content inventory and customer database in preparation for the development of a strategic digital communications plan that would address:
 - Content Standards
 - Success Metrics
- Capture page URLs, page titles, organization groups, authorized content decision makers, and contact information.





Phase 2: Promote Quality Awareness

- In preparation for the development of a strategic digital communications plan, encourage content owners to regularly audit their content.
- Use SharePoint News, Outlook, and Teams to communicate with content owners (3) times per year.
 - August (prior to back-to-school rush)
 - November (before Winter Break rush)
 - May (prior to summer break rush)
- Advertise our team as a resource.



Capture Additional Inventory Details (Should be informed by the future strategic communications plan):

- SEO: Page content strategy, Meta Description, target audience, target keywords, and search.
- Analytics: (2) Key Performance Indicators (Identify) and previous audit documentation.
- Determine indicators for content accuracy, quality, brand, accessibility, readability, and page performance statistics.

Document the Audit Calendar by providing content owners a:

- Listing of the current CRM information that can be updated and/or confirmed.
- Listing of pages in their departmental or school inventory.
- Transparent mechanism to document CRM information, content accuracy, quality, brand, accessibility, and readability.
- Listing of automated analytics related to content accuracy, quality, brand, accessibility, readability, and page performance statistics.



THANK YOU



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