



BELLEVUE SCHOOL DISTRICT
STRATEGIC PLAN 2018–2023

Website Content Auditing Plan



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Things To Consider When Auditing District Website Content

- **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](https://www.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](https://www.hud.gov))
- **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](https://www.nielsen.com))
- **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](https://www.nielsen.com))



Things To Consider When Auditing District Website Content

- **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](#))



Things To Consider When Auditing District Website Content

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.



Things To Consider When Auditing District Website Content

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, AI 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 format-specific 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, voice, grammar, and more



Things To Consider When Auditing District Website Content

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.

	A	B	C	D	E	F	G	H	I
1	url	page-title	content-department	content-owner	content-owner-email				
383	https://bsd405.org/departments/district-technology/	Technology	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
384	https://bsd405.org/departments/district-technology/tech-1	Technology Support for Stude	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
385	https://bsd405.org/departments/district-technology/tech-1	What to Do Before Contacting	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
386	https://bsd405.org/departments/district-technology/tech-1	Technology Frequently Asked	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
387	https://bsd405.org/departments/district-technology/tech-1	In-Person Technology Suppor	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
388	https://bsd405.org/departments/district-technology/tech-1	Free Internet Access through	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
389	https://bsd405.org/departments/district-technology/grade	Grades & Attendance	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
390	https://bsd405.org/departments/district-technology/grade	Grading Practices 2022-23	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
391	https://bsd405.org/departments/district-technology/reque	Requesting Courses	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
392	https://bsd405.org/departments/district-technology/micro	Microsoft Office 365	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
393	https://bsd405.org/departments/district-technology/llibra	Library Resources	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
394	https://bsd405.org/departments/district-technology/1to1/	One-to-One Computing	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
395	https://bsd405.org/departments/district-technology/oneni	OneNote	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
396	https://bsd405.org/departments/district-technology/onlin	Online Student Data Verifica	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
397	https://bsd405.org/departments/district-technology/pay/	Payments	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
398	https://bsd405.org/departments/district-technology/techn	Technology Safety	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
399	https://bsd405.org/departments/district-technology/techn	Keeping Your Student's Techn	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
400	https://bsd405.org/departments/district-technology/techn	Is there a way for me to che	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
401	https://bsd405.org/departments/district-technology/techn	What is the district doing to	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
402	https://bsd405.org/departments/district-technology/techn	How do teachers manage cla	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
403	https://bsd405.org/departments/district-technology/techn	How can I help my student h	Technology	Jason Golec; Anđ golec@bsd405.org; christoffersona@bsd405.org; leongb@bsd405.org					
404	https://bsd405.org/departments/transportation/	Transportation	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
405	https://bsd405.org/departments/transportation/bus-route	Bus Route Information	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
406	https://bsd405.org/departments/transportation/orca-card,	ORCA Card Information	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
407	https://bsd405.org/departments/transportation/edulog-pi	Edulog - Parent Bus Tracking	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
408	https://bsd405.org/departments/transportation/bus-riding	Bus Riding Rules	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
409	https://bsd405.org/departments/transportation/school-bu	School Bus Safety	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
410	https://bsd405.org/departments/transportation/stop-padr	Student Safety Stop Paddle C	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
411	https://bsd405.org/departments/transportation/safe-walk	Safe Walk	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
412	https://bsd405.org/departments/transportation/southend	Southend Snow Schedule	Transportation	Don Dixon; Darli dixon@bsd405.org; chand@bsd405.org; gimenezj@bsd405.org; s					
413	https://bsd405.org/get-involved/	Get Involved	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
414	https://bsd405.org/get-involved/community-advisory-grou	Community Advisory Groups	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
415	https://bsd405.org/get-involved/community-advisory-grou	Superintendent Community A	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
416	https://bsd405.org/get-involved/community-advisory-grou	Phase 1: 2020 - 2021	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
417	https://bsd405.org/get-involved/community-advisory-grou	Phase 2: 2021 - 2022	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
418	https://bsd405.org/get-involved/community-advisory-grou	Phase 3: 2022 - 2023	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
419	https://bsd405.org/get-involved/community-advisory-grou	Family Engagement Advisory	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
420	https://bsd405.org/get-involved/community-advisory-grou	Spanish Language Program A	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
421	https://bsd405.org/get-involved/community-advisory-grou	Equity	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
422	https://bsd405.org/get-involved/community-advisory-grou	Equity and Advocacy Collabor	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
423	https://bsd405.org/get-involved/community-advisory-grou	EAAC June 21, 2022 Meeting R	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
424	https://bsd405.org/get-involved/community-advisory-grou	EAAC Belief Statements	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
425	https://bsd405.org/get-involved/community-advisory-grou	Equity Advisory Group - Phasi	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
426	https://bsd405.org/get-involved/community-advisory-grou	Equity Advisory Group - Phasi	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
427	https://bsd405.org/get-involved/community-advisory-grou	Equity Advisory Group - Phasi	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
428	https://bsd405.org/get-involved/community-advisory-grou	Defining Terms	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
429	https://bsd405.org/get-involved/community-advisory-grou	Selection Process	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
430	https://bsd405.org/get-involved/community-partners/	Community Partners	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
431	https://bsd405.org/get-involved/community-truancy-board,	Community Truancy Board	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
432	https://bsd405.org/get-involved/parents/	Parent Groups	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
433	https://bsd405.org/get-involved/volunteer/	Volunteer	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					
434	https://bsd405.org/get-involved/volunteer/frequently-askd	Frequently Asked Questions	District & Community Affai	John Harrison; H harrisonj@bsd405.org; werthh@bsd405.org; niemelam@bsd405.c					



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.

A screenshot of a SharePoint page titled "District & School Websites". The page features a banner with a background of autumn leaves and the text "Is the Content on Your School or District Website up to Date?". Below the banner, there is a section titled "Things to look for:" followed by a bulleted list of items to check, such as "Past COVID-19 health and safety information" and "Past August/September back to school events". There is also a section titled "If you are a school, consider adding a family focused news post to your homepage" and a list of frequently asked topics. The page is authored by "Sumption, Chris" and has 13 members following it.

SharePoint

DS District & School Websites

Public group

Home

Website Help

Content Accessibility

WordPress

Processes

Website Channels

Recycle bin

Edit

Search this site

Surption, Chris

Following

13 members

New Send to Promote Page details Immersive Reader Analytics

Posted Edit

Is the Content on Your School or District Website up to Date?

Sumption, Chris
WEB CONTENT MANAGER

As back-to-school and fall approaches, now is a great time to audit the content on your school or district website.

Things to look for:

- Is there any content on your school or district web pages that contain out of date information? Some areas to check:
 - Past COVID-19 health and safety information
 - Past parent information sessions and curriculum nights
 - School breakfast and lunch information
 - Events that may have occurred over the summer or last fall
 - Past school supply lists
 - Past August/September back to school events
 - Has your school or department schedule changed? Does that change need to be advertised on your website?
- Are your school daily schedule pages up to date?
- Are your staff directory pages current? [Learn How to Update Your School Staff Directory Listing](#)
- Are there any broken links on your school homepage or any of the drop-down menus?
- Are your student or parent handbooks up to date. One term that has changed, School Resource Officers (SRO) have been replaced with [Community Engagement Officers \(CEO\)](#).
- Are the files stored in your website's Media Library up to date? [PDFs in your Media Library](#) are still technically findable by search engines. We recommend that you audit the files located in your Media Library. Files to look for: Old Student or Parent Handbooks, old forms, etc.

If you are a school, consider adding a family focused news post to your homepage

Here is a listing of frequently asked topics that families ask about during summer and into fall (courtesy of Student Placement):

- School Supply Lists
- Free School Supplies – If available, how can families qualify and when can they be picked up?
- Elementary Teacher Assignments – When will families hear about teacher assignments? Emphasize that specific teachers cannot be requested.
- Secondary Course Selection – When will counselors be reaching out to newly enrolled students for course selection?
- Laptops and Tablets – How, when and where can new students pick up their devices?
- Back to School Events – When and where are the Back to Business Days and any other related back to school events? Are PTAs doing play dates at elementary schools?
- Enrollment Information - How do new students enroll during the summer? How do existing students withdraw?
 - To enroll, families can visit the [Enrollment page](#).
 - To withdraw, families can send an email to studentplacement@bsd405.org with the student's name, grade, school and why they are withdrawing.
- Fall Sports – Who can families contact with fall sports questions?
- Multilingual Learner (MLL) assessments – How and when will new students be contacted for their MLL assessment?

Additional Website Resources:

- [Do you need website help or training?](#)
- [How to Share Videos with Families Using OneDrive or SharePoint \(Video\)](#)
- [Things To Consider When Creating District Website, Email, and Document Content](#)
- [Web Content Accessibility](#)



Future Phases

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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