MAINTAINING YOUR SITE DEEP DIVE

Keeping your site up to date

ESTABLISH AN EDITORIAL CALENDAR

Establish a schedule for reviewing on your site. Start by creating a list of all the content on your site.

For each piece of content, decide how frequently it needs to be reviewed. This will depend on how quickly the content gets out of date. Some content, like office missions, are fairly static. Other content, like staff listings, change more frequently. All content must be audited at least once a year, but content that changes more frequently should be checked more frequently.

Choose a way to remind yourself and keep track of when you have reviewed your site. You may find it convenient to use reoccurring calendar events or tasks to remind yourself.

If you are using a blog or the news feature, you must have a plan for posting. This will help you avoid allowing your blog to become dormant. The plan should include a schedule with general topics and who is responsible for creating the content.

A CHECKLIST FOR REVIEWING YOUR SITE

- 5 and 10 year archive limits: Remove old documents when you add new years.
- Events, News and Blogs: Are you keeping your events list up to date? If you stop using the feature, make sure it isn’t highlighted on your homepage. Featuring an out-of-date blog makes your whole site out of date.
- Rosters: How do you keep them up to date? Every roster should have a plan for being kept up to date. If you can’t keep the roster up to date, then it isn’t useful to have it on the website.
- References to staff: After a staff person leaves, make sure they are not referenced on your site. The Content Policy search in Site Improve can help find these issues. Ask the webteam for help setting this up.
- Check your office snapshot: Have there been any staff changes that aren’t reflected on the Staff tab?
- Use the Post Expirator to expire pages and posts when they become out of date: If you know a page will no longer be relevant on a certain date, set it to be automatically removed.

Example Editorial Calendar: President’s Site

<table>
<thead>
<tr>
<th>Content</th>
<th>Review Frequency</th>
<th>Next Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>Quarterly: high visibility; make sure it is relevant</td>
<td>3/1/15</td>
</tr>
<tr>
<td>About</td>
<td>Semi-annually: fairly static archive information</td>
<td>5/1/15</td>
</tr>
<tr>
<td>Cabinet</td>
<td>Monthly: should double check for staff changes</td>
<td>2/1/15</td>
</tr>
<tr>
<td>Contact Form</td>
<td>Annually: form shouldn’t need updating</td>
<td>11/1/15</td>
</tr>
<tr>
<td>Office Snapshot</td>
<td>Staff tab: Monthly Mission tab: Annually</td>
<td>1/15/15 11/1/15</td>
</tr>
</tbody>
</table>

Notes: I will add events to my calendar on the next update dates as a reminder. There may occasionally be timely content posted on the homepage, I will add reminders and use scheduled live drafts to make sure this information is removed after it is no longer relevant.
Tools to make maintenance easier

USING LIVE DRAFTS

Live drafts allow you to update a page and experiment with layout without effecting the live page. You can also schedule an update to the page for a future time using a live draft.

To create a live draft, hover over the page in the page list and select the Live Draft option. After making updates, use the Preview button to view the page, and the Save button to save your draft without changing the live page. When you have completed your updates, use the Publish button to push the updates live. This will cause the Live Draft to take the place of the current page.

TIPS FOR MAINTAINING DOCUMENTS

Update documents instead of adding a new ones: Simplify the task of updating a document by editing and updating the document instead of creating a new document record. This will automatically retire the old document and replace it everywhere it was referenced on the site.

Don’t just remove the documents from the pages, delete them from the Documents collection as well: We pay for the space we use there so we don’t want it to grow unchecked with documents that we no longer publish on our site.

USING SITE IMPROVE TO KEEP LINKS UP TO DATE

Even if your content is static, your links can still get out of date because of changes to sites you are linking to. Site Improve helps us monitor broken links on our site.

All editors should sign up for Site Improve email reports. You may also sign up to have access to log into Site Improve. Email webteam@uwsa.edu to get signed up.

Site Improve scans our site every 5 days. After Site Improve completes a scan, it sends a report via email. Near the bottom of the email, you can see the results related to just your community site. Choose the HTML or PDF Live Report link to view details. Log into Zuse to fix the links.