



Prep Your Content for Redesign

Simple Steps for a Smoother Project

This Webinar is Intended to Help You

- Prepare for a website redesign
- Scope your project for your RFP
- Communicate the need for this project to content editors and leadership
- Wrap your brain around the content in your CMS



Our Goal for You

Feel Confident, Prepared, Motivated



I'll talk about

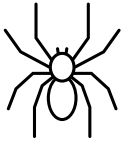
- 1 Tools to get started
- 2 Starting small, breaking up the work
- 3 Making a cool new friend
- 4 Rehoming
- 5 Events & News
- 6 One more big impact move



Getting Started



Tools to Get Started



Web Crawler



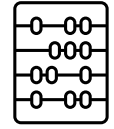
List of Users



Librarian



Buy-in



Calculator

1. Take Inventory

This really is the first step

Take Inventory With a Crawler

- Run a crawl. Find everything.
- Pages, PDFs, images, other docs
- We use Screaming Frog
- Free options include Xenu Link Sleuth, BeamUsUp, SiteOne Crawler
- Talk with your server people

[/about/early-childhood-development-center](#)

[/about/governance](#)

[/about/irpe](#)

[/about/irpe-irb](#)

[/about/mission](#)

[/about/parking-on-campus](#)

[/about/procurement](#)

[/about/social-media](#)

[/about/staff-and-faculty-listing](#)

[/academics](#)

[/academics/academic-departments](#)

[/academics/calendar/2022FA](#)

[/academics/calendar/2022SU](#)

[/academics/calendar/2023WI](#)

[/academics/course-catalogs](#)

[/academics/honors](#)

[/academics/human-services-degree-programs](#)

[/academics/online](#)

[/academics/online?utm_source=edu-website&utm_medium=v](#)

[/academics/online-success](#)

[/admissions](#)

[/admissions/8-easy-steps-to-enrollment](#)

[/admissions/accuplacer](#)

After You Crawl, Decide What You Need to Know

These 3 questions can help
people make quick
decisions assessing the
state of content.

Speed is your friend.



1. Is it current, accurate? OR
2. Is content outdated and should be deleted? OR
3. If you have an intranet, does it belong there?

Find All the Users

Find the People

1. List everyone who has a login to your website
2. List every unit who owns pages of content
3. Match the users to the units;
those are your content reviewers



Distribute Review Lists

1. Add a column with a dropdown for **Keep**, **Delete**, **Intranet**
2. Split up your inventory
3. Every unit gets their own chunk of URLs, PDFs, docs
4. Give them a week to review. Then another week grace period.

/about/early-childhood-development-center
/about/governance
/about/irpe
/about/irpe-irb
/about/mission
/about/parking-on-campus
/about/procurement
/about/social-media
/about/staff-and-faculty-listing
/academics
/academics/academic-departments
/academics/calendar/2022FA
/academics/calendar/2022SU
/academics/calendar/2023WI
/academics/course-catalogs
/academics/honors
/academics/human-services-degree-programs
/academics/online
/academics/online?utm_source=edu-website&utm_medium=v
/academics/online-success
/admissions
/admissions/8-easy-steps-to-enrollment
/admissions/accuplacer
/admissions/accuplacer?utm_source=edu-website&utm_medi
/admissions/accuplacer?utm_source=edu-website&utm_medi
/admissions/adultnon-traditional-students

Small lists, 3 choices.
Don't overthink.

Meanwhile, make a cool new friend:
Your digital librarian

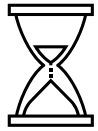
Not Sure Who This Is?

Check in with your library's staff. Might be

- College/University Archivist
- Digital Content Specialist
- Digital Librarian



Awesome things our digital librarian did for us



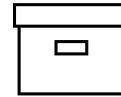
Wayback Machine

Set up an account for us
with Archive.org



Requested Crawls

Internet Archive crawls
week before go-lives



Catalogued Files

Newsletters, minutes,
fliers, added to University
Archives & catalog



Peace of Mind

Stakeholders knew their
stuff would be preserved &
available in future

Connect with Leadership

Your boss, your boss's boss, your boss's boss's boss

Start Getting Buy-in.

Talking Points:

- You're pre-planning
- Scoping a future project
- Taking inventory, cleaning up out-of-date info
- Goal is to have a faster redesign process to save the college money, time, effort
- Ask for their support



Then at a Future Meeting



Enterprise
Business Goals



And Other
Goals



Align With
Those Goals

“Re-homing” Content

Did You Get Pages to Delete?

- Don't just trash them; make a plan.
- Set up a redirects file so those URLs go somewhere other than a 404.
- Might be to a parent page.
- This helps you preserve SEO value too.



Move Internal Content to Your “Intranet”


- Intranet = Sharepoint, “Internal” section, intranet
- Destination for any content about the business of your college
- Not there for external audiences or future students
- ex. Forms, committee schedules, how to request services from office staff or reset a password



Contend with Unneeded PDFs

1. Check the links to these files so they don't 404
2. Remove them entirely from your CMS
3. Transfer the ones to preserve to your friend the digital librarian






If you're
surprised to
find course
content

Get it moved into
your academic
technology solution.

Students want their
assignments in one place.
Like Canvas.

Hopefully, you have a cleaner list of
necessary content now.

A woman with blonde hair and glasses is shown in profile, drinking from a blue cup. She is wearing a light-colored button-down shirt. The background is dark and out of focus, suggesting an office or indoor setting at night. The lighting is warm and focused on the woman.

Do you think
it's still too
much?

Get out your
calculator.

What if you reviewed
every page of content
for 15-20
minutes/year?

Which you should.

Add it up.

of pages

X .33

= # of hours needed to
review entire site

Example: There are 3,200 pages of content left

3,200

X .33

1,056 hours needed
for review



26.4 weeks of review time

55% of effort in 1 work year for FT person*

** Assumes 2 weeks of vacation and 10 paid holidays*

Content pages have a price.

Start your web redesign planning
knowing what yours is.

Anticipating Events & News

There may be a lot here.



Did your crawl turn up thousands of
events?

How many years of press releases,
student profiles, news?

Keep these lists for your team.

Set a default to remove events if older than a year.



Make a Plan for News & Articles

Set a Metric for Archiving	Use Analytics for Traffic	Archive the Rest
<p>Decide how far back you want to go for all content types:</p> <ul style="list-style-type: none">• News• Press Releases• Profiles & Articles• Newsletters <p>Write this up as a standard and schedule annual archiving events going forward.</p>	<p>Check traffic on Google Analytics to find the exceptions to your archiving metric.</p> <ul style="list-style-type: none">• Look for high traffic articles.• Watch for linking from external sites.• Keep the gold.	<p>Work with your digital librarian to create a digital archive.</p> <p>Check on internal linking to be certain you don't cause 404s.*</p>

** Email me if you don't know how to do this.*

One
other
big
thing



Get your
Google
Analytics in
order.

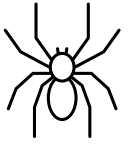
What are you tracking
in GA4? How far back
are you tracking?

Consider an audit.

Stamats' crack team of digital strategists can help you get set up for MEASURABLE success.

(Call us.)

Recap: Your Tools



Web Crawler



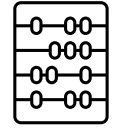
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Benefits of Starting Now

Scope

You'll better understand the scope of project

Time & \$\$

You'll save money & especially time once you start

Accurate RFP

Leading to more realistic proposals

Change Mgmt

Stakeholders are aware & likely supportive

Lighter, Faster

Your website will already start performing better

3 Helpful Resources

Accreditation Content

Create an [accreditation content](#) strategy that is user-focused and alleviates internal anxieties.

Accreditation Content: Requirements, Expectations, Anxiety



Joan Benson
January 3, 2025
[Share On](#)

So, you've been asked to add content to your website because "it's required for accreditation." Do you have a strategy for how to respond to requests like these? Do you need a strategy for content that is "required"?

We've learned from schools at every level that the answer is yes. You need a strategy and a plan for adaptation. Accreditation requirements for web content matter—yet they are often vague, open to interpretation, and carry a load of faculty and administrator anxiety that can confound all your UX content strategy.

You Need an Accreditation Content Strategy

Without an accreditation content strategy, your prospective students may be greeted by a stiff, intimidating disclosure statement as they arrive at your website. (Worse, it might show up on the search engine results page as the metadescription.)

We know students care about accreditation, yet it needs to surface at the appropriate point in their journey. As you clarify your institution's strategy for this content, keep the user front and center.

Accreditation 101

If you're new to working in higher education, the whole accreditation process can be mystifying. Annual reports, learning outcome tables, student demographic data, words like "pedagogy"—it's a lot of work for a very important reason. Prospective and current students need to know that the school they choose is [legitimate](#) and isn't turning their hard-earned tuition money into useless credentials.

Accreditation also ensures that administrators, faculty, and staff willingly open their doors for a thorough background check. The oversight agencies look for more than just graduation rates – they're digging deep into curriculum standards, faculty credentials, financial records, student demographics, and more. In fact, post-secondary schools must earn accredited status to participate in federal student aid.

The [Council for Higher Education Accreditation \(CHEA\)](#) has some great information about the who, what, when, and why. They also monitor the accrediting agencies themselves and maintain a [public database](#) of over 8,200 institutions and over 44,000 programs in the U.S.

The Top Accreditors Are Regional—Usually

At the institutional level, most colleges and universities in the U.S. undergo review by [1 of 6 regional organizations](#):

- [HLC: Higher Learning Commission](#)
- [NECHE: New England Commission of Higher Education](#)
- [NWCCU: Northwest Commission on Colleges and Universities](#)
- [SACSCOC: Southern Association of Colleges and Schools Commission on Colleges](#)
- [WSCUC: WASC Senior College and University Commission](#)
- [ACCJC: Accrediting Commission for Community and Junior Colleges Western Association of Schools and Colleges](#)

Regional accreditation is considered the gold standard for institution-wide accreditation. Generally, national accreditation is considered a lower standard for the college or university as a whole. However, CHEA also recognizes certain [faith-related governing bodies](#) to accredit religiously affiliated schools nationally. There's also a CHEA-recognized organization for schools whose students learn primarily by [distance education](#)—a modality at odds with the notion of "region."

Website Governance

Discover the [best practices](#) to guide your website and content governance with roles and responsibilities.



Policy Library Essentials

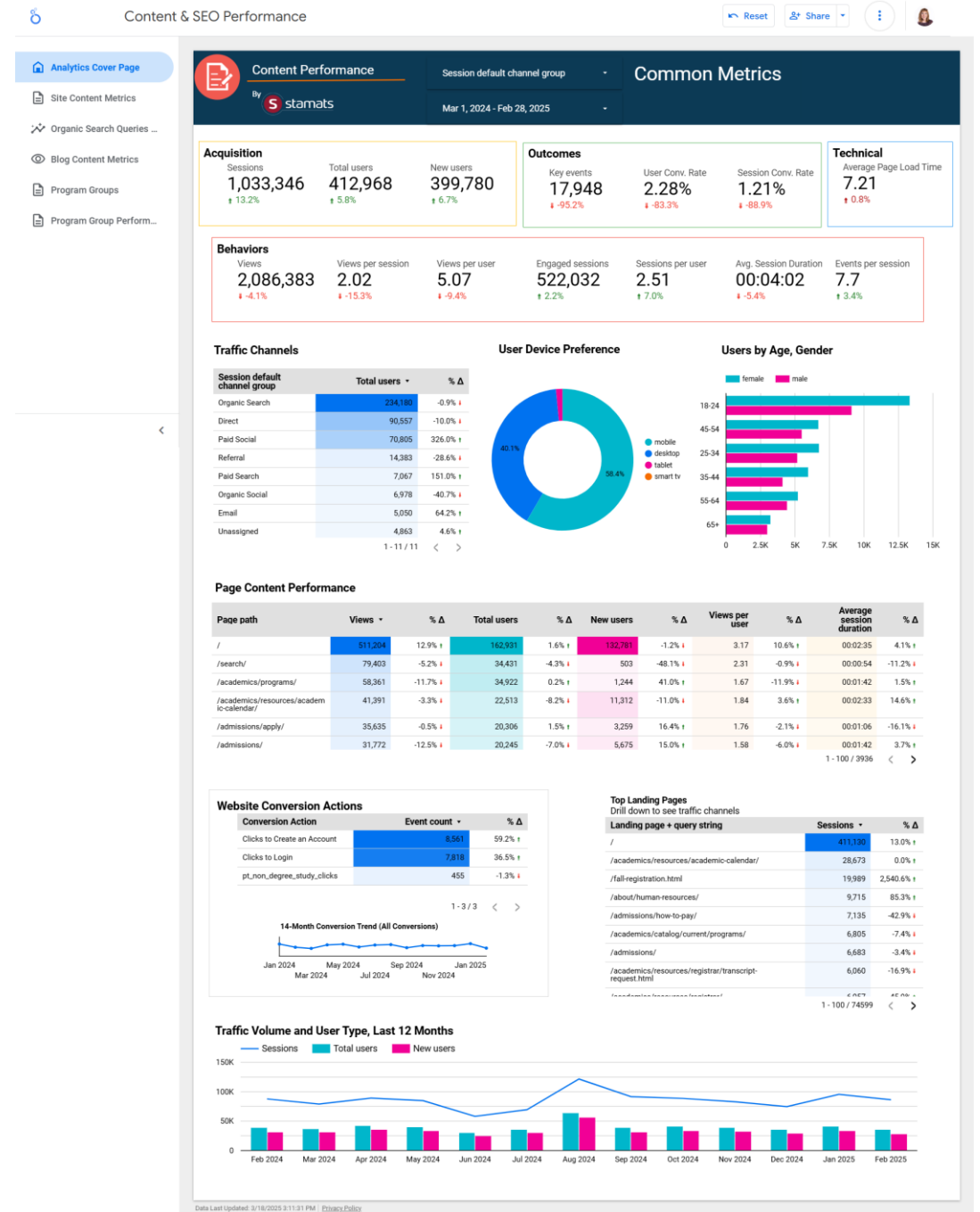
Best Practices to Guide Your Website & Content Governance with Roles and Responsibilities

01 | 06 | 2025

SEO Dashboard

Follow our [step-by-step directions](#) to set up your own SEO Dashboard.

Easily track top search queries and tackle “quick wins” that move you to Page 1 of the SERP.



Register Today!

April 3



Tips to freshen up
your site and UX

WEBINAR WITH LISA STARKEY-WOOD

**REDESIGNING YOUR SITE
WITHOUT REBUILDING IT**

Thursday
April 3
12-12:30 PM CT

 **stamats**

April 17



Tips to streamline content creation,
earn media placements & develop
your owned media strategy

WEBINAR WITH MARIAH TANG

**JOE ROGAN EFFECT:
NICHE CONTENT IS AN SEO MUST-HAVE**

Thursday
April 17
12-12:30 PM CT

 **stamats**

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to Miss

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Reach out any time.

Thank you!

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LinkedIn: [/kellymobrien](#)



A journey of a thousand miles
begins with a single step.

Thank you!

- Lao Tzu