

# Reviewing and Rewriting Web Content with Intention





Hello!

I am Angela Brcka

Web Content Strategist

University Libraries

Western Michigan University



# MiALA Web/UX Interest Group



**Denise Leyton, Chair**

dmleyton@umich.edu



**Angela Brcka, Vice Chair**

angela.brcka@wmich.edu



**Scott Russell, Secretary**

scott.russell@wmich.edu





# User research

Understanding user behaviors, needs and motivations



● User Research: What We Did

○ **Stakeholders**

- All-staff meeting
- Online survey
- Small-group sessions

**Users**

- Paper survey



## ● User Research: What We Learned



**Navigation**  
Is confusing



**Content**  
Is buried and hard to find



**Content**  
Needs to be more engaging



● User Research: What We Did

## ○ What happened next?

- Added feature area and infographic bar to homepage
- Changed one of the icons in the gold bar on homepage
- Approved changes to navigation
- Embarked on content review project

<http://www.wmich.edu/library/>





# Content strategy

“Planning for the creation, delivery, and governance of useful, usable content”

(Kristina Halvorson, founder of Brain Traffic and author of *Content Strategy for the Web*)





## Content Strategy



Content Components    People Components

Copyright 2010 Brain Traffic

<https://www.braintraffic.com/blog/brain-traffic-lands-the-quad>  
<https://www.braintraffic.com/blog/new-thinking-brain-traffics-content-strategy-quad>



1

## Content inventory and audit

Cataloged and evaluated the contents of our website



## 2

## Content strategy document

Wrote a content strategy which ensures that our website provides the right content, to the right people, at the right times, for the right reasons

<https://wmich.edu/library/website-content-strategy>



3

## Content review and rewrite

Improved the navigation and rewrote all of the content on our website



## Content Review: What We Did



### **Project timeline**

Broke project into two phases and created a detailed timeline for each phase



### **Content teams and content approvers**

Identified content for each section and reviewed content



### **Content rollout**

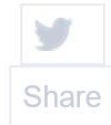
Added new content to the website



## PRODUCTIVITY

★ NEW RECORD

You were more productive than  
**99%** of Grammarly users.



**80,178**  
words checked





38

Content contributors

45

Pages removed

28

New pages added



<https://wmich.edu/library/find>

<https://wmich.edu/library/digital-collections>

<https://wmich.edu/library/digital-collections/images>

<https://wmich.edu/library/spaces>







# What's next?

Focus on user experience testing and ongoing maintenance of the website





# What can you do?

Start small!



# 1

## Get to know your pages

- Make a list of all of the published pages on your site.
- Look at Google Analytics for each of your pages.
- Update content that is inaccurate or out-dated.
- Unpublish pages that are no longer needed.



A large, dark teal, stylized number '2' is positioned on the left side of the slide, spanning most of the vertical height. It has a thick, rounded font style.

## Find your content owners

- Identify subject matter experts for each of your pages.
- Encourage content owners to keep pages up to date.



A large, dark teal, stylized number '3' is positioned on the left side of the slide, spanning most of the vertical height. It has a thick, rounded font style.

## Discover your voice

- Identify your audience.
- Define your voice and tone.
- Make a list of basic style tips you want to live by.





# Questions?

Email me at [angela.brcka@wmich.edu](mailto:angela.brcka@wmich.edu)

Chat with me on Slack at [@angelabrcka](#)





[miala.slack.com](https://miala.slack.com)

#webdevux



[twitter.com](https://twitter.com)

#mialaux



Join this interest group

Miala.org > Member Login > Engagement > Interest Groups/Committees >  
Web/UX IG > Click Here to sign up

