Reviewing and Rewriting Web Content with Intention
Hello!

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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
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 inventory and audit
Cataloged and evaluated the contents of our website
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

Share  Share
38
Content contributors

45
Pages removed

28
New pages added
What’s next?

Focus on user experience testing and ongoing maintenance of the website.
What can you do?

Start small!
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.
Find your content owners

➔ Identify subject matter experts for each of your pages.
➔ Encourage content owners to keep pages up to date.
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
Chat with me on Slack at @angelabrcka
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