How to Optimize & Migrate CCSF Website Content
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Executive Summary

Earthbound Media Group (EMG) was contracted by City College of San Francisco (CCSF) to consult on redevelop and implement their new website in a Day Communiqué Content Management System (CMS).

During the projects consulting and redevelopment phases, EMG worked with CCSF stakeholders to determine the optimal information architecture for www.ccsf.edu. Discovery activities informing this redevelopment included stakeholder interviews and usability acceptance sessions as well as Google Analytics and site performance analysis.

Engaged in the implementation phase, EMG is now configuring the website’s back-end to prepare the system for CCSF-driven content migration. This How To guide, then, has been developed to support CCSF’s content migration process by providing step-by-step details on evaluating, optimizing, preparing and ultimately populating the CMS with viable web content – from both new and repurposed sources.
Research & Discovery
This part of the process, no matter how high level or detailed should ideally include some form of the following activities in the stated order for optimal results.

To Dos

Identify Website Section Stakeholders

1. Create a list, including each stakeholder’s Name, Title, Email Address and Phone Number.

2. Consult with the Department head to finalize the list.

   Note: It is best to include only stakeholders that are available to be part of the process from beginning to end. Adding new stakeholders during the review process, for example, can unnecessarily complicate the review process as these new additions typically need to get caught up to speed prior to making review decisions, slowing the process for the rest of the informed group.

Review Global User Findings & Goals

1. Review CCSF presentation based on research and best practices delivered in March 2008 to refresh yourselves on goals and user behavior / preferences.

Review & Analyze Content & User Analytics

1. Review CCSF’s Google Analytics Global Top Content reporting to understand CCSF’s baseline user analytics to determine the relative performance. Run the report for both a shorter period (28 days) and the longest period available (eventually, you should review 1 year to the previous year to get the most comprehensive, seasonal view of site performance).

   When reviewing CCSF’s global analytics, identify answers to the following questions:

   - How does your area of website focus compare to the most-accessed sections of CCSF as a whole? (Is it in the top 5, top 10, bottom 10?)
- Are users visiting other sections of CCSF regularly prior to or following their visit to your area of website focus?
- What is the baseline traffic and bounce rate for your area of website focus?
- What is the baseline time on page for your area of website focus?
- What is the baseline exit rate for your area of website focus?

2. Obtain a complete listing of all of your pages via a visual / manual audit of the site as well as filtering your pages from CCSF’s entire website Google Analytics profile.

When reviewing departmental content analytics, identify answers to the following questions:
- What are the key metrics regarding your site’s most visited page? (bounce rate, exit rate, time on page and pageviews)
- How do your site’s most visited page metrics compare to other CCSF pages?
- Which sections / pages are accessed most often?
- Which sections / pages do users spend the most time on?
- Do users exit CCSF regularly after viewing a specific page? (exit rate)
- Are users spending a significantly short amount of time on specific pages? (time on page)
- Are there any sections / pages that have not been accessed during the past 4 months?

3. Schedule as needed stakeholder discovery meeting (1-2 hours).
Analysis & Detail
This part of the process is when you begin analyzing and applying all the data and findings obtained through Google Analytics and as needed stakeholder interviews. Because so much of this process relies on knowledge of best practices, analytical processing, intuition and general experience in the fields of information architecture, usability and microsite redevelopment, this part of the process is also the most complex to describe in a How To format. Our goal here, then, is to provide CCSF with a complete view into the analytical and detailed part of the optimization process.

To Dos
Specific determinations to make as a result of this analysis include the following content optimization guidelines:

What content is viable?
In general, if you can answer a confident “yes” to the questions below while evaluating the content to be migrated, that content is part of the ROT problem (redundant, outdated or trivial) and either needs to be significantly reduced, removed or updated as part of the optimization process – either through the new site map or through the department’s content editors after they receive training and access to edit their content in the new system.

Is the content REDUNDANT?
✓ Does the content appear verbatim elsewhere in CCSF?
✓ Does one department co-opt or republish content in their own way instead of simply linking to the department that actually owns and will be updating the content?

Is the content OUTDATED?
✓ Does the content refer to an entity that doesn’t exist anymore? (organizational unit, event, etc.)
✓ Does the content meet the “freshness criteria” set for that type of content? (For example: If you determine departmental homepages need to be updated at least once a year, have they been?)

Is the content TRIVIAL?
✓ Does the content detail a topic or subject relevant to an overly select group of people only?
✓ Does the content meet the “traffic criteria” or “bounce rate criteria” you have set for that type of content? (For example: If you determine that each departmental landing page must be accessed at least twice each month for a series of six months to remain viable CCSF content, has it been?)
Migration & Development

Once all the content migration details have been developed by and reviewed and approved by the stakeholders, the development documentation can be created so that there is a solid plan directing the actual migration process.

To Dos

**Develop IA Mapping for all HTML pages, providing notes regarding any New or Deleted pages and for any anomalies**

- Create an IA Mapping excel spreadsheet listing all original page URLs from the original department microsite (obtained from Google Analytics and the site audits) in one column. Create a 2\(^{nd}\) column for the new URLs where the old pages will be migrated to, implementing the best practice of separating words with hyphens instead of underscores and being as consistent as possible between page title, URL and navigation label. Create comments for any page that is new, deleted or requires any explanation.

**Prepare all web content for implementation.**

- All text content must be stripped of HTML
- All text content *should* be edited in a notepad (.txt) document to ensure HTML is removed
- Content should be approved/reviewed by a stakeholder prior to being entered into the system (there will be another round of enforced checks & balances within the system)
- Content should be laid out based on CMS templates
- All files (.xls, .pdf, .jpg, etc.) *should* be named based on a pre-determined naming convention agreed on by stakeholders and relayed as information to authors.

**Determine Optimal Location for All Documents, if any (.doc, .pdf, etc.)**

- Obtain complete listing of any documents (obtained during site audit and through stakeholder cooperation) you will be linking to from the new site, and determine the optimal location for these documents within the media library folder structure. (Detailed as part of the “How To Upload Images” in Users Guide)

**Implement Content within New Information Architecture**

- Implement content to new CCSF content management system. (Detailed as part of the “How To Upload Images” in Users Guide)
Training & Delivery
With the actual content migration and implementation complete, the next step is to train the department’s content editors to work within the new CCSF CMS system so they can complete the process by implementing the content optimization recommendations.

To Dos

Train Department’s Content Editors in New CCSF CMS
✓ Provide user training to department content editors to ensure they are equipped to manage and maintain the newly implemented and migrated content in the CMS.

Editors Continue Optimizing Content
✓ Optimize content on an ongoing basis, referring to steps 4 & 5 of the Research and Discovery guidelines on page 4 of this document.
Addendum A – Discovery Interview Questionnaire

Discovery Interview Questionnaire

City College of San Francisco
### 1.0 Department Contact Information

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2.0 Department/Service Background

2.1 Please provide a description of your department or service.

2.2 What are three important things that web visitors should know about your department?

2.3 Please provide the top 5 featured services provided by your service/department.
   1.
   2.
   3.
   4.
   5.
3.0 Prospective Audience

3.1 Who visits your site? (students, community members, administrative staff? / your department or other departments on campus?)

3.2 Please describe your typical audience or visitor.

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3.3 Please describe your ideal audience or visitor.

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4.0 Use Cases

4.1 Why do people visit your site?

4.2 What are the top 5 topics your web visitors want to learn about?
   1.
   2.
   3.
   4.
   5.

4.3 What are the top 5 tasks your visitors accomplish on your site?
   1.
   2.
   3.
   4.
   5.

4.4 When / how often do people visit your site? Do they visit certain sections more often during certain parts of the year?
5.0 Content Viability & Analytics

5.1 Which areas of your site are updated regularly?

5.2 Which areas of your site have never been updated?

5.3 Are there areas of your site that you consider trivial? In your opinion, could these be eliminated?

5.4 Are there areas of your site you’d like to monitor in terms of how many people visit that page? How long do they stay on that page? How quickly do they leave, etc.?
6.0  Frequently Asked Questions

6.1  What are 10 frequently asked questions and answers that your department/service receives via phone that could be answered online?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.
7.0 Keywords

7.1 Please list potential keywords that prospective visitors may be using to search for you or your page-specific content on CCSF.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.
8.0 Site Requirements

8.1 What do you think should be changed about your site pages? Why?

8.2 Are there any requirements or “must have” items that cannot be forgotten in the redevelopment of your department / service’s pages?