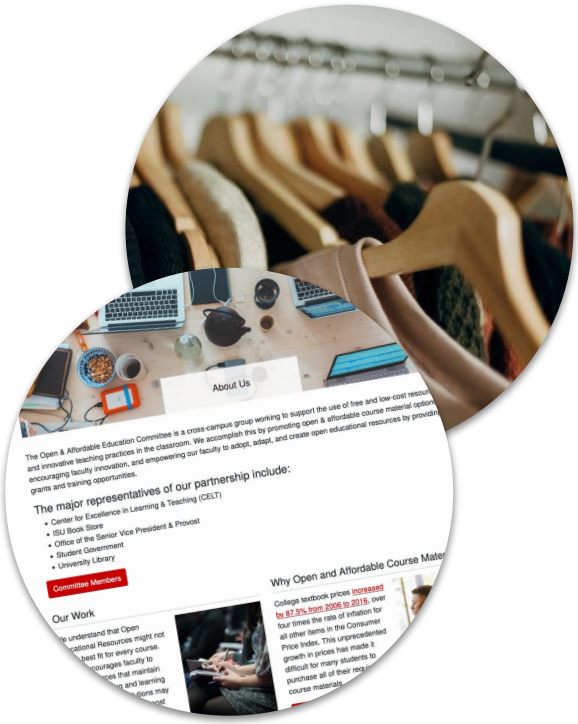




# How to Tackle that Dated Content

**20-MINUTE WEBINAR**

IOWA STATE UNIVERSITY



Keep

OR

Give

OR

Delete



Goal: Your audience finds the content they need quickly

Keep

**Keep content that  
never goes out of  
style.**

**Does your  
audience need  
this content?**

**Keep content that  
is needed for  
protection.**

**Is the content  
required for legal  
compliance?**

**Keep content that  
is used often.**

**Do the analytics  
for this content  
show lots of  
visitors?**

**If so, is the  
content accurate?**

# Examples of Content to Keep



- Contact information
- People profiles



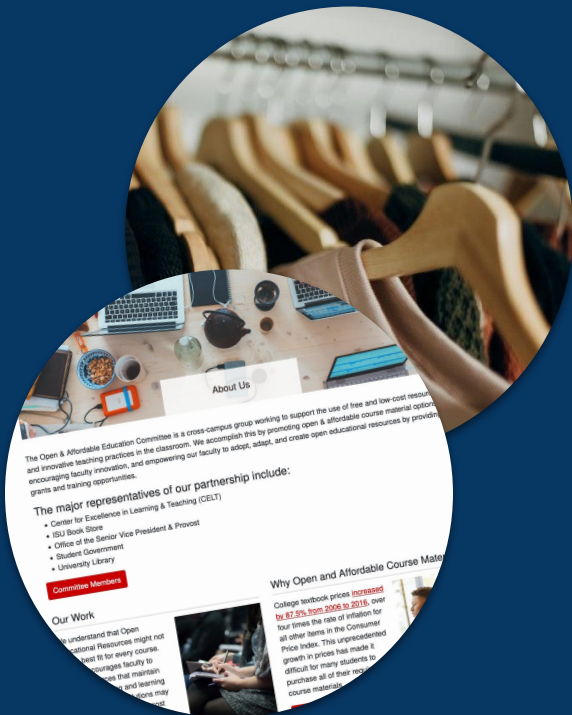
- Legal requirements
- Policy information



- Most visited pages



- Most important content related to your website goals



Goal: Merge  
content for  
clarity and  
purpose

Give



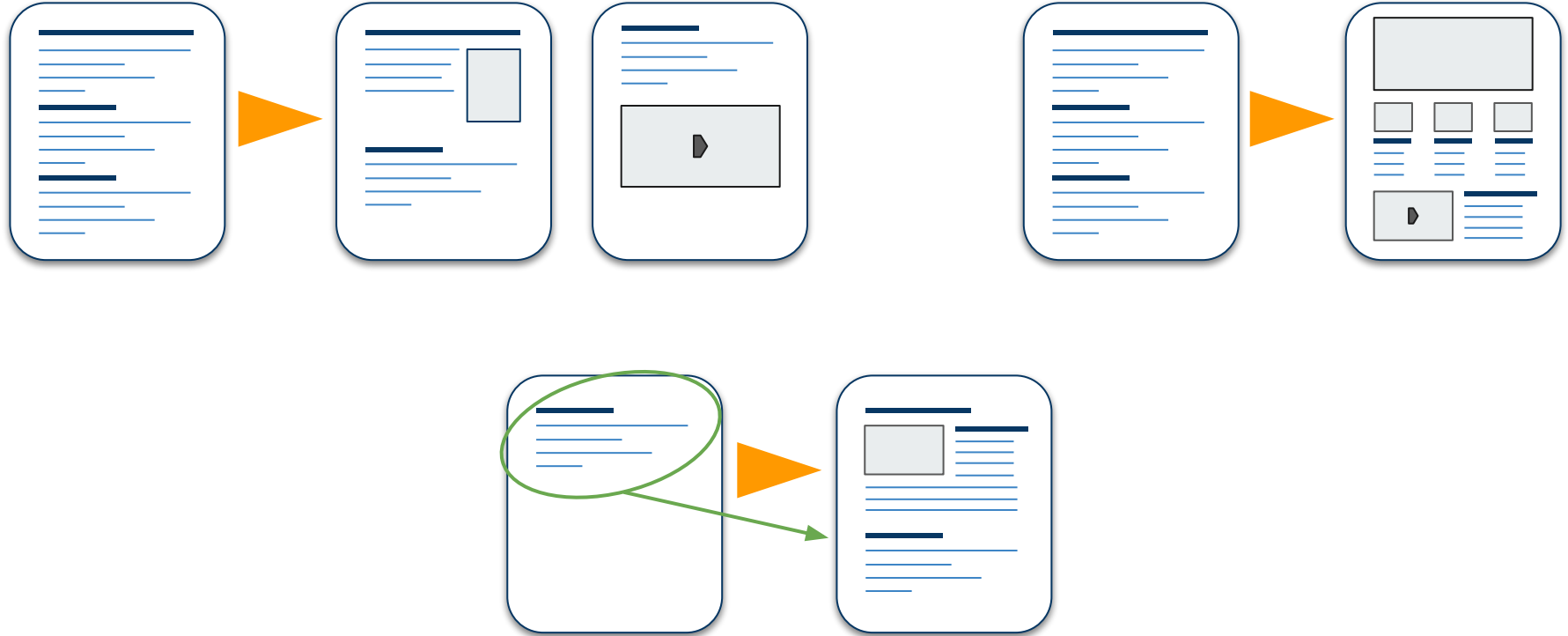
**Give content to  
another page  
when it's too  
much or too little.**

**Would your  
content be  
easier to  
understand  
on/within  
another page?**

**Give cluttered  
content some  
organization.**

**Is the content  
succinct and  
structured?**

# Examples of How to Give Content





**Goal: Remove  
content  
disrupting  
your message**

**Delete**

**Delete  
content  
that is  
inaccurate.**

**Does the content  
tell the truth?**

**Delete  
content  
that is not  
necessary.**

**Does the content  
meet the purpose  
of your website?**

**Delete content  
that exists for  
internal  
purposes.**

**Does the content  
hold value to  
your primary  
audience?**

# Examples of Content to Delete



Remove content that **no longer proves true**



replace with content that is true



Remove content that **does not meet the goals of your primary audience**



Remove **internal based content** to an internal based solution



Remove content that is **not receiving any visits**



# Review

## Keep content


- Needed by your primary audience
- Required by legal or policy requirements
- Most visited per your website analytics (make sure it's accurate information)

## Give content

- Merge - Better understood with context from another page
- Divide - Easier to digest as smaller pages
- Upgrade - Make a landing page to highlight a section of your site

## Delete content

- Replace inaccurate content with accurate content
- Remove content that is not of value to your audience
- Move internal documents to internal solutions such as Cybox

A top-down view of a person's hands interacting with a silver laptop. The left hand is pointing at the screen, which displays a website layout with blue and white elements. The right hand is positioned near the keyboard, with the index finger pointing at the trackpad. The person is wearing a grey long-sleeved shirt and a black watch on their left wrist. The background shows a patterned rug and a dark surface.

**How can my  
website reach  
more future Iowa  
State students?**

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