How to Tackle that Dated Content

20-MINUTE WEBINAR
Keep  OR  Give  OR  Delete
Goal: Your audience finds the content they need quickly
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 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
Does the content tell the truth?

Delete content that is inaccurate.
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
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
How can my website reach more future Iowa State students?

20-MINUTE WEBINAR
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