Web Editing Checklist

✔ **Each Semester (Fall, Spring, Summer)**

☐ Review your homepage for outdated information

☐ Change the large homepage images(s) and link them to new content

☐ Click on each menu tab and make sure the link isn't broken. Review content for each tab.

☐ Check the contact information for accuracy (ex. Contact Us page, Footer)

☐ Do you have a recent item for each content type (News, Events, Blog, etc.)

✔ **Monthly**

☐ Review your Matomo website analytics report

  ☐ What is your most visited webpage? Is it your homepage or another page?

  ☐ Have your site visits improved since last month?

☐ Review your Siteimprove accessibility report

  ☐ Lots of broken links? If you don't have time to fix all of them, fix a few from the top of the list.

  ☐ Misspelled words? Fix as many as you can starting from the top of the list.

✔ **Weekly**

☐ Check your people profiles - Who needs added? Who needs unpublished?

☐ Take 15-20 minutes to review your website and make any changes that you see. Maybe a sentence could be reworded or page organized a little better.

✔ **Quarterly**

☐ Create new website goals to track

☐ Review website goals and make adjustments

✔ **Yearly**

☐ Review last years priorities. Did you reach your goals? How should they adjust?

☐ Create your website priorities for the year.

☐ Create some audience personas. Who is your audience and how can your website better address their needs?

☐ Review your Matomo analytics. See if you can identify any seasonal trends. When do people visit your site most? Is that during a certain campaign that went well? How can you use this information to increase visits in the upcoming year?