

WEBSITE OVERHAUL: Top 50 Takeaways

- ☐ 1. My website is in Stage _____ of the life cycle.
- ☐ 2. The average life cycle of a website is 2 years and 7 months.
- ☐ 3. Start by listening.
- ☐ 4. If you are creating your website, set a timeline working back from your launch date needs.
- ☐ 5. Get started BEFORE you're ready to start.
- ☐ 6. Set your goals.
- ☐ 7. Make sure you use SMART goals.
- ☐ 8. Research: focus on user centric pages.
- ☐ 9. Research: segment your analytics.
- ☐ 10. You are NOT the target audience.
- ☐ 11. Consolidate navigation and choose your organization structure.
- ☐ 12. What are your most highly used pages? Centralize and make them easiest to find.
- ☐ 13. Improve searchability using tools.
- ☐ 14. Optimize your pages for search (SEO).
- ☐ 15. Improve efficiencies by standardizing.
- ☐ 16. Make your pages more scannable.
- ☐ 17. Standardize the placement of like items across all pages using layout templates.
- ☐ 18. Consistency is key - where can I get in contact with someone?
- ☐ 19. Have a mobile-first mentality.
- ☐ 20. Write alt text that is truly valuable.
- ☐ 21. Use imagery to make connections (ex: SELPA).
- ☐ 22. Use your students to educate editors on the why.
- ☐ 23. Rid the internet of PDFs and only include them as supplemental.
- ☐ 24. Think differently and break out content into bite-sized chunks.

Additional information and resources from the presentation can be found at celpr.com/CALSPRA2023



- ☐ 25. Headings are valuable and enhance accessibility. Think of an agenda layout.
- ☐ 26. Avoid directional language.
- ☐ 27. Avoid "click here," use action words instead.
- ☐ 28. Enable tools to enhance training (ex: Request to Publish feature).
- ☐ 29. Take wide photos - make them reusable.
- ☐ 30. Create photo/video guidelines.
- ☐ 31. Don't just move content, rethink it.
- ☐ 32. Get away from long lists of content, make it more visual and interactive.
- ☐ 33. 404 page - make it a part of your brand.
- ☐ 34. Consolidate page content and think about the titles you are using. Are they helpful?
- ☐ 35. Consider topical or user centric H1 instead of departmental.
- ☐ 36. Shorten URLs.
- ☐ 37. Remove jargon and acronyms.
- ☐ 38. Google rankings are affected by the language you use.
- ☐ 39. Shorter overview statements with keywords increase your viewership.
- ☐ 40. Consider Weglot for translations.
- ☐ 41. Use plain language - understandable, translatable, equitable and accessible.
- ☐ 42. Flesch-Kincaid readability - grade 8 ensures 80% of Americans can read it.
- ☐ 43. Resources we used: Google Search Console, Wordtracker, Grammarly, Flesch-Kincaid, and Screaming Frog SEO Spider.
- ☐ 44. Consolidating content makings for a better user experience.
- ☐ 45. Use your brand to enhance your site.
- ☐ 46. Celebrate the launch but don't let it be the best day of your website's life.
- ☐ 47. Prepare a communications plan - get people excited for the launch!
- ☐ 48. Develop a training plan.
- ☐ 49. Get creative - do things a different way.
- ☐ 50. What I wish I knew before I started...