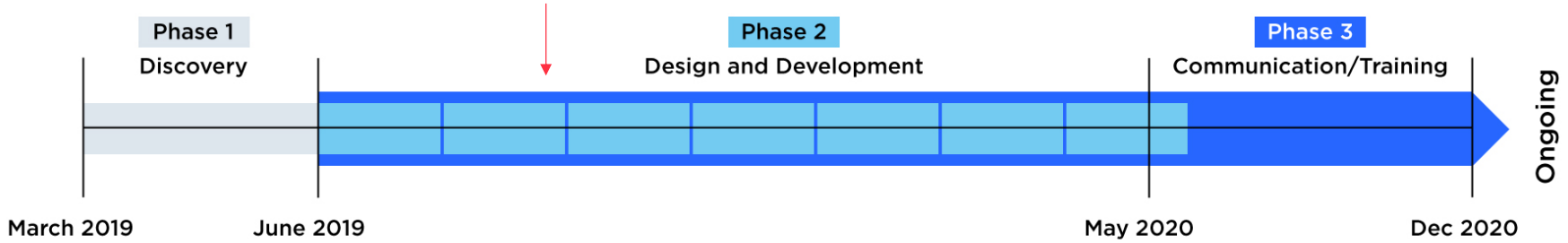


# ***SITE INSIGHT***

Where to start  
with Limestone

# LIMESTONE



# ***LET'S START AT THE VERY BEGINNING.***



A very good place to start.



# ***BE CMS-AGNOSTIC***



- Don't worry about wireframes, style sheets, content types, or SSO.
- Do worry about marketing objectives, business objectives, and how your site fits in your overall communications strategy.

***YOU DO YOU.***



**Current Site**

**New Site  
Charter**

**Content  
Punch List**

# ***ANALYZE YOUR CURRENT SITE***

**Current Site**

**New Site  
Charter**

**Content  
Punch List**



# ***SET RESEARCH QUESTIONS***

# ***STAKEHOLDER INPUT***



# ***GOOGLE ANALYTICS***

# ***ANALYTIC RESEARCH QUESTIONS***



- Who is visiting my site?
- Are they finding what they need?
- Are they finding what I want them to?

# ***BE A DETECTIVE***



# ***WHO IS VISITING?***

---

- Audience
  - Demographic: Age range
  - Geo: Location
  - Behavior: New vs. Returning
- Acquisition
  - All traffic: Channels
  - Campaigns
- Behavior
  - Site Content

# ***ARE THEY HAPPY?***



- Behavior
  - Behavior flow
  - Site Content: Avg. Time on Page
- Acquisition
  - All traffic: Channels/Organic Search



# ***ARE YOU HAPPY?***



- Behavior
  - Site Content
  - Avg. Time on Page
  - Exit pages
- Acquisition
  - Campaigns

***JUST  
ANALYZE.***



Evaluation will come later.

# ***CONTENT AUDIT***

# ***SEEING THE MOUNTAIN OF STUFF***

.....



# ***RESEARCH QUESTIONS***

---

- Which pages lean toward marketing and which lean informational?
- What are my key messages?
- What are the big buckets?
- Does anything feel out of place?

# ***FORMATS/TOOLS***



- Print out every page
  - Chrome plug-in: Awesome Screenshot
- Develop a sitemap
  - Screaming Frog
  - Xml-sitemaps.com
- Create a spreadsheet



# CMS Content Plan



File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

| 100% | \$ % .0 .00 123 | Arial | 10 | **B** *I* ~~ABC~~ A | | |

fx

	A	B	C	D	E	F	G	H
1	<b>Pages</b>					<b>Current Condition</b>		<b>Current Condition</b>
2	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>URL</b>	<b>Pageviews</b>	<b>Template</b>
3	Homepage							
4		Top level Nav page						
5			Tertiary Page					
6				Page title				
7								
8								
9								
10								
11								

# ***PSA: UNUSUAL PAGES***



- Custom pages in your current CMS?
  - Email me
  - Or email your IT person

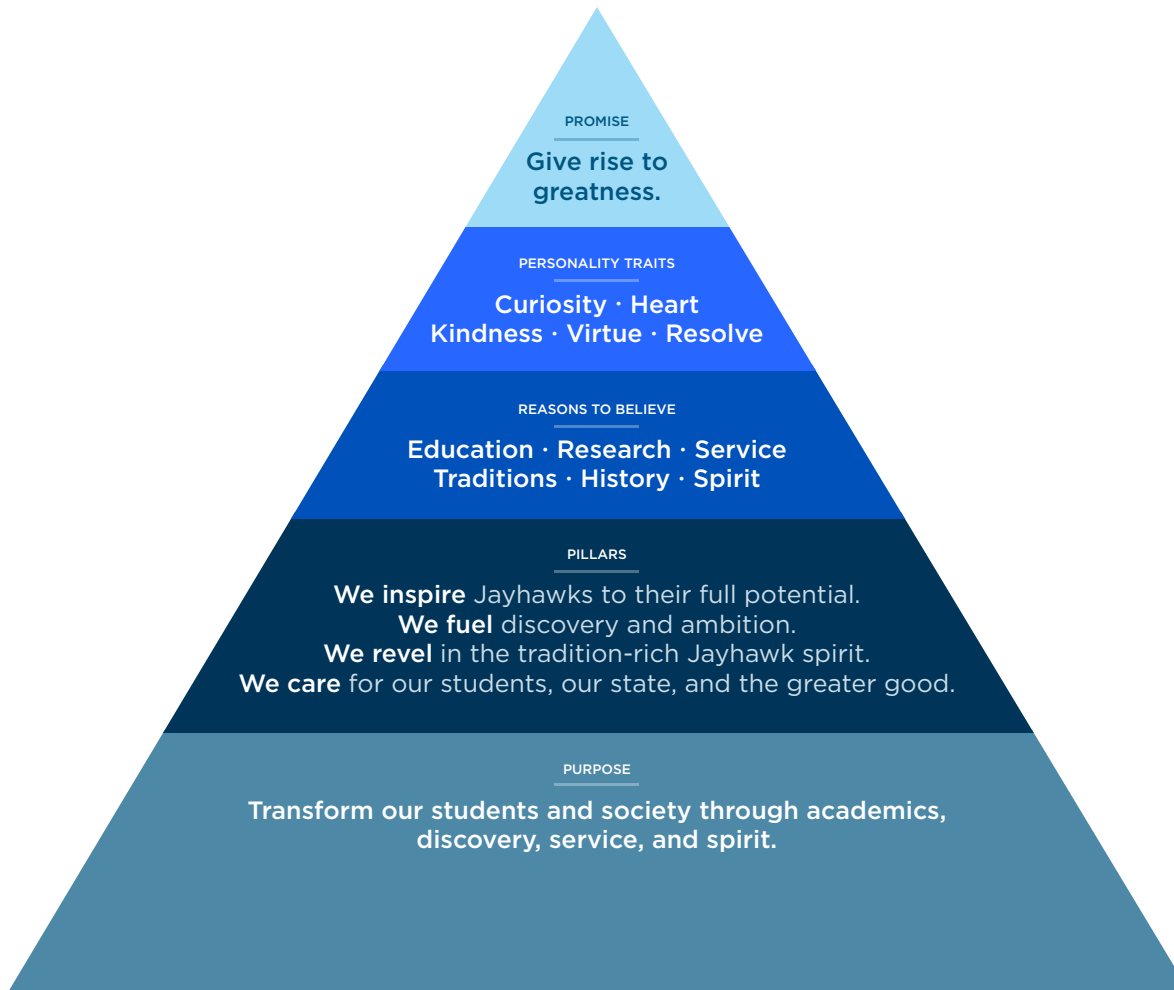


***PLAN FOR YOUR  
FUTURE SITE***

**Current Site**

**New Site  
Charter**

**Content  
Punch List**



# ***WEBSITE CHARTER***



- Purpose
  - *Marketing or informational?*

# ***WEBSITE CHARTER***



- Purpose
- Objectives

*Business Objectives*

*x      Communication Objectives*

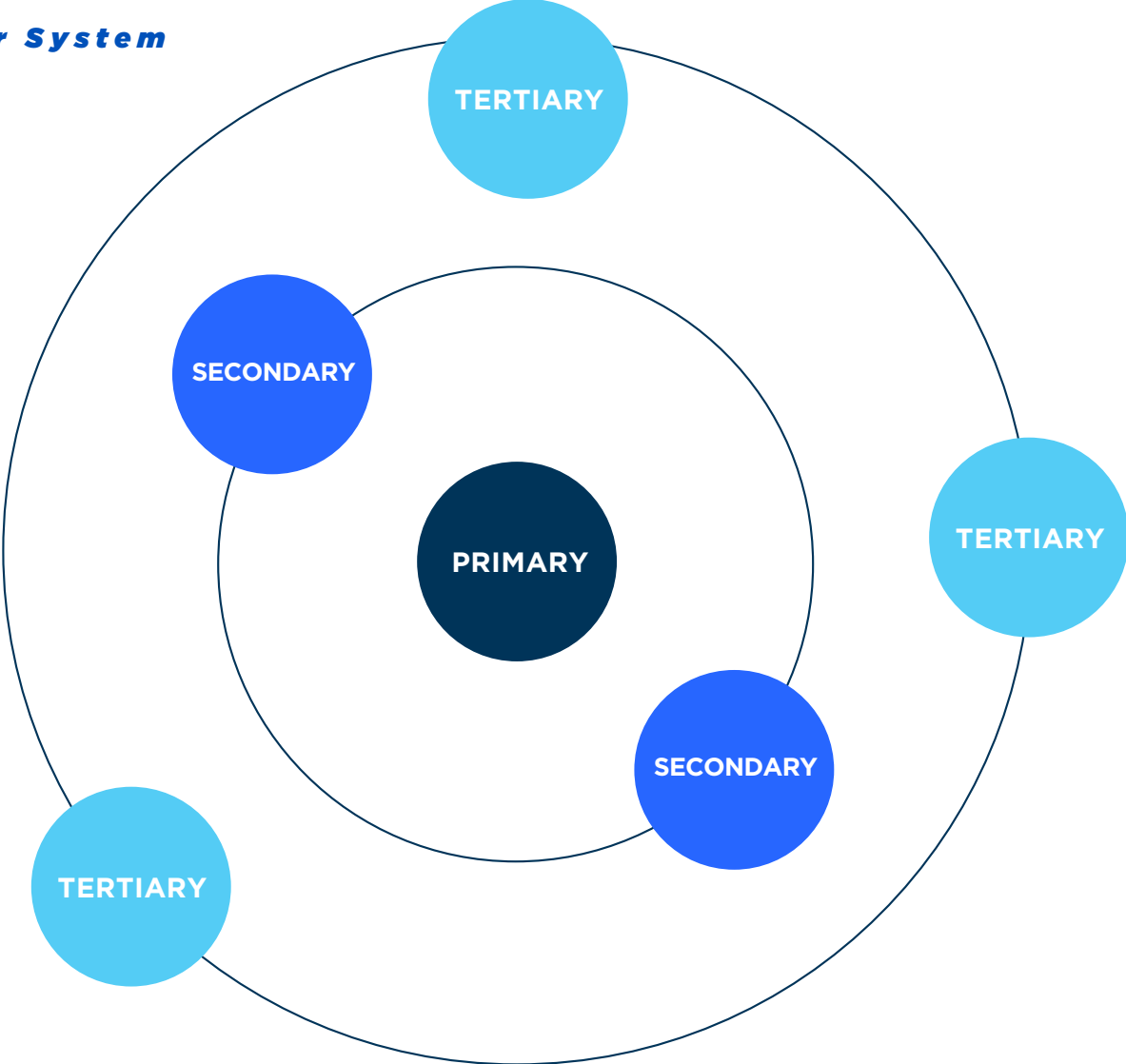
*Site Objectives*

# ***WEBSITE CHARTER***

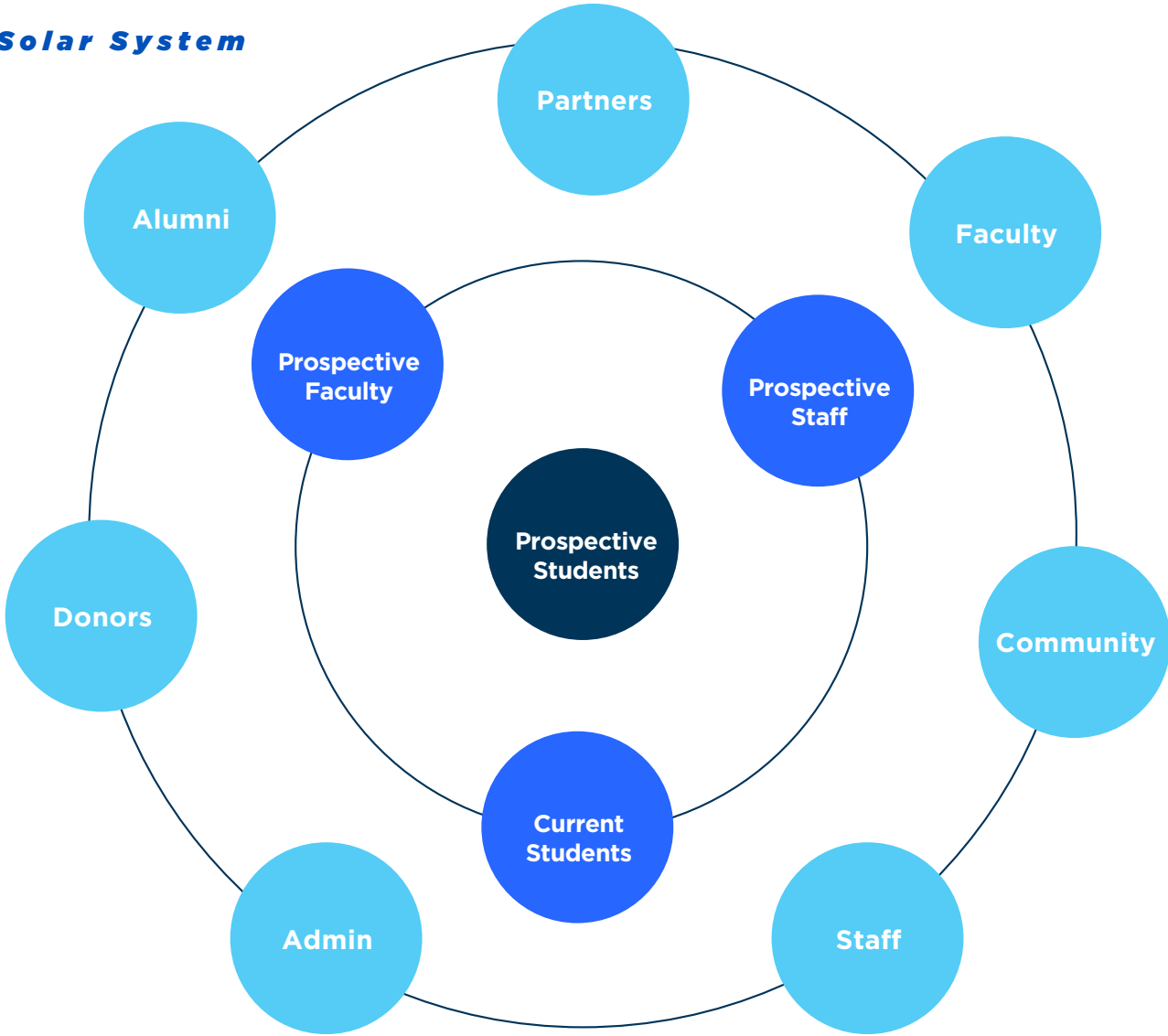


- Purpose
- Objectives
- Audience

**Audience Solar System**



**Audience Solar System**  
**ku.edu**





# MEGAPHONE



- Who is the audience group?
- What message do you want them to hear?
- What do you want them to do when they hear it?



PRIMARY



SECONDARY



TERTIARY

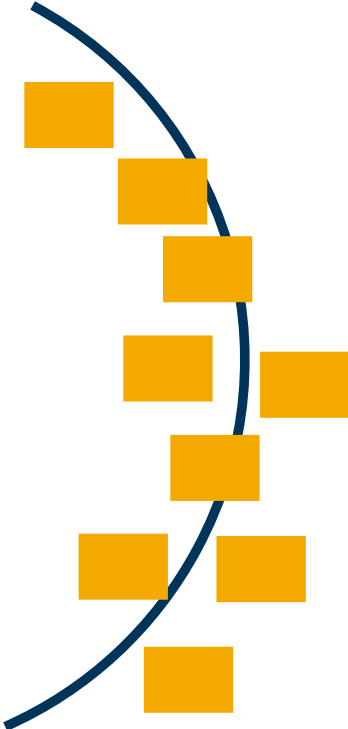
*Megaphone*



PRIMARY



SECONDARY



TERTIARY

# ***WEBSITE CHARTER***

---

- Purpose
- Objectives
- Audience
- Key messages + call(s) to action
  - *Push and pull*

# ***WEBSITE CHARTER***

---

- Purpose
- Objectives
- Audience
- Key messages + call(s) to action
- Mandatories

**Current Site**

**New Site  
Charter**

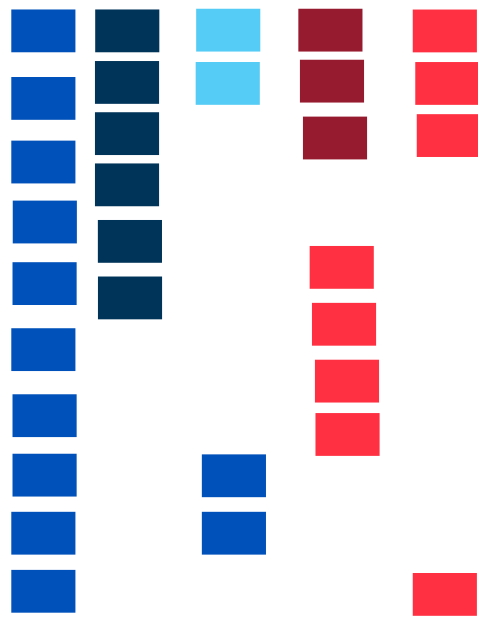
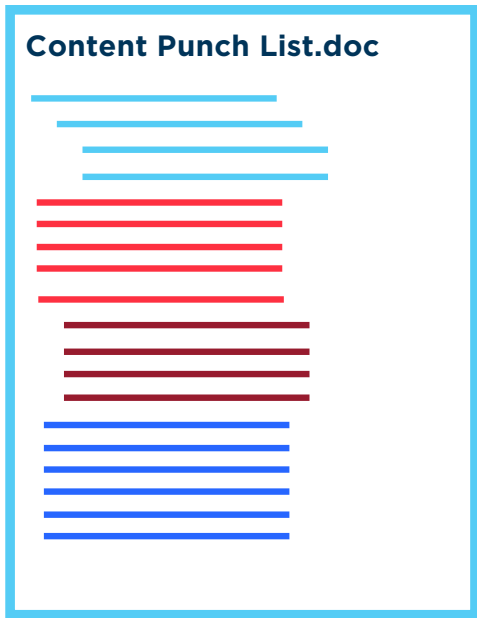
**Content  
Punch List**

# ***CONTENT PUNCH LIST***

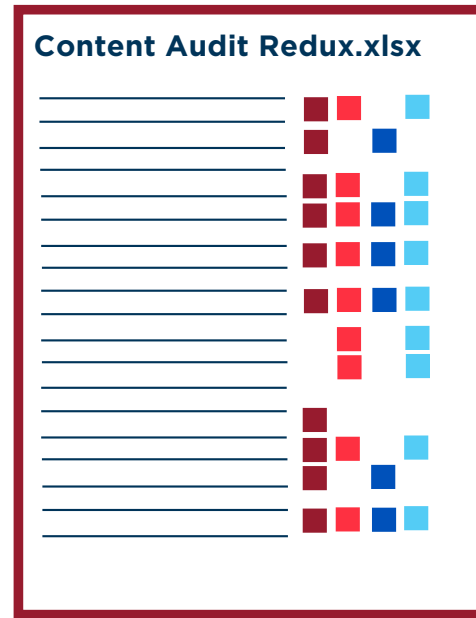


Thing big. Think buckets.





Keep  
 Combine  
 Delete  
 New





# ***THE KILLING***



- What content can you delete?
- What can disappear forever?
- What needs to (or does) live somewhere *e/se*?

# ***NOW WHAT?***



It's time to get to work.

# ***OCTOBER - DECEMBER***



- Current site analysis
- New site charter
- Content punch list

# ***SPRING 2020***



- Navigation and site maps
- Content creation (addition, deletion, etc.)
- Launch + maintenance plans
- **MAY** – Begin building sites

# ***SUMMER - FALL 2020***



- Build, test, launch new sites

(Workshops, sessions, ideas — all the way.)

# ***THANK YOU FOR COMING***

Any questions?  
Thoughts?