

# Content Strategies for Academic Library Websites

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# Credit where credit is due

Blakiston, Rebecca. "Developing a Content Strategy for an Academic Library Website." *Journal of Electronic Resources Librarianship* 25, no. 3 (2013): 175-191.

Blakiston, Rebecca. "Is Your Web Content Useful, Usable and, and Findable? : Developing a Content Strategy for Your Library Website." Presentation at the American Library Association Annual meeting, Anaheim, CA, June 21-26, 2012. [http://ala12.scheduler.ala.org/files/ala12/Poster%20-%20Content%20Strategy\\_0.pdf](http://ala12.scheduler.ala.org/files/ala12/Poster%20-%20Content%20Strategy_0.pdf)

Halvorson, Kristina, Melissa Rach, and Sarah Cancilla. 2012. *Content strategy for the web*. Berkeley, CA: New Riders. <http://proquestcombo.safaribooksonline.com/9780132883269>.

# What is content strategy?

“Content strategy guides your plans for the creation, delivery, and governance of content.”

(Halvorson, 2012)

# Library websites

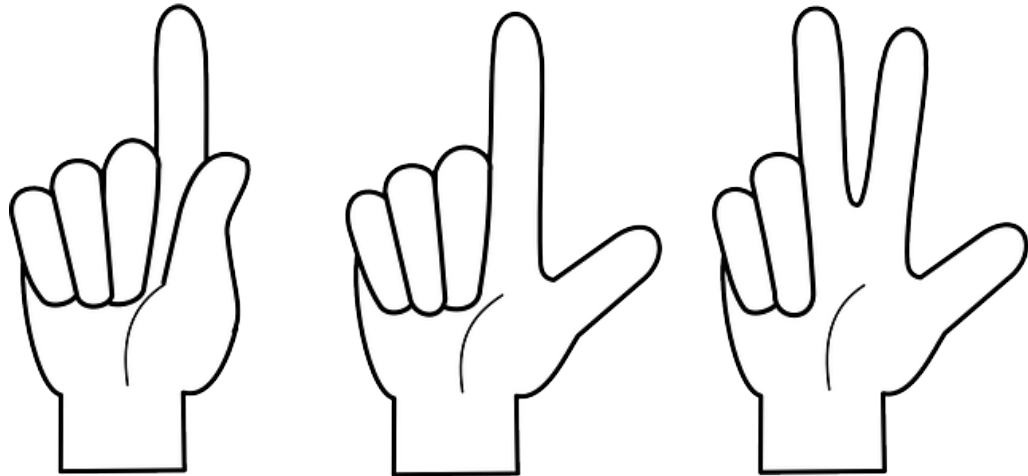


# Using a content strategy



# Developing a content strategy

- **Phase 1: Audit**
- **Phase 2: Analysis**
- **Phase 3: Strategy**



# AUDIT



# Phase 1: Audit

## **Conduct an inventory**

- Quantitative & qualitative audits
- Literally count all your webpages
- Organize it on a spreadsheet
- Issues and problems will be discovered



Link ID	Link Name	URL	Document Type	Topics	Function	Notes
<b>TOP GLOBAL NAVIGATION BAR</b>						
BH1.0	UVM Libraries - Bailey/Howe Home	<a href="http://library.uvm.edu/">http://library.uvm.edu/</a>			Global Nav	
BH1.1	See all hours	<a href="http://library.uvm.edu/hours/">http://library.uvm.edu/hours/</a>		hours	Global Nav	
BH1.2	Ask a Librarian	<a href="http://library.uvm.edu/guides/ask/">http://library.uvm.edu/guides/ask/</a>	LibGuide	ask	Global Nav	
BH1.3	Search Box/Find	<a href="http://primo.uvm.edu/primo_library/libweb/action/search.do?">http://primo.uvm.edu/primo_library/libweb/action/search.do?</a>	Primo		Global Nav	
BH1.4	UVM	<a href="http://www.uvm.edu/">http://www.uvm.edu/</a>			Global Nav	
BH1.5	Home	<a href="http://library.uvm.edu/">http://library.uvm.edu/</a>			Global Nav	
BH1.6	CATQuest	<a href="http://primo.uvm.edu/primo_library/libweb/action/search.do?">http://primo.uvm.edu/primo_library/libweb/action/search.do?</a>	Primo	search	Global Nav	
BH1.7	Classic Library Catalog	<a href="http://voyager.uvm.edu/vwebv/searchBasic">http://voyager.uvm.edu/vwebv/searchBasic</a>	Voyager	search	Global Nav	
BH1.8	Suggestions	<a href="http://library.uvm.edu/news/?page_id=1859">http://library.uvm.edu/news/?page_id=1859</a>	News blog	feedback	Global Nav	
BH1.9	Connect from off campus	broken or doesn't work b/c I'm already on campus?	EZ Proxy?		Global Nav	
BH1.10	Follow Us: Facebook	<a href="https://www.facebook.com/UVMLibraries?ref=ts">https://www.facebook.com/UVMLibraries?ref=ts</a>	external link	social me	Global Nav	
BH1.11	Follow Us: Twitter	<a href="https://twitter.com/UVM_Libraries">https://twitter.com/UVM_Libraries</a>	external link	social me	Global Nav	
BH1.12	Follow Us: Flickr	<a href="http://www.flickr.com/photos/uvmlibraries">http://www.flickr.com/photos/uvmlibraries</a>	external link	social me	Global Nav	
BH1.13	Follow Us: RSS	<a href="http://library.uvm.edu/rss/feedlist.php">http://library.uvm.edu/rss/feedlist.php</a>		rss	Global Nav	
<b>FIND SECTION</b>						
BH1.14	Books & More	<a href="http://library.uvm.edu/books/">http://library.uvm.edu/books/</a>	html	resources	Find	
BH1.14.1	CatQuest	<a href="http://primo.uvm.edu/primo_library/libweb/action/search.do?vid=UVM">http://primo.uvm.edu/primo_library/libweb/action/search.do?vid=UVM</a>			Books & More	
BH1.14.2	Classic Library Catalog	<a href="http://voyager.uvm.edu/vwebv/searchBasic">http://voyager.uvm.edu/vwebv/searchBasic</a>			Books & More	
BH1.14.3	WorldCat	<a href="http://firstsearch.oclc.org/WebZ/FSPrefs?entityjsdetect=:javascript=true:screenize=large:">http://firstsearch.oclc.org/WebZ/FSPrefs?entityjsdetect=:javascript=true:screenize=large:</a>			Books & More	
BH1.14.4	Books in Print	<a href="http://www.booksinprint2.com/HomePage.aspx">http://www.booksinprint2.com/HomePage.aspx</a>			Books & More	
BH1.14.5	Center for Research Libraries	<a href="http://catalog.crl.edu/">http://catalog.crl.edu/</a>			Books & More	
BH1.14.6	Google Book Search	<a href="http://books.google.com/">http://books.google.com/</a>			Books & More	
BH1.14.7	Library of Congress Catalog	<a href="http://catalog.loc.gov/">http://catalog.loc.gov/</a>			Books & More	
BH1.14.8	Middlebury College Library	<a href="http://biblio.middlebury.edu/search~S2">http://biblio.middlebury.edu/search~S2</a>			Books & More	
BH1.14.9	St. Michael's College	<a href="http://voyager.smcvt.edu/vwebv/searchBasic?sk=en_US">http://voyager.smcvt.edu/vwebv/searchBasic?sk=en_US</a>			Books & More	
BH1.14.10	Champlain College	<a href="http://library.champlain.edu/">http://library.champlain.edu/</a>			Books & More	
BH1.14.11	ARTFL Project	<a href="http://artfl-project.uchicago.edu/">http://artfl-project.uchicago.edu/</a>			Books & More	
BH1.14.12	Gale Virtual Reference Library	<a href="http://go.galegroup.com/ps/start.do?p=GVRL&amp;u=vol_b92b&amp;authCount=1">http://go.galegroup.com/ps/start.do?p=GVRL&amp;u=vol_b92b&amp;authCount=1</a>			Books & More	

# Phase 1: Audit

## Clean up

- If you found problems are issues, fix it now!
  - Out of date pages
  - Duplicate pages
  - “Test” pages
  - Bad links
  - Misspellings



# Phase 1: Audit

## Share What You Find

- **Communicate the results of the content audit.**
- **Demonstrate need to get stakeholder buy-in**

# ANALYSIS



# Phase 2: Analysis

## Defining a Core Purpose

- Develop personas
- Draft a vision statement for the website

# Phase 2: Analysis

## **Review Current Processes**

- Interview stakeholders
- Diagram current workflows
- Review all existing documentation

# Phase 2: Analysis

## Develop Standards

- Style guide
- Linking standards
- Voice and tone guidelines

# STRATEGY





# Phase 3: Strategy

## **Assign Roles and Responsibilities**

- Content Manager
- Content Provider
- Requestor
- Reviewer
- Publisher
- Etc...

# Phase 3: Strategy

## Establish Workflows

- Creating new pages
- Editing existing pages
- Deleting pages

# Phase 3: Strategy

## Ensuring Sustainability

- Establish system of accountability
  - Metrics for assessment
- Plan for additional training when necessary
- Establish a communication plan
- Stay flexible!

# Content Strategy @ UVM

- Phase 1 complete!
- Currently working on Phase 2
- Hope to implement Phase 3  
with the roll out of our new website



**THANKS!**

