



Web Content Strategy
June 2011 - May 2012

Keystone College Web Content Strategy

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INTRODUCTION

By definition, a Web Content Strategy is a living document that provides guidelines, regulations and parameters for the publishing of content on an organization's website. The development of a Content Strategy often calls for changes to an institution's current web content and provides guidance for the creation of new content. The Content Strategy must be adhered to by all members of Keystone's community. What follows are the procedures and guidelines that must be adhered to in respect to the creation and editing of content for Keystone College's website.

I. MESSAGES

Message Hierarchy

Messaging drives story and structure and helps meet key objectives. When creating content for Keystone College's website, specific tenets of the College must be addressed. Remember, content should be about the user, not the office the content is describing. To ensure specific messages are conveyed through the College's web content, a messaging hierarchy must be followed:

1. **Primary Message:** The single most important thing you want the user to know. This supports all of our objectives.
The primary message of the College's website will focus on three topics: the small nurturing, personal learning atmosphere, small class sizes and student-to-faculty ratio, and the College's investment in students' success (our value proposition).
2. **Secondary Message:** A group of key messages that extrapolate the primary message.
The secondary message of the College's website will relate to academic preparation, career / life goal accomplishment, physical, natural and geographic locations of the College, personal relationships / campus community, diversity, arts at the College, student support (academic and financial), and affordability.
3. **Details:** All the facts, data, anecdotes, and philosophies that attest to the above messages.
The Web Committee will use student stories, anecdotes, videos, photos, blogs, undergraduate research projects, etc. in providing details.
4. **Call(s) to Action:** The Call(s) to Action are essentially the reason why the information is made available. What we want the users to *do*:
"Apply Now", "Request More Information", "Visit", "Register", "Donate", "Read More", "Learn More", etc.

It should be noted that while the College's Mission, Vision, and Values are extremely important to the functioning and definition of the College, they are not directly measurable. Instead, the tenets included in the Mission, Vision, and Values of the College should be kept in mind when creating content and will therefore serve as "undertones" of our messaging.

II. PLANNING

Planning Cycles and New Content

- Convened by the Web Content Manager, the Office of College Communications will create a schedule to highlight important campus events and marketing material for the Keystone College website. The following tri-annual schedule will be adhered to:
 1. February: plan for April, May, June, and July.
 2. May: plan for August, September, October, and November.
 3. September: plan for December, January, February, and March
- When planning, the Office of College Communications will determine the type of content needed, and who is responsible for the collection, creation, and publication of the

information. Web committee members may be called upon to contribute content for specific events within their areas. A formalized plan, including workflow and assigned duties will be created for each event.

- The formalized planning schedule will ensure that all appropriate campus activities are highlighted and planned for accordingly.
- The web content manager will meet with the web committee twice a semester for formal discussions and long range web site needs and planning.

New Content

- Dissemination of Information: Members of the Office of College Communications team will contact academic departments on a regular basis as an effort to provide more meaningful information about what our students are doing. (“Show it, don’t say it.”)
- Members of the College Communications team will be charged with converting any pertinent press release information into useable web content and provide follow-up information about events once they have occurred.
- The web committee will share content ideas and needs with the web content manager during their one-on-one meetings.
- The web committee will continue to use PR request to notify the Office of College Communications of event and/or content needs that pertain to their departments.
- When new content is created and published, it must be peer-reviewed by the Web Content Manager to be sure style guidelines are followed (Appendix B).

III. WORKFLOW

Continual Maintenance

- Web Content Manager along with Web Committee will continue to provide, create and publish content while adhering to the Style Guidelines (Appendix B).
- Site Improve/Site Check will be used and reviewed weekly for spelling errors and to ensure that all internal and external links are still functional.
- Training sessions and/or work shops will be scheduled to continually develop the skills of the web committee members.

Continual Assessment

The Web Content Manager will take the lead in monthly assessment reports to measure traffic and site performance, as well as the effectiveness of the website. These reports will give a better understanding of user patterns and interactions that will help in future planning and / or marketing.

- Google Analytics
- Ad This Analytics
- You Tube Insight

Areas of Responsibility

Shannon Williams, Web Content Manager, Web Committee Chair

Sarah Keating, Vice President for Enrollment, Cabinet Liaison

Mark Gowarty, Web Master

- **Academics:**

- Shannon Williams - Content Publisher with Administrative Rights

- Cheryl Guse - Content Publisher

- Ward Roe – Faculty Liaison (term dates: 6-1-2011 to 5-31-2013)

- **Calendar / Events:**

- Crystal Seigle - Content Publisher

- **Admissions / Financial Aid / Career Development**

- Sue Hildebrand - Content Publisher

- Chris O’Connor - Content Publisher

- Kristen Greene - Content Publisher

- **Student Affairs:**

- Wendy Kramer - Content Publisher

- Lori King - Content Editor

- Luci Lopes - Content Publisher

- **Alumni / PR / Institutional Advancement:**

- Beth Miller - Content Publisher

- Christina Fenton-Mace - Content Publisher

- **Library:** (Library is its own site, not part of CMS.)

- Mari Flynn

- **Athletics:** (This is its own site with a link from the Keystone web site, not part of CMS.)

- JR Rupp (not on web committee)

- **Business Office:**

- Melissa Howerton - Content Publisher

- Patricia Lione - Content Editor

- Alberta Grushinski - Content Publisher

- Jaime Yocum - Content Editor

- **Veterans and Parents:**

- Wendy Kramer - Content Publisher

APPENDIX A



Keystone College Web and Content Management Policy

The web is an essential source of information and a communication medium for all College audiences: current and prospective students, faculty, parents, alumni, and media. Our website is a medium of communication that defines who we are today and who we will be in the future.

Web Committee

As a collaborative group, with representation from each division and department of the College, the Web Committee will develop and implement the strategic web vision for the College.

The Faculty representative serves on the committee for a two year term (based on Academic calendar year, June 1-May 31), and their replacement will be voted in by faculty senate.

2011 Committee Members: Sarah S. Keating, Vice President for Enrollment and Director of Admissions, Cabinet liaison; Shannon Williams, Web Marketing and Content Manager, Committee Chair; Beth Miller, Director of Communications; Cheryl Guse, Coordinator of Online Learning; Christina Fenton-Mace, Director of Alumni Outreach; Crystal M. Seigle, Customer Service Manager/Events Coordinator; Kristen Greene, Assistant Director of Admissions; Mari Flynn, Director of Miller Library; Mark Gowarty, College Webmaster; Melissa Howerton, Director of Student Business Services; Patty Fox, Assistant Professor of Psychology, Faculty liaison; Susan Hildebrand, Coordinator of Admissions Information System; Wendy Kramer, Director of Commuter Living; Luci Lopes, Assistant Director of Student Activities, Luci Lopes, Assistant Director of Student Activities, and Chris O'Connor, Senior Career Counselor.

Each committee member is responsible for maintaining their department or office web pages, keeping content up-to-date and following guidelines established by the Web Committee. Members are expected to attend update meetings twice each semester and communicate updates from those meetings back to their respective department or office. Training/workshop sessions and one-on-one meetings with the web content manager will also be available as needed.

Editors and Publishers

Some members of the committee are **Content Editors**, and some members are **Content Publishers**. Publishers can create content in the Content Management System (CMS) and publish it live to the web site.

Editors can create content but are not allowed to *publish* the content directly to the site, it is directed to their assigned publisher to upload for them.

Some members sit on the committee to represent their department, but have no Editor or Publishing rights.

There are members of the committee that have other College staff members that “report” to them as Content Editors, but are not part of the web committee.

Web site contributors by Department:

- Shannon Williams, Web Content Manager, web committee chair
- Sarah Keating, Vice President for Enrollment and Director of Admissions, Cabinet liaison
- Mark Gowarty, Web Master

Academics:

- Shannon Williams - Content Publisher with Administrative Rights
- Cheryl Guse - Content Publisher
- Ward Roe – Faculty liaison (term dates: 6-1-2011 to 5-31-2013)

Calendar/Events:

- Crystal Seigle - Content Publisher

Admissions/Financial Aid/Career Development:

- Sue Hildebrand - Content Publisher
- Chris O’Connor - Content Publisher
- Kristen Greene - Content Publisher

Student Affairs:

- Wendy Kramer - Content Publisher
- Lori King – Content Editor
- Luci Lopes - Content Publisher

Alumni/PR/Institutional Advancement:

- Beth Miller - Content Publisher
- Christina Fenton-Mace - Content Publisher

Library (Library is its own site, not part of the CMS.)

- Mari Flynn

Athletics (This is its own site with a link from the Keystone web site, not part of the CMS.)

- JR Rupp (not on web committee)

Business Office

- Melissa Howerton - Content Publisher
- Patricia Lione - Content Editor
- Alberta Grushinski - Content Publisher
- Jaime Yocum - Content Editor

Content Management System (CMS)

The CMS is the system that stores and displays official College web content. Management and use of the CMS will comply with all official policies of the College, including but not limited to, discrimination and harassment policies, compliance with all federal, state, and local laws, statutes, and regulations, brand standards, confidentiality of records, positive data security and appropriate use of computing facilities. Any

official College information made available to external users is subject to review by the College to ensure consistency with laws and College policies.

Workflow

Any one wishing to make Web Site changes or updates can do so by contacting their department/division web committee representative, content editor or publisher for that department. Any new pages should be submitted through the IT Help Desk ticketing system; submit your IT Ticket request as a **Web Content** request to **Shannon Williams**. Any requests for new web pages will be brought to the committee for discussion and approval. Decisions on where to place the page within the navigation of the web site will be made by the committee at that time.

Keystone College Web Sites and Web Page Branding

Keystone College is working to strengthen its brand image with all of its constituencies. Our brand differentiates Keystone College from the competition and is at the heart of all of our marketing efforts.

Marketing experts agree that the “look” of College materials is vital to establishing our brand in the minds of all our potential customers. Keystone has adopted new policies to assure that brochures, signs, pamphlets, stationery, press releases, and the like all have the Keystone College “look.”

This branding initiative extends to web pages and web sites that represent the College and its activities.

Anyone wishing to create a new web site that is affiliated with, or represents Keystone College, will have to go through an application process and get approval if the web site is not going to be part of the Keystone College dotCMS. This approval is given by a sub-committee; Charlotte Ravaioli, Senior Adviser to the President; Sarah Keating, Vice President for Enrollment and Director of Admissions; Shannon Williams, Web Marketing & Content Manager; Iris Horne, Director of College Publications; and Mark Gowarty, College Webmaster.

APPENDIX B

Style Guidelines

Publishers are ultimately responsible for the information that is placed on the website, regardless of whether or not they wrote it. It is of the utmost importance that the information placed on Keystone College's website is consistent with the following guidelines. When necessary, the Publisher maintains the authority to alter information from content providers so as to make the content fit within the guidelines provided. The integrity of the information shall be preserved. (See Appendices B and C for Peer Review Workflow and Content Creation Checklist, respectively).

When creating content for the web, the following style guidelines and workflows must be adhered to:

Technical Guidelines: (See Appendix C for quick guide)

- Meta tags must be included on every page.
- The following items must open in a new window:
 - PDFs
 - External Websites
 - Other internal websites not in dotCMS
 - Websites that require a login (Blackboard, KC Connect)
 - Interactive Web forms
- All links must have a title.
- All images must have a title.
- All documents and forms must be housed in the "Documents/Forms" folder in CMS.

Formatting / Style Guidelines: (See Appendix C for quick guide)

- Only in-text links should be boldfaced and underlined.
- Use proper URL linking.
- Appropriate and up-to-date logos must appear on any Keystone College form.
- Text alignment must be consistent throughout site (left aligned).
- FAQ's, Contact Information and Calls to Action must be consistently placed throughout WebPages.
- When feasible, scanned documents / PDFs should be made into web content.
- PDFs and scanned images must be up to date with a current Keystone College logo, date stamp, and orientation location (i.e. Last updated April 8, 2010, Admissions Office).
- Scanned images must be clear and properly aligned. (Whenever possible, eliminate scanned images by creating web content.)

Formatting - General Content Guidelines: (See Appendix C for quick guide)

- Content should be written with search engine optimization (SEO) in mind (Appendix D).
- Content should have an approximate Flesch Reading Ease score of 60.
- Content should have an approximate Flesch-Kincaid Grade Level score of 7.
- The "c" in College should always be capitalized when used in reference to Keystone.

- Spelling of terms must be consistent throughout the website ('adviser' is correct; 'advisor' is not).
- When writing dates: March 12, 2010 is acceptable; March 12th, 2010 is not.
- “Voice” must be consistent, keeping the same voice throughout all content.
- Content must be clear and concise.
- Pages with little or no content should be avoided.
- The website needs to “show” visitors about Keystone instead of tell them. The proper use of video and images will allow for this.
- Content must be easily scanned with the most important information placed in the most eye-catching positions.
- Numbers less than ten should always be written out (“five” is correct, “5” is not).
- Content should be easy to scan; bullet points should be employed whenever possible. Though no official “limit” can be placed on the amount of text on a page, it is important to keep in mind that information must be easily scanned.
- Most pages should include a “call to action.”

Formatting / Asset Guidelines: (See Appendix C for quick guide)

- Files should be named “UpperLower” case with no dashes, spaces, underscores or characters other than letters and numbers.
- No dates should be assigned to a file so that it may be easily replaced. Files can only be saved over when it has the same name as before.

APPENDIX C

Keystone College

Quick Guide Checklist for Content Creation

HTML Web page

- Meta tags should be found on each page.
- Title should be one line if possible.

Content

- Text left aligned.
- Contact information and calls to action upper right if possible.
- Flesch Reading Ease score of 60.
- Flesch-Kincaid Grade Level score of 7.
- Is the C in College capital?
- Is “adviser” correct?
- Correct date: Month, Day, Year.
- Easy to scan with bulleted text.

Links

- Link should be titled.
- Always a word / name - no URLs.
- Boldfaced and underlined.

PDFs / Forms

- Can it be an interactive online form or a web page?
- Open in new window.
- If it is a form, it should be saved to: [about_us/departments_and_offices/forms](#).
- If scanned it must be clear and properly aligned.
- Must have current Keystone College logo.
- Must have a date stamp and department name.

Images / Assets

- File naming: “UpperLowerCase” with no dates.
- Title all images and graphics.

Other

- Web sites (external or internal Keystone College site that requires a login).
- Open in new window.

APPENDIX D

Keystone College Search Engine Optimization

Writing for Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the practice of increasing the volume and quality of visitors to the website through a search engine, such as Google.

The Web Content Manager will work with the Web Master to be sure that all procedures are current and within regulation. These methods are perceived to change in the future along with updates to technology and communication.

Before new content is published, it must be peer-reviewed (Appendix B) by another member of the Web Committee. Review process will follow guidelines provided in checklist (Appendix C).

Writing Content

A. Be Direct

Say exactly what it is you're trying to convey. Search engines do not understand word play – the algorithm takes words literally. So an article on a new chili recipe titled “Some Like it Hot” will not garner as many page views as a story with the title of “A Recipe for Homemade Vegetarian Chili Recipe.”

Use short paragraphs (50-75 words) and bullet points, lists, etc. to improve "readability."

B. Keywords

“Pepper” your story with words and phrases that a reader would be likely to enter as a search term.

a) Primary Keywords:

Each blog entry or website page or web article should have between 1-3 primary keyword terms that should be used in the sub-titles and body, works best to have in first two lines of paragraph.

b) Secondary Keywords:

Numerous secondary keywords should be sprinkled throughout the writing to ensure good search engine optimization.

C. Keyword Density

The number of times the keywords are repeated. No more than 5%.

The **keyword density** on a page is figured by simply dividing the total number of keywords, by the total number of words that appear on your web page.

** Note: Avoid “keyword stuffing” (over-using keywords) as search engines will penalize a website, web article or blog in terms of its performance in Google search results.

D. Steps to Check the Keyword Density

- a) Copy and paste the content from the web page or article that you wish to check into a word processor program such as Microsoft Word or Open Office.
- b) On the tool bar, select Edit from the menu and click Select All. Next, go to the Tools menu and select Word Count. Jot down the total word count.
- c) Now select the Find or Find and Replace function from in the Edit menu. Go to the Replace tab and fill in the keyword you wish to locate. Replace that word with the same word, so that you are not changing the text.
- d) After you have completed the Replace function, the system will provide a count of the words that you have replaced. This gives you the number of times you have used the keyword on that page or in said article.
- e) Using this method and the examples shown above, you can now calculate the **keyword density**.

APPENDIX D Resources:

http://onlinepublishing.suite101.com/article.cfm/seo_tricks_for_web_writing

http://onlinepublishing.suite101.com/article.cfm/writing_for_the_web

<http://www.howseoworks.com/keyword-optimization.html>