

Content Governance Checklist

Spring Cleaning for Your Website

Contact Info

- Address, phone and fax details are accurate for all locations
- Map pins are current
- Email address is current (and/or email address that contact form notifications are being sent to)

Times and Dates

- Hours of operation are current
- Events calendar is current
- Copyright line is current (usually at page bottom in the footer)

Prices and Sales

- Published prices are correct
- Old discounts are removed; current discounts are clearly explained with expiration dates

Staff Profiles

- Terminated employees are removed
- New hires have been added
- Staff profiles are current (years of service, education and certifications are up to date)

Social Media

- Links to your social media properties are published
- Use the most current icons, or badges, as links to your social media properties (Tip: Twitter is a bird profile now, not a lowercase “t”)

Services and Products

- Discontinued services and products have been removed
- New services and products have been added

Spelling and Grammar

- Ensure spelling and grammar are accurate, particularly for your most -visited pages. If you wrote the content, let someone else review it.

Outbound Links

- If you link out to other websites that are relevant to your audience, that’s great, and possibly good for search engine optimization. Just check the links from time to time to be sure they still work.

Finally, if you haven’t established a baseline for website usage metrics, do so now and monitor results at least quarterly. This will help you understand which content on your website is most frequently sought.

Read more at aloumeyer.com/bcba.