

Use these 10 questions to evaluate the value your website content provides to your users.

1. Is the information presented up to date?
If not, how can it be updated to be relevant for current times?
If information is outdated, and can't be updated, delete or archive it.
2. Is the information presented something customers are likely to look for on your site, or would they be more likely to do a general browser search?
For example, information on how to assemble a survival kit is something that customers are likely to search for and not expect to be provided by their city or county. Leave information like this off the site or link to a verified source.
3. Does this information come from an authoritative source other than your organization (i.e., FEMA)?
If you are not the authority, provide a link to the authoritative source instead of repeating and maintaining the information on your own pages.
4. Is there sufficient contact information provided?
If not, add relevant information: name, phone number, email, physical address, mailing address (if different from physical address), etc.
5. Is the page too long?
If so, break it up so the content is easier for your users to digest. Use no more than two or three sentences per paragraph and no more than a topic or two per page.
6. Does the formatting make sense?
If not, rework the information in a way that is easy for your citizens to interpret while scanning the page. Put the most important content at the top and move less important details down on the page or delete it.
7. Are items housed where they need to live?
If not, move them to the appropriate department/section of the website. If you feel customers are looking for this information elsewhere, create a link in an appropriate place to direct customers to what they are looking for.

8. Is your content intended for the public or is the information geared toward internal employees?
Move any information intended only for employees off of your public-facing website and into your intranet employee portal. CivicEngage provides the ability to create an intranet if you do not currently have one.
9. Is the information better suited to be a PDF?
Information that falls into this category should be guided by the following questions:
 - a. Will the user want a physical copy of the information?
 - b. Is the information incredibly lengthy or extremely detailed?
 - c. Does the info need to be housed on a page or will it be better served as a document?
 - Good examples of such information include safety tips, checklists, guides, legal notices, policies, procedures, disclaimers, etc.
10. Photos: Are they applicable to the page? Are they too small to be useful?
 - a. We do not recommend the use of clip art. Use stock photos sparingly.
 - b. Images should only be on a page if they enhance the content. One applicable picture per page is often plenty unless the pictures are truly explaining or enhancing the content.
 - c. Multiple pictures (such as pictures of events, classes, camps, etc.) should be neatly organized. We will move albums, such as the ones listed above, into albums in the Photo Gallery module for easy organization and browsing.