

## CEHD Center Website Process and Responsibilities

Some items can happen concurrently. Schedule is dependent upon content strategists and web team availability (start early!)

Timelines are incredibly dependent on size and scope. Time ranges are maximums.

	Responsibility				Description
	Center Leadership	Content Strategist	Web Team	Minimum Timeline	
Goals, Objectives, Audience				2 weeks	This determines the purpose of the website and answers the questions: What problem will be solved or what opportunity will be achieved? Who is the website for? What actions will they take? What more can we figure out about their motivations and needs? What tone and voice should be used?
Audit Content				4 weeks	What information is already available on the site? Is that information up to date? Is that information what is needed for your audiences? What information will be included on the site? What are the groupings for this information and how does it align with actions the audience will take? How will you know the audience achieved their goal? What photos, PDFs, or presentations are available or need to be collected.
Collect & create site content				2 months	The most complicated part of the process is collecting and creating all of the necessary information for the site. This process could take anywhere from 3 months, to two years. Conflicting schedules, the academic calendar, and other projects will greatly impact the length of this step.
Information Architecture				1 week	Layout website structure and taxonomy, determine coding necessary to achieve goals. Check back in with possible missing content.
Integrate Site Into Parent Template				1-2 weeks	Platform is selected and templates are built by the web team. Content strategist fills in sections right away and stays in close contact with the web team so adjustments can be made quickly and testing can be carried out efficiently. Build time is determined by the needs of the site.
Launch Site				1 week	More testing and close contact to ensure all is working well. Go back and make changes for items not working well. Implement feedback.
Maintain and Repeat				Ongoing	Monitor web traffic and evaluate goals. Talk with users if able. Plan out next goals for unit and course of action for any current goals that do not seem to be working.