AGENDA

» TIMELINE REVIEW

» TIPS

» Q & A

CONTENT TIMELINE

	Task	Start	End
1	**Information Architecture**	7/23/2020	8/5/2020
1.1	IA Review & Approval	7/23/2020	8/5/2020
1.2	Receive GatherContent Login	7/30/2020	
2	**Create Content for New Website:**	7/31/2020	10/30/2020
2.1	Draft content in GatherContent platform. Once your content has been drafted, your assigned Digital Strategist will review, provide feedback, and make optimizations before forwarding to Branding for final approval.	7/31/2020	10/30/2020
2.2	GatherContent Check-In: 25% Content Complete in GatherContent		9/11/2020
2.3	**GatherContent Check-In: 50% Content Complete in GatherContent** « NEXT MILESTONE		**9/25/2020**
2.4	GatherContent Check-In: 75% Content Complete in GatherContent		10/16/2020
2.5	GatherContent Check-In: 100% Content Complete in GatherContent		10/30/2020
3	**Load Content into Sitefinity**	11/2/2020	11/30/2020
3.1	Sitefinity Training (Scheduled based on feedback from colleges/departments)		
3.2	Load content into Sitefinity for final publishing. Note: All content must be approved by your assigned Digital Strategist and Branding prior to migration to Sitefinity.	11/2/2020	11/30/2020
4	**User Acceptance Testing (UAT)**	12/1/2020	1/27/2020
4.1	User Acceptance Testing Pages will be reviewed, navigation tested, and overall site functionality will be reviewed prior to go-live.	12/1/2020	12/30/2020
5	**Go-Live & Post-Project Support**	1/27/2021	Ongoing
5.1	User Acceptance Testing Your assigned Digital Strategist will be working with your college/department to determine next steps.	1/27/2021	Ongoing

UNIVERSITY COMMUNICATIONS

GETTING STARTED WITH GATHER CONTENT

Look at your current site. Prioritize pages based on student and prospective student immediate needs. Focus on external-facing pages. Intranet (login) is Phase 2.

GIVE CONTENT A FRESH LOOK

» THINK LEAN AND CLEAN WEBSITE

Simplify sentences with concise words. Use bullets and lists instead of large blocks of text. This is the time to do a "spring cleaning".

» ASK THE QUESTION

For every page, ask what will the reader need when they visit this site. Why would someone want this content? What is so special about this content?

» CONVERSATIONAL VS. BROCHURE

Write as if speaking to your reader. Use "you'll, we, we'll, you". Example: Instead of "CMU has 21 residence halls", say "We have 21 residence halls."

» HOW OLD IS YOUR CONTENT?

Has it been more than a year since your content has been updated or reviewed? Now is the time to make it relevant for 2021.

GETTING STARTED

» LOGIN TO GATHER CONTENT
Refer to the email sent with your login information. The site is:
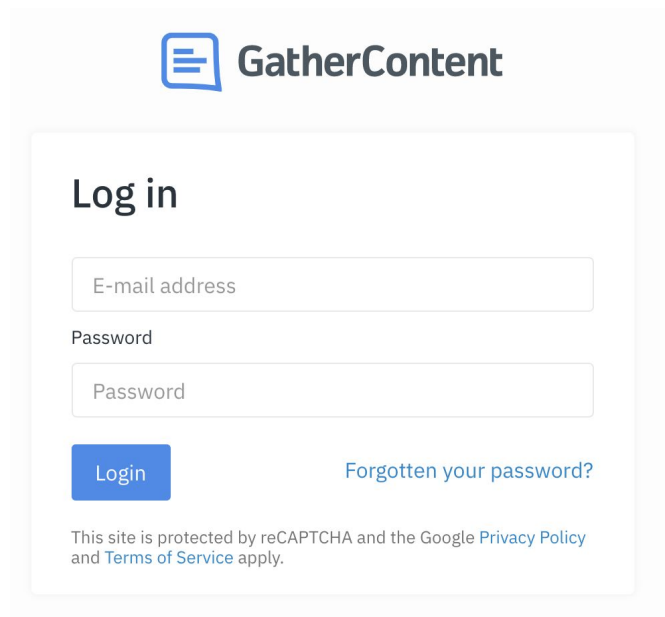**https://mstoner.gathercontent.com/login**

» COPY AND PASTE CONTENT
For every page on your existing website, copy and paste the content into Gather Content. You can either do this directly from the current site to the page in Gather Content or you can copy to a Word document, freshen up content, then copy/paste to Gather Content page. You can make edits in Gather Content and everything is autosaved.

» SCHEDULE YOUR WORK
Block time on your calendar either daily or weekly to work on moving your content to Gather Content. This is vital to staying on track and meeting our go-live deadline.

GatherContent

Log in

E-mail address

Password

Password

Login   Forgotten your password?

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

CLOSER LOOK AT GATHER CONTENT

» LOOK AT YOUR ASSIGNMENTS

Your digital strategist will assign pages to you, this makes it easier for you to find the pages in Gather Content. You'll find your assignments on the Content tab.

» PICK A PAGE, ENTER CONTENT

Based on your prioritization, in the Content tab, select a page to start with. Copy/Paste content into all content blocks of the template.

The template has hints and examples in the content blocks to assist you.

» CHANGE STATUS

When you are done entering content on a page, go to the top of the page. Click on CMU Draft 1, at the drop down select **Mark as Complete for CMU Draft 1**. The status will advance to "yellow, **Alternate Strategist / DDS Review**". You are now done with this page and your strategist will review it.
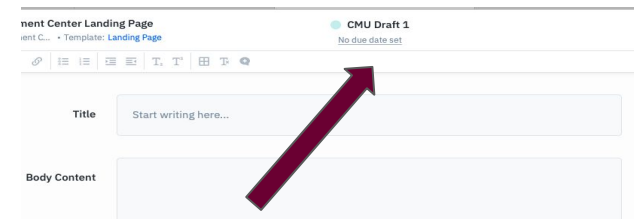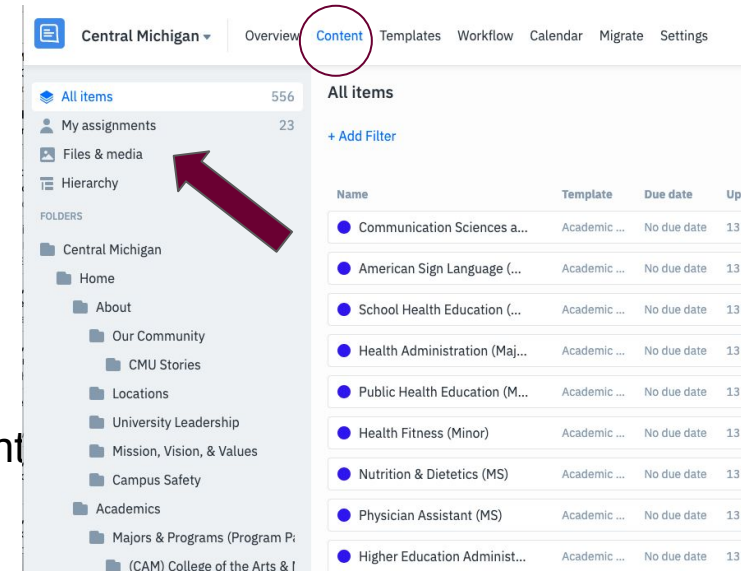
CHECKLIST FOR ENTERING CONTENT

» **COPY/PASTE TITLE OF PAGE**

» **WRITE TITLE TAG, METADATA**
Follow this format: **Name of page | Central Michigan University**

» **ENTER BODY CONTENT**
Copy/paste from existing page. Use H1, H2, H3 and paragraph settings to denote headlines vs. paragraphs. If you need an accordion in the page, denote with [accordion] before and after an accordion item. For buttons [Call to Action], denote using brackets next to the proposed button text. Use sentence case for buttons [Get more information]

» **WRITE META DESCRIPTION**
This is how your page will appear in a browser search. An opportunity to "sell" your content online. Be brief (160 characters) and pitch the page using keywords. Check your meta description with the online free tool:
https://seomofo.com/snippet-optimizer.html

» **INCLUDE ATTACHMENTS**
Attach any images or PDFs you want to use on the page.

CHECKLIST FOR ENTERING CONTENT

» ENTER IMAGE ALT. TEXT
For every image you attach to the page, write in an alt. image description for screen readers and accessibility. Denote [ImageName.xyz] within the body content where on the page the image should be published.

» COPY OLD URL
For reference purposes, enter the URL of the existing page. If you need a vanity URL or shortened URL on the new site, make note in the NEW URL section.

» NOTES
Use this space to add notes to your strategist about page structure, questions you have, image locations, call to action buttons, etc.

» CHANGE PAGE STATUS
At top center of page, Click on CMU Draft 1, at the drop down select **Mark as Complete for CMU Draft 1**. The status will advance to "yellow, Alternate Strategist / DDS Review".

» REPEAT PROCESS FOR NEXT PAGES
Reach out to your digital strategist at anytime for help. We check email and Teams often.

Q & A

» **ENTER YOUR QUESTIONS IN CHAT**
Don't be shy.

» **IT'S OK TO COME OFF MUTE!**
Hard to explain in text? Speak up!