Transforming our Web Presence

WebCMS Content Review Pre-Migration Checklist

Use this checklist to review your content before it is migrated to the updated WebCMS. Use Google Analytics and Siteimprove to find pages with low pageviews, broken links, or redundant content.

❑ **Remove ROT**

- **Redundant content** is characterized by repeating the same idea in multiple locations, as in:
    - Duplicate pages (ending in -0, -1, etc.)
    - Duplicate files with the same titles or URLs ending in -0, -1, etc.
    - Orphaned files with no active usage
    - Multiple pages on the same topic in different web areas, written for the same/similar audience
    - Content housed elsewhere, such as the official docket at regulations.gov (link to it instead)
- **Outdated content** consists of materials that are no longer in use, or are out-of-date, such as:
    - Defunct projects; concluded event pages, which have no intrinsic historical value (conference registration pages, meeting agendas, etc.); closed RFPs
- **Trivial content** is of little importance or value, and is considered insignificant to the overall scheme or purpose of your website, including:
    - *Minimal pageviews recorded in Google Analytics*
    - Content that doesn't clearly meet a goal or serve the intended audience and their tasks
    - Default pages and index pages without "real" information (but not your home pages).
    - Old conference materials and newsletters

Consolidate, unpublish, or delete ROT. The more you remove now, the less QA work you'll have later. Don't just blindly republish all pages that are up for review.

❑ Should it be archived? (Request OWC approval first)

- Public notices, other historical or reference materials. See **EPA's Web Standard on Archiving**

❑ Image-only PDFs?

- **Fix them**. PDFs should not be image only. See **How to Create a Web-Ready PDF**

❑ Alternate languages?

- **Don't forget your public Spanish content!**

- **PDFs must be tagged appropriately with the right language** (and with other proper metadata)

- OWC should be aware of any foreign language content

❑ PDFs with broken links?

- **Fix them**. PDFs should not have broken links. See **How to Create a Web-Ready PDF**

❑ Images with embedded text (text that is part of the image)?

- **Remove them**. Text should be separate from the image. See **Web Standard: Graphics and Images**

❑ Tabs and Accordions

- **Remove them.** Tabs and accordions present a number of accessibility and findability issues. See Tabs and Accordions: How do I prepare for the WebCMS Migration?

❑ Panelizer

- Delete any hidden panes in panelizer, they will not be hidden after migration.

- Remove any clear classes from boxes in panelizer. See the "How do we remove floats from boxes?" FAQ. Consider styling your pane as a box instead of having a box inside a pane.

For More Information

Visit the WebCMS Update page at https://wcms.epa.gov/webguide/webcms-update (log in first), or contact Angela Shogren or Cathy Edstrom.

Links

- https://www.epa.gov/webguide/redundant-outdated-andor-trivial-content-rot-review-and-clean-your-web-area

- https://www.epa.gov/webguide/how-create-web-ready-pdf

- https://www.epa.gov/web-policies-and-procedures/web-standard-archive

- https://www.epa.gov/web-policies-and-procedures/web-standard-graphics-and-images

- https://www.epa.gov/web-analytics/basic-ga-tools-evaluate-your-web-area

- https://www.epa.gov/web-analytics/introduction-siteimprove