4 STEPS TO GET YOUR SITE READY FOR THE NEW SEMESTER

1. CHECK YOUR DATES
   If you’ve got a reference to the 2013-14 school year (or earlier), it’s time to bring your page up to speed. Don’t make your users wonder if the same information still applies.

2. CHECK YOUR DOCUMENTS
   Whether you’ve got application forms, syllabi or advising worksheets on your website, you want to make sure they’re the versions that people actually need.

3. CHECK YOUR DATA
   Did you have faculty or staff changes? Did your office move? Did you have a policy change? The start of the semester is a great time to make sure everything on your website is accurate.

4. DEVELOP A PLAN
   Once your website is up to date, it needs to stay that way. You also need to give users a reason to come back from time to time. The best way to do that? News and events.

PRO TIPS

- Set review dates in T4. This will notify you when you’re reaching the point when your content is in danger of being out of date.

- Outline your news and events in advance.
  - Think of a few topics, like faculty spotlights, student success stories or pride points for your department. Once you have some ideas, commit to adding a story to T4 on a regular schedule. Anyone in your department can write them - which will help you save time.
  - If you know your department has events during the semester, you’ll want to get them added to T4 as soon as possible so they can be promoted in the Flame. Make a calendar you can share with other people in your department to make sure you’re not missing anything.

Still Need Help?  Our in-house professional writer has you covered. Email Elaine at esharpe@txwes.edu if you have any questions.