

# 4 STEPS TO GET YOUR SITE READY FOR THE NEW SEMESTER

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## 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.

## i 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 This will notify you when you're reaching the point when your content is in danger of being out of date.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](mailto:esharpe@txwes.edu) if you have any questions.