Conducting a Content Inventory

Tips and Tricks

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WHITE HORSE

- Manually navigate through the site to identify the basic architecture
- Reflect the architecture in the ID numbering.
 - The first tier of pages are the top tabs/categories of your bureau's site (label these 1 through ? with 0 being your bureau homepage)
 - In the excel document, each of these pages has its own tab. I did a sample for the Visiting tab in POL.
 - The second tier pages are any categories or sub-pages that link from the top tabs (label these as decimal points to the first tier number (eg. 1.1, 1.2, etc.)
 - Indent numbering for all second tier (or greater) pages to show the relationship of the page to the preceding tier. (*Tip, use quick key combo: Cntl 1*)
 - For ease of use, inventory second tier (or greater) pages with additional levels of tiered pages on individual Excel worksheets.
 - Use subheadings to indicate quick links, rotating content boxes, or other navigational elements that don't fall under the main content hierarchy.
 - Do not inventory pages or links owned by other bureaus, outside groups or pages with layouts that do not correspond to your web template.
 - Add as many tiers necessary to complete the depth of your site
 - If this is an unwieldy task, that's a sign you have too many buckets of information; consider combining categories or removing content.

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- Hyperlink the page/category in the Excel document to the actual web page.
 - This makes future reviewing much quicker
 - Tip, use quick key combo: Cntl K
- In the Content Summary make a note of what the page is all about, the type of content included, and any key links.
 - For pages that are identical, reference the initial page ID number
- Document any additional information about the page in the Notes section - was a positioning portal or other layout option used, etc.
 - Note the content's original location if it is being pulled in from another page.
 - You might note whether the content is static or dynamic content, a PDF, etc.
- The last column is the template used. For most bureaus your entire site will be the same template.
 - Feel free to use this column to note any other layout features, CSS, or turn it into a recommendations column.

Tips & Tricks

- Start with your bureau home page
 - Progress to the "simple" sections of your site first
- For each top level tab, catalog all the first tier categories before delving deeper into all the sub links
- For each item,
 - provide high-level description of purpose or content on page
 - use Notes column for discrepancies
 - Provide minimal recommendations on first pass
- Consider including inactive content in your inventory
 - Even though the public can't see it, this will help your site stay organized;
 you may discover posting patterns or old content you can remove
- Don't be afraid to modify the Excel template to better serve your needs