

Planning your new county Web pages

As you review the current Web pages, keep in mind that *less is more*.

- County pages are incorporated into the overall site.
- The basic pages (home, council, faculty and staff, location, services) are usually enough to relay your unique offerings in the context of the overall MU Extension site.
- Local programming pages are for content unique to the county/region, but are **not** required. (A 4-H page is the most common local programming page to include, as 4-H information is unique to each county.)
- Only create pages that you have time to manage.

Do not delete any materials. Until your new pages are complete, the old pages will remain live. The extension Web Team will archive all of your old content and put a zip file on the S drive.

Review written content

Content on the existing Web pages should be reviewed by the CPD, faculty member or support staff, depending on who is responsible for the information, using the following criteria:

- Is it consistent with university policies and extension guidelines?
- Does it meet the needs of visitors and potential visitors?
- Is it relevant, timely and accurate? Does it need revision?
- Does it duplicate existing resources within the extension Web?
- Is it well-written, clear and concise?
- Are local events, including 4-H activities, entered into the WebApps calendar?

Content that will be moved should be reviewed for the following areas:

- Spelling
- Grammar
- Editorial style
- Clarity

Review links

Carefully evaluate the need for links to both internal and external resources. Too many links are distracting and make it difficult for users with disabilities to navigate the page.

- Does MU Extension already have a resource available?
- Can it be found by clicking on the category buttons at the top of each page?
- Is it research-based and unbiased? Links to other land grants and government agencies are preferred.
- Would it be easy for Web users to find on their own through a search engine like Google?
- Finally, and most importantly, is the link still active and accurate?

Photos and other artwork

Examine the usefulness of any non-text element on existing pages.

- Does it clarify the accompanying information or is it decorative?
- Do you have signed permission for artwork?
- Do photographs of people have a signed photo release on file?

Be familiar with Web policies

Web publishing policies and the editorial style are important for looking professional and complying with accessibility requirements.

Review these policies at <http://extension.missouri.edu/webteam>