



Portland State University

From the Selected Works of Sherry Buchanan

2016

PSU Library Website: Content Management & Evaluation

Sherry Buchanan, *Portland State University*



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Available at: <https://works.bepress.com/sherrybuchanan/18/>




PSU Library Website: Content Management & Evaluation



PSU Library Website: Content Management & Evaluation

1. Historical Overview
2. Content Management
3. Ongoing Evaluation

SEPT.
2010


 **Portland State**
UNIVERSITY

Library

Suggestions | My Library Accounts | Site Search

Library Home | Resources | Research Help | Services | About PSU Library

Ask Us! | Chat | Email | Phone



All | Books | Articles | Journal Titles | Audio/Video

Find books and more with Portland State WorldCat ...

Search

Advanced Search

Library Hours

SEP 22

Today's Hours 8:00am-6:00pm

Tomorrow 8:00am-6:00pm

[Full Schedule](#)

Research Tools

- **Research Guides**
- **Databases and Articles**
- **Google Scholar**
- **Course Reserves**
- **For Faculty | For Students**

Library News and Events


Library goes paperless for library notices for students, faculty, and staff!

The Library will rely on your pdx.edu e-mail account to send notices, as of October 4. [Learn more ...](#)


New Library Website

Please let us know what you think about our new website to help us improve it. If you'd like to share your thoughts please [fill out a short survey](#).


[More News/Events ...](#)



[more...](#)

Portland State University Branford P. Millar Library | 1875 SW Park Avenue | Portland, Oregon 97201 | 503.725.5874 | Support the Library | Sitemap | 


JAN.
2014

 **Portland State**
UNIVERSITY

Library

Today's Hours: 7:30am - Midnight | My Library Accounts | Site Search

Home | Research Tools & Collections | Help & Services | Study Spaces & Computers | About | Ask a Librarian



All | Books | Articles | Journal Titles | Audio/Video

Find books and more with Portland State WorldCat ...

Advanced Search | PSU-Only Catalog

Library Hours

JAN 29

Today's Hours 7:30am - Midnight
Tomorrow 7:30am - Midnight
[Full Schedule](#)

Research Tools

- Databases & Articles
- Google Scholar
- Subject Guides
- Course Guides
- Course Reserves

Services For

- Faculty
- Students
- Distance Users
- Visitors

Library News and Events


Citation & Info Management Workshops

The Library is offering several winter term workshops on citation tools Zotero and Mendeley, including beginner and advanced sessions, as well as organizational methods.


Library Adds Article Delivery Service


Is the article you need in the Library, but only in print? Our new service means we will scan and deliver it electronically.



More News/Events ...



The Library has gone mobile!
library.pdx.edu/m



 **Reserve a Study Room!**

Portland State University | 503.725.5874 | Maps & Directions | Contact Us | Accessibility | Support the Library | Sitemap  

AUG. 2014

Portland State
UNIVERSITY

Library

Today's Hours:
8:00am - 9:00pm

My Accounts

Ask a Librarian

Research Tools & Collections ·

Help & Services ·

Study Spaces & Computers ·

About the Library ·

Books & More

Course Reserves

Site Search

Search by Keyword, Title, Author

Q


● PSU Library ● PSU & Summit Libraries ● PSU, Summit & Articles


Advanced Search Login (request options & more results)


Databases & Articles


Subject Guides


Course Guides


Reserve
a Study Room


Get
Help


Discover our
Unique Collections


Support
for Faculty



"We must turn from the failed policy of seeking military solutions to political and diplomatic problems." Robert F. Kennedy campaigning for the Presidency at Portland State, March 1968.

Library News

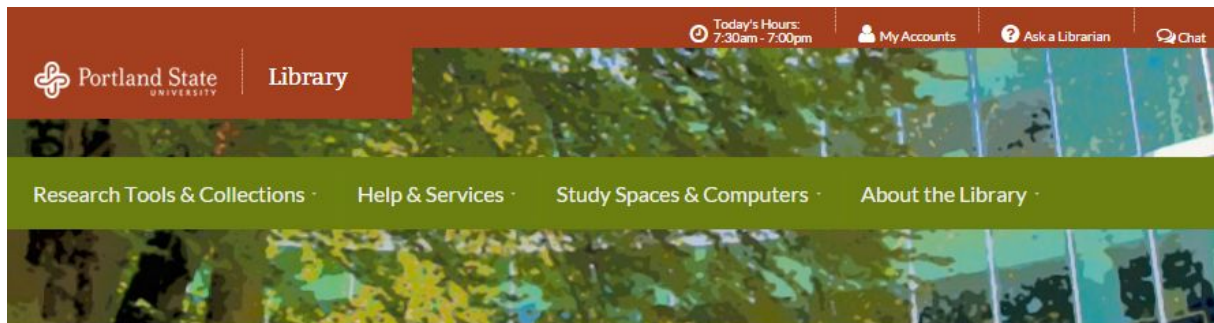
- Welcome to the New Library Website!
- Library Instruction West, July 23-25, 2014

More News

Current Exhibit

- Building Art: Oregon's Percent for Art Program at PSU

FEB. 2016



Books & More

Course Reserves

Site Search

Q

☐ PSU Library

☒ PSU & Summit Libraries

☐ PSU, Summit & Articles

[Advanced Search](#) [Sign in \(request options & more results\)](#)

Databases & Articles**Subject Guides****Course Guides**

Reserve a STUDY ROOM

Ask a LIBRARIAN

Discover Unique COLLECTIONS

Support for FACULTY



Library News

- Library Lunch for Grad Students This Friday!
- Color Our Collections, February 1-5
- PDXScholar Reaches 1 Million Downloads

[More News](#)

Current Exhibit

- Winter 2016 Exhibit Highlights 40th Anniversary of Women's Studies at PSU

July 2012

Content & Usability
Strategist Position

Since 2013

Footprint Reduced 64%
390 to 140 pages

August 2014

New Website Launched

Sept. 2012 &
Nov. 2012

Usability Testing

May 2013

Card Sort & Information
Architecture Revamp

July 2015 &
Feb. 2016

Usability Testing

Then

- Lots of editors
- Anything goes
- You're on your own
- Intuitive content creation
- Stale content
- Slow revision process
- Sprawling
- Inconsistent

Now

- Centralized
- Vetted for quality control
- How can we help?
- Usability testing and data-driven content
- Current content
- Dynamic changes - 24-hour turnaround
- Pared down
- Consistent voice

We Put the Fun in Functionality

Then

- Complicated & cluttered
- Not responsive
- Website run separately
- No evaluation framework
- Online User Interface (OUI) Team

Now

- Simple & clean
- Responsive
- Strategic-plan supported
- Ongoing evaluation
- Web Advisory Committee (WAC)

Website Priorities

- Up-to-date and Dynamic
- Responsive
- Accessible
- Consistent
- Data-driven

New Page Workflow

1. Gather feedback from stakeholders and/or WAC.
2. Email lib-website-group@pdx.edu:
 - Page title
 - Brief description
 - Proposed location of page
3. WAC reviews the proposal.
4. Library Technologies creates the page.

Editing & Style Guide

Part 1: [Getting Started](#)

Part 2: [Parts of a Page](#)

Part 3: [WordPress Dashboard](#)

Part 4: [WordPress Toolbar & Buttons](#)

Part 5: [Writing Guidelines](#)

Part 6: [Common Terms & Usage](#)

Appendix 1: [Resources](#)

Appendix 2: [Website Standards](#)

Writing Style Guidelines (the succinct version)

Consistent Direct Voice

- Active voice: direct, helpful, professional.
- Tell users what they can accomplish.
- Front-load sentences.

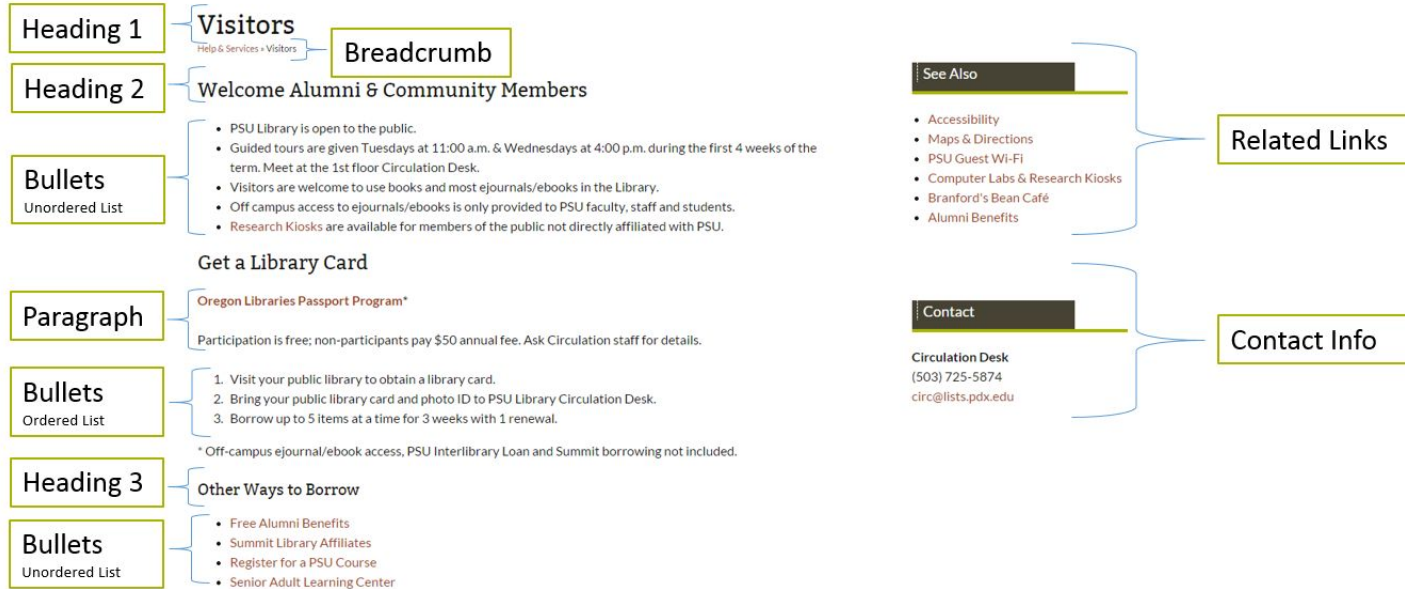
Grammar & Punctuation

- Avoid contractions.
- Avoid exclamation points.
- Do not underline text.

Style Elements

- Use headings, paragraphs, and bullets.
- Try to keep bullets to one line.
- Use tables for data, not for layout.

Parts of a Page: Layout Sample



Ongoing Evaluation

- [2016 Calendar](#)
- [Monthly Website Reports](#)
- [Quarterly Homepage Analytics](#)
- [Usability Testing](#)
- [Sitemap for Content Review](#)

Website Calendar (2016)

Fall

[Home Page Analytics](#)

Winter

Home Page Analytics

Post Usability Testing decision making

Spring

Home Page Analytics

Post Usability Testing decision-making (continued if needed).

Implement changes on development website.

Summer

Implement changes on production website.

Year-round

Monthly Reports

New pages, website updates made as needed.

Usability Testing specific issues, performed as needed
--

Legend

Usability Testing

Development Updates

Production Updates

Monthly Report

[Home Page Analytics](#)

Home Page Analytics

Dates

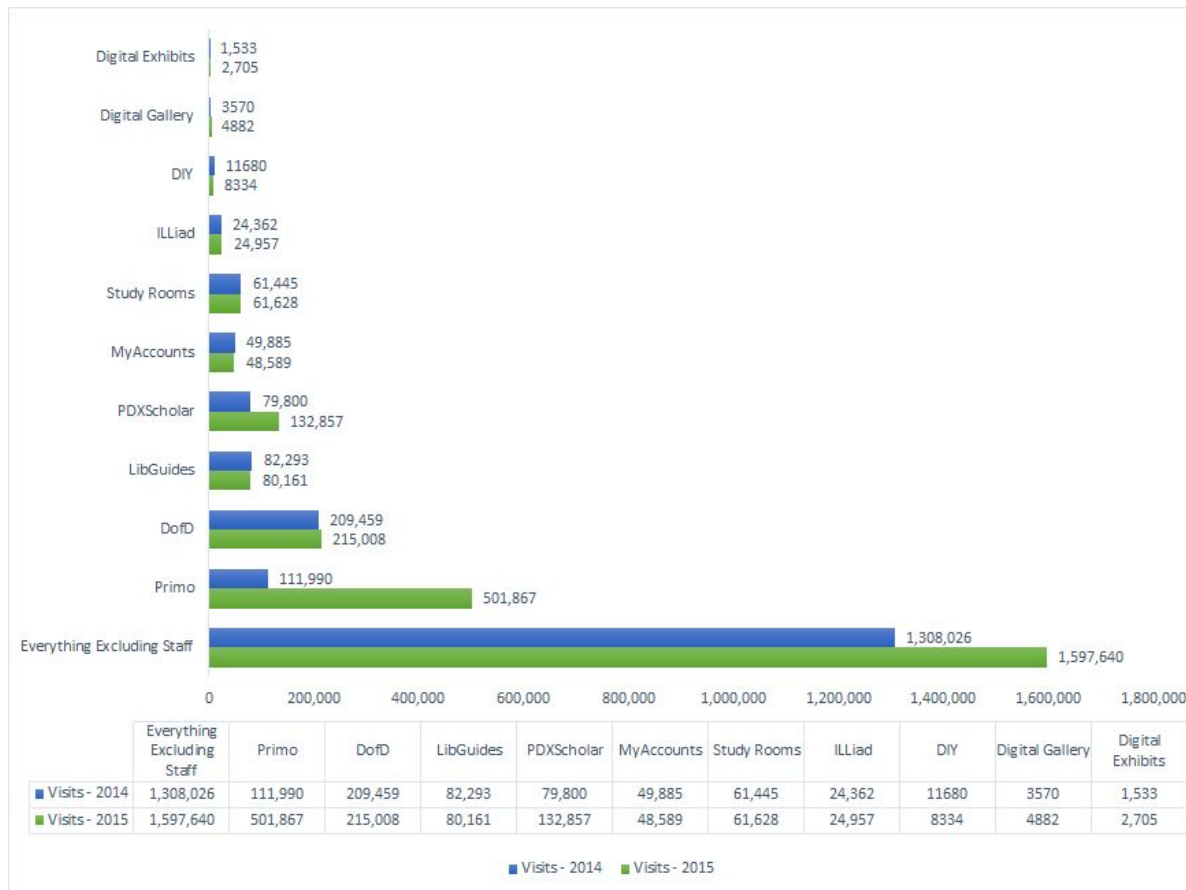
[illegible]

Monthly Website Report

January 2016

1. Looking to the Horizon
2. PSU Library Website Visits
3. Top 10 WordPress Pages
4. Special Focus: Chart of the Month
5. Google Analytics
6. Definitions
7. Feedback?

Website & Related Systems: Visits



22%

increase

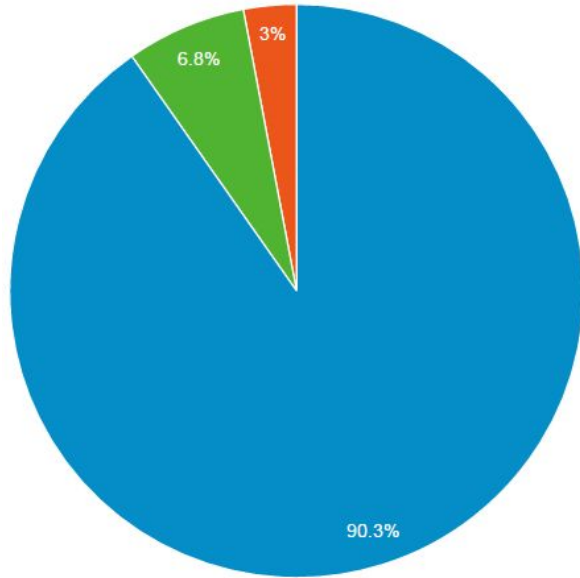
Top 10 Library Website Pages in 2015

WordPress pages only, excluding home page

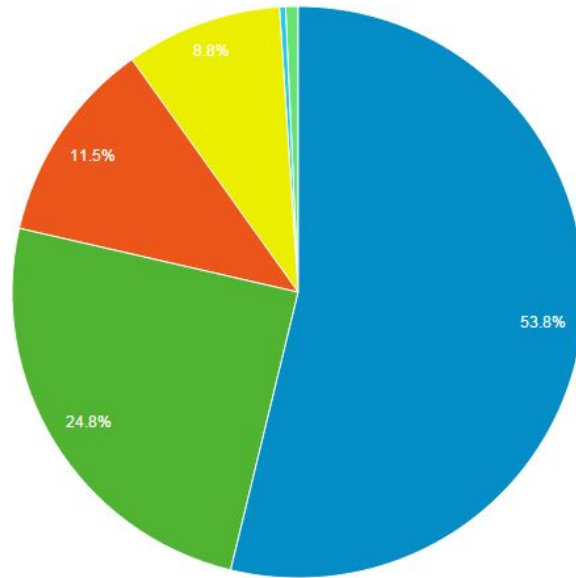
1. Study Rooms
2. My Accounts
3. Hours
4. Research Tools & Collections
5. Journals
6. Ask a Librarian
7. Study Spaces & Computers
8. Staff Directory
9. Course Reserves
10. Help & Services

Google Analytics for 2015: Snapshot

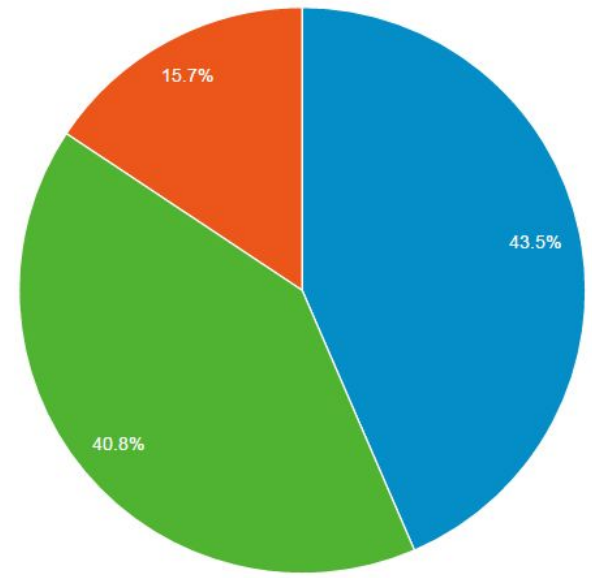
desktop mobile tablet



Chrome Safari Firefox Internet Explorer Edge Other

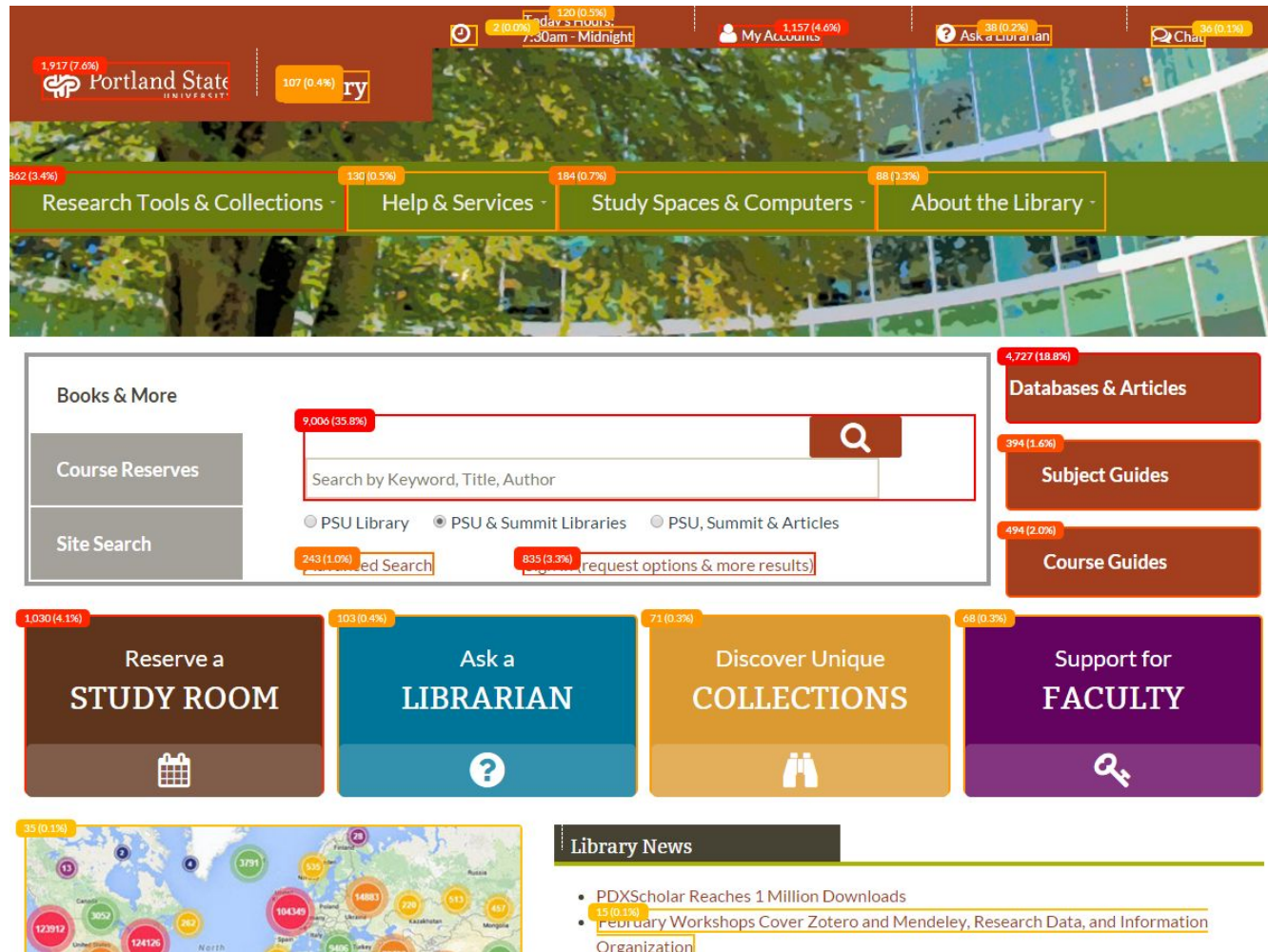


referral direct organic social email



Quarterly Home Page Analytics

January 25-31, 2016



Usability Testing Overview

- At least 3 users are recruited.
- We give a \$15 gift card.
- 1 person per hour, 25 - 45 minutes each.
- Users complete tasks, and “think out loud.”
- Observers see the screen & hear the user.
- WebEx software is used to record sessions.
- We identify the top three changes.

Usability Testing Recent Changes

July 2015

- Megamenu timing adjusted:
rolls down 380 ms slower; disappears 380 ms faster.
- Chat icon introduced as part of the header.
- Added text under Course Reserves search box.
- Added a search box to the Streaming Video page.
- Research Tools & Collections layout update.
- Large buttons were made different colors with icons.

Topics for Future Usability Testing

- Increase access to chat throughout the site.
- Consider a widget for Help & Services or Ask page.
- Consider adding website content to catalog.
- Consider faceted bento-style search results.
- Consider adding course-specific to My Accounts.

Moving Forward

- Re-test updated content
- Expand consistent user experience
- Extend design and branding
- Make user-centered, data-driven changes
- Update home page search box
- Audit site accessibility
- Ensure content currency

Questions?

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Digital Collections Technician
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