Web Content Strategy Guide
Solutions for Your Life

Templates with a look and feel similar to SFYL are available to offices interested in them. Before we deliver new templates, we are asking everyone interested to prepare what they have online for migration. This will enable you to easily transfer content when templates are ready. Here are some tips to get started:

- **Edit or update any pages that need to be more Web-friendly**. For example, paragraphs should be short, and images should be in electronic format.

- **Gather or write content that you would like to add to the site**. If you have any photos that you would like to add, start gathering them and converting them to electronic format.

- **Examine the type of feedback you receive about the Web site and try to compile a "Frequently Asked Questions" page.** This serves two purposes besides answering commonly asked questions:

  1. **Improving placement of content on the site**. For example, if a lot of people are asking for something you've already posted, then they might not be able to see it and we may need to move it, make it more prominent, or make the path to it easier to understand.

  2. **Filling a gap in your Web site's** content. Are there any questions that you find yourself answering over and over? Make your site more useful by adding content that will answer common questions.

- **Consider posting popular print documents or forms on your Web site in electronic format.** Most printing companies are happy to provide you with a PDF file if you ask for it. Be sure to ask if it's possible for them to "optimize" the file for Web delivery so it downloads quickly.

- **Remind callers and visitors about your Web site as a resource**. Let people know where they can find information when your office is closed.

- **Think about what else you want on your Web site**. We are open to wish lists and suggestions so we can make the IFAS Web sites the best possible!

For more information, visit SolutionsForYourLife.com's Customer Service section:
http://solutionsforyourlife.ufl.edu/help/