

**review
city of melbourne
(com)
website content**

Primary Objective

Review and update content on the CoM public-facing website to ensure content is up to date, accurate, and relevant. To pilot a process for ongoing maintenance of the website.

“ With such a large volume of content, it was important to pilot a process with a selected group within the business. This meant we could learn from the outcomes of the pilot to refine an ongoing process before rolling out to the rest of the organisation. ”

challenges

- ↗ Large volume of content – 4,500 pages
- ↗ Work to be completed in a short time frame
- ↗ Content owners unknown at start of project
- ↗ Lack of historical website and content ownership knowledge

results

- ✓ Content ownership for 4,500 pages identified
- ✓ Website content reduced by more than 50%
- ✓ Subject matter experts identified and relationships established
- ✓ Unique methodology and tools developed for content audit, review and updating developed
- ✓ Content review schedule developed
- ✓ Recommendations for ongoing maintenance
- ✓ Content update process tested and piloted prior to being adopted

reference

Communications Manager
City of Melbourne (CoM)

120 Swanston Street, Melbourne 3000, Victoria