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

 **Objective**

**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.

 **Testimonial:**

*“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:**

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