Maintaining Websites 101

April 18, 2006

Welcome

RiverCity Productions

Website Maintenance Defined

Definition:

long term support and growth of a website which may involve:

– adding new materials

– adding new categories

– adjusting the organization & navigation

– technical support

– updating look

– configuring for new browsers & standards

– correcting and updating content

Approach to Taking Over a Website

1. **Analyze front end**
   - **navigation items**
   - **pages**
   - **program**
   - **elements**
   - **colour palette**
   - **style sheet**
   - **forms**
   - **databases**
   - **view source**

Approach to Taking Over a Website

2. **Analyze files & folders on hard drive**

   - local files

3. **Analyze files & folders on server (FTP site)**

    - remote files

4. **Mirror local & remote file structures**

5. **Locate or build style guide**

Approach to Taking Over a Website

6. Determine host provider

➢ **www.cira.ca**

➢ **www.betterwhois.com**

7. Determine domain registration company, administrator, etc.

➢ **www.enom.com/domains/registrar.asp**

8. Determine ISP provider

Approach to Taking Over a Website

9. **Determine who designed website**
  instructions? meet?

10. Survey users
   - usability
   - questionnaires

11. Study Web Stats report

Approach to Taking Over a Website

12. Determine purpose of website and evaluate success

13. Survey members, internal users

14. Survey external users

- usability

- questionnaires

www.surveymonkey.com

www.zoomerang.com

Approach to Taking Over a Website

15. Post survey on website

16. Analyze surveys and develop priorities

17. Develop plan for updating & maintenance

Website Annual Maintenance Checklist

1. **Review domain name record**

   - **www.cira.ca**
   - **www.betterwhois.com**

2. **Check email addresses**

3. **Update automated messages**

4. **Test forms**

Website Annual Maintenance Checklist

5. Validate links

6. Check sites search engine ranking

7. Check & update key words & metatags

8. Check site's search feature

9. Check file size & download times

Website Annual Maintenance Checklist

10. Review style sheets, standards, terms of use, privacy statement, accessibility & compatibility

11. Update time references & copyright

12. Assess content & features

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Thank You

www.mediamag.ca