



**For: Kent State University**  
Content Strategy 1  
IAKM 60106  
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# University Health Services Web Site

## *Content Inventory and Audit*

### EXECUTIVE SUMMARY

We made a content inventory and audit of the Kent State University Health Services (UHS) site, a subsite of the Student Life section of the main KSU web site. We cataloged 88 individual pages, mostly first and second level and evaluated each page based on these standards:

- Editorial style guides
- Content that is Redundant, Out-of-date, or Trivial (ROT)
- Four site-visitor personas
- KSU institutional goals
- Message architecture based on KSU branding values
- Information architecture: site structure, navigation, organization, and labeling
- Voice and tone

The UHS site needs work in all these areas. There are editorial and copy-writing inconsistencies and a fair amount of ROT. The information architecture is unorganized lacking a focus on the most important student needs.

One of our main recommendations is to apply the KSU branding and message architecture from the main Student Life site. The KSU voice and tone is almost completely lacking on the UHS site.

## BACKGROUND

Kent State University (KSU), as a place to seek higher learning, recognizes the importance of the non-academic environment in fulfilling that goal. The quality of campus student life is a major factor in attracting students, keeping them, and making loyal alumni. The KSU web site is a major touch point for this campus community. The site should reflect the University's academic brand value of delivering complex information in an organized way to enhance understanding, keeping the benefit and welfare of the student first in mind.

KSU students, prospective students, and parents, cite health, environment and campus safety is an important value in choosing and remaining at KSU. Easily understanding their options and benefits under their insurance plan is also a priority.

There are 23 sections and subsites under the Life at KSU menu in the main [KSU.edu](http://KSU.edu) website. Many people write for these sites and some are owned by different departments with different cultures and styles. To engage it's audience and reach it's institutional goals, the University must speak in a clear and coherent voice. We are conducting a rolling audit, one section at a time, to evaluate consistency of each section with the general editorial and style guide, branding values, information architecture, and voice and tone.

## Personas

We designed four personas for the general Student Life site. They are listed here with goals and needs relevant to the Health Services site.

Prospective undergraduate students	To feel safe To feel at home, part of a supportive community Guidance for all the important decisions they have to make: where to start, what the options are, how to compare. Easy to scan information and not have difficult searches or read long texts to get the basics
Parents of students	To protect their child while away from home Be aware of costs and minimize their financial burden Have school information organized for them—they're busy.

Current on-campus undergraduates	Similar to prospective student. Live within a budget ways to help with expenses
Online graduate students	Balancing work, family, and school assignments—want to quickly find information to make the best decisions

Google search ranks these top URL searches for the past year:

- Immunizations
- Alcohol workshops
- Lifeshare Blood Drives: (Students can get tuition credits by donating blood.)
- Mumps Health Advisory 2017 (<http://www.kent.edu/uhs/health-advisory-mumps-2017pdf>)
- Pharmacy

## KSU Business Goals

The University needs to communicate its commitment to safety. The “Kent State of Wellness” is the university-wide effort to promote wellness, focusing on eight key areas. These areas should be prioritized on the site.

1. Alcohol and drug use
2. Mental health
3. Nutrition
4. Physical exercise
5. preventive care
6. Safety
7. Sexual health
8. Smoking and tobacco use

## Message Architecture

We generated a message architecture for the Student Life site. The Health Services subsite has different goals from the larger site, but there’s overlap . The following words are relevant its voice and tone.

Close-knit community	<p>This term evokes a sense of being part of a family-like group, feeling included, belonging in an approachable environment where relationships are important.</p> <p><i>Actions: Instead of talking down to students, as is usually done in medical situations, the site could have a more personal, less clinical, tone. Use active voice and natural language where possible.</i></p>
Welcoming	<p>A student will feel supported in this environment. They will have guidance from school staff. The school has their needs in mind. We want what's best for them.</p> <p><i>Actions: Anticipate their needs, found through research, to focus on their most important goals in the site information space and make those items easy to find.</i></p>
Affordable	<p>Financial pressures are always on a parent's mind.</p> <p><i>Actions: Make it easy to make decisions and understand the costs and options for insurance.</i></p>
Student support	<p>The school is aware of and supports the needs of the students., like a second set of parents, helping a student grow up during this critical stage of life.</p> <p><i>Actions: Simple and uncluttered layouts with clear organization shows respectful guidance, a sense of calm and support in the complexities of medical procedures and insurance.</i></p>
Responsive.	<p>School staff is communicative and listens to a student's needs.</p> <p><i>Actions: A good doctor listens. That's a bedside manner.</i></p>

## RESEARCH METHODS

A web crawl of the URL (<http://www.kent.edu/uhs>) using *Screaming Frog* software created a starting point for the content inventory: a list of URLs, page titles, metadata descriptions, H1 tags, etc. We went through each page of the site, assigning page ID numbers and levels, entering all the relevant data into a spreadsheet. Finally, we made comments in each row and a recommendation to keep, edit, or delete the content.

## Site description

These are the top and second level menu items on the current site.

### 0.0 University Health Services

#### 1.0 Employee Health

- Employee Financial Policy

- Employee FAQ

## **2.0 Student Health**

- Student FAQ
- Student Financial Policy
- New Students
- Parent Information

## **3.0 Insurance and Billing**

- 48-hour policy
- Student Health Insurance Plan (SHIP)
- International Student Hard Waiver Program
- Medical Records

## **4.0 Services**

- Immunizations
- Travel Clinic
- Meet the Clinical Staff
- New Student Checklist
- General Care
- Radiology
- Allergy Injection Guideline
- Women's Clinic
- Welcome to University Health Services' Patient Portal
- Medical Services
- Physical Therapy
- Urgent Care

## **5.0 Pharmacy**

## **6.0 Mental Health**

- About Psychological Services
- Psych Faculty and Staff
- Parents
- Resources
- Students

## **7.0 Health Promotion**

- ACHA Health Assessment
- Smoking Cessation For Students
- Alcohol Workshops
- Free HIV Testing
- Internship Opportunities
- Lifeshare Blood Drive
- Special Events
- Health: FYI
- Drug Workshops

- Individual Assistance
- It's All About Mental Health
- Smoking Cessation For Students
- Student Involvement

#### **8.0** About Us

- After Hours Care
- Contact Information
- General Information
- UHS Privacy Practices
- Mission, Vision & Values
- Patient Rights & Responsibilities

#### **9.0** Make an Appointment

- Welcome to University Health Services' Patient Portal

## Missing Data

The purpose of this audit is to understand what is the most useful content to the site's audience. This allows us to focus the site's architecture on the items the users want to find, while allowing secondary content to be available, and deleting what is not needed.

A lot of important data for doing this was missing from our web crawl, or was deemed unreliable. In the next phase or research, we will locate analytics unique page views within the last year. This will help identify PDFs and pages that receive few or no visits. They can be deleted. An accurate word count will help identify short pages that can be combined with others or deleted.

Knowing the owners of the various pages and subsites will help in communicating with the people responsible for making the edits and improvements we recommend.

A good set of inlinks and outlinks will help when we remove links to pages that we have deleted.

## FINDINGS

## Content ROT

Finding and removing content that is Redundant, Out-dated, or Trivial (ROT) is a good way to start analyzing web content. ROT is like the static noise that interferes with audio of a good radio show. Removing the chaff makes the important content easier to find, simplifies the design and removes some of the thinking a user would have to do to sort relevant from useless information.

The site is typical of a CMS with many writers, sometimes from different departments. There may be a style guide, but many small inconsistencies accumulate over time to make the site seem to come from different places.

**Short pages.** We found a lot of short pages (under 500 words) which repeated information found elsewhere, or could be combined with other pages on a similar topic. We call these trivial pages. Besides cluttering up in-site search results, short or “thin” pages usually reduce rankings for the site as a whole in a Google search results page.

**Orphaned pages.** Most of the contextual links to PDF documents (30 in our audit) go to a short intermediary page that hold only the link to that PDF. It’s an unnecessary click on a redundant page. It is better to create relevant anchor links directly to the PDF document. In many cases there are too many links to PDF documents, many of which could be removed entirely based on analytics.

## Navigation and links

**Top menu.** There are nine top level menu items on the site. All but one (Pharmacy) has a set of drop-down links that can number up to twelve secondary menu items. There is no apparent organization reflecting the critical goals of students. There are too many major links and secondary links, making a visitor read all of them before making a choice.

**Labels.** Many menu labels are redundant or have poor information scent—they don’t indicate well what is at the other end of the link. This is also true of some contextual links within the text on pages.

**Heads.** Many menu items don’t reflect the content h1 or h2 tags on the page. These heads are also in all caps, making them hard to scan. Since this is a site-wide font specification, it may be hard to change. If so, make the heads and subheads short and to the point.

## Voice and tone

The Health Services site should definitely have its own voice, slightly different goals from the emphasis on fun and friendship of the larger Student Life site. The topics are more serious and scientific. Yet it could also benefit from some of that personal, community-oriented tone of the main site, by focusing on the patient.

Like most medical writing the text is very clinical and objective, focusing more on themselves as experts. After all, the medical industry has a captive audience. The style is scientific, using formal vocabularies and passive voice. Here's an example:

Our physicians and nurse practitioners are board-certified, licensed in the state of Ohio and have completed the same rigorous training programs required of community private practice clinicians. [Explore our FAQs](#) for more information.

This description is very impersonal is not likely to be meaningful to a student. In addition, contextual link goes to a Student FAQ page that doesn't describe the qualifications of their staff.

## RECOMMENDATIONS

**Main menu items.** Use fewer menu items and organize them, ranked in order of importance to students. Many secondary menu items can be combined and reorganized to make the main topics more findable.

**Remove ROT.** With analytics on page views, delete pages that don't get read

**Short pages.** Remove pages under 100 words, or that are thin on content. If the short content is important, combine it with another page with the same topic.

**Contextual links.** These are mainly links to PDF files that give more information and are printable. If there is no need to print, consider putting that information on the page itself so the visitor doesn't have to click a link that takes them away from the page.

Evaluate all these links for information scent. Delete those that do not get read and organize the rest, if possible, into an index with topical headings so it becomes more usable as a reference.

**Voice and tone.** Use active voice and avoid overly clinical language. Use normal common speech where possible and speak directly to the reader.

### **Main take-away**

Our most critical recommendation is to apply the message architecture of the larger Student Life site to the UHS site. As it stands, the UHS site appears to be on its own, unconnected to the main KSU branding message, relying on old school medical style writing that focuses on the medical center, it's expertise, and the technical details rather than speaking to the students and other site visitors.

### [Appendix](#)

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(Link to content audit)