

A photograph of the University of North Texas campus. In the foreground, a long, narrow, rectangular fountain with water flowing through it is set within a paved walkway. The walkway is flanked by low stone walls and greenery. In the background, a large, multi-story yellow building with a prominent clock tower and a steeple is visible under a clear blue sky. The scene is framed by a decorative green border.

University of  
North Texas  
College of  
Liberal Arts &  
Social Sciences  
**UNT CLASS**

*Content Strategy Plan*

Presented by:

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# Contents

1. Content Goals
2. Audience
3. Review of Current Content
4. Recommendations
5. Sample Content Models
6. Sample Editorial Calendar

# Content Goals

The following goals will help alleviate the patterns on the CLASS website that can hurt search engine optimization and lead to a negative user experience.

1. Improve Search Engine Optimization (SEO)
2. Simplify navigation
3. Purge outdated content
4. Develop content strategy & increase visual appeal
5. Create a RESEARCH tab

# Audience

We have identified three distinct target audiences, each of whom have different wants and needs when it comes to class.unt.edu:

- **Prospective students and faculty**
  - These users want to know *why* they should choose UNT.
  - They want content that will *persuade* them to apply to and choose UNT.
- **Current students and faculty**
  - These users want to know *how* to do something at UNT.
  - They want content that will *educate* them.
- **Alumni/donors**
  - These users want to know their *expectations* are being met by UNT.
  - They want content that will *inspire* them to support UNT.

# Persona

## Dr. Maggie Stewart



"I love fiercely,  
whether it's my career,  
my family, or myself."

Age 42  
Occupation Assistant Professor of Sociology  
Location San Diego, CA

### Biography

Maggie has been an assistant professor of Sociology for ten years. She loves teaching but wants more research opportunities. She has decided to search for jobs at R1 research universities.

Maggie is married with two high school-aged children. Work-life balance is very important to her. She enjoys baking, true crime podcasts, and working out at her local Ninja gym.

### Devices Used

- smartphone
- tablet
- laptop
- desktop

### Goals/Needs

- Full-time Assistant Professorship with tenure track
- Research support and opportunities
- Excellent organizational culture
- Highly-rated school district
- Nearby outdoor activities

### Pain Points/Frustrations

- Maggie knows UNT is on the list of R1 universities, but that's it. She never hears about it in professional circles, so expectations are low.
- Plus, it's in Texas which she fears may be too conservative for her and her non-traditional family.
- She expects to be disappointed in what she finds but is checking the website for jobs and area information anyway.

### Behavior

- Maggie is internet savvy but not technical—she is a user, not a builder.
- She lives on her phone and uses mobile apps whenever possible.
- She only uses her laptop or desktop when it's more convenient (lots of typing, needs a larger screen, bad mobile interface, etc.).
- She is careful on social media because of her profession as an educator. She is very aware of her digital footprint.
- She is slow at making decisions. She thinks through all variables and considers all facts before making choices.

is a minority female  
professor in mid-career

is research-focused

needs work-life balance

has a non-traditional family

wants to live in a non-  
judgmental, welcoming  
community

is concerned about the  
safety of the community  
and quality of the local  
school districts

# Review of Current Content

**Objective 1:**  
**Determine CLASS's current website strategy.**

## **Tools Used:**

- Stakeholder Interviews
- Google Analytics Review
- Competitor Analyses
- Content Audit

## **Weaknesses Noted:**

1. No meta descriptions and poor usage of structured data in the source code
2. Confusing and difficult navigation
3. Outdated content that isn't linked to anything
4. Over-reliance on PDF content that can't be crawled and indexed effectively
5. Outdated layout with no regard to current website design trends
6. No centralized research tab

# Review of Current Content, cont.

## Objective 2:

Determine the usability of the UNT CLASS website to find information on faculty research.

## Tool Used:

- User observation using think-aloud protocols
- Prompt: *"you want to understand what kinds of research professors in the College of Liberal Arts and Social Sciences at UNT are doing."*

## Search Engine Results

Results linked to:

- [research.unt.edu](https://research.unt.edu)
  - UNT's university-wide research page
  - None of the research on this page is filterable by CLASS
- [class.unt.edu](https://class.unt.edu)
  - UNT CLASS home page
  - There is no research information on this site
- Other college's research pages

## User Takeaways

*"For all the bragging UNT does about its research, it should be front and center on every college's website home page."*

*"If CLASS is doing research, there is no way for someone not directly involved with CLASS to find out about that research."*

*"It looks like either the college does no research at all, or that its research is so insignificant that no one cares enough to publicize it."*

# Recommendations

## 1. Improve Search Engine Optimization (SEO)

Correct use of source code not only makes it easier to design and maintain a website, but it also impacts SEO results.

- Use title tags, meta descriptions, anchor text, and structured data in the source code correctly to increase website's visibility in search results and draw in targeted visitors.

```
.gbrtl {position: absolute; z-index: 999; top: 0px; left: 0px; width: 1px; height: 5px; background-color: #ccc}.gbm{-moz-border-radius: 5px; *opacity: 1; *top: -2px; *left: -5px; opacity: 1\0; top: -4px\0; left: -6px\0; right: -6px\0; bottom: -4px\0}.gbmc{-moz-inline-box; display: inline-block; font-size: 1em; vertical-align: middle}.gbmc{display: block; list-style: none; padding: 0; margin: 0}.gbmc{display: inline-block; line-height: 27px; padding: 0 5px}.gbmc{cursor: pointer; display: block; text-decoration: none}.gbmc{position: relative; z-index: 1000}.gbts{*display: inline-block; padding-right: 9px}#gbz .gbzt{background: url(//...)
```

Once visitors arrive at the website, they need to easily find the information they need.

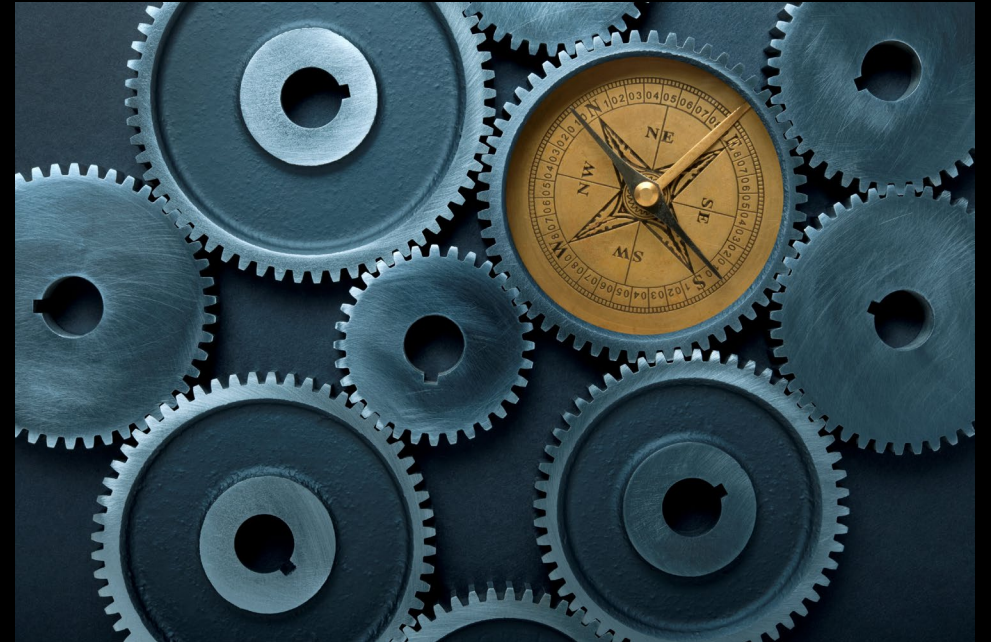


# Recommendations, cont.

## 2. Simplify navigation

Stakeholders mentioned confusing and complicated navigation: excessive clicks, confusing categories, and duplicate content.

- Reorganize the content into simpler categories
- Redesign the home page to link to important topics
- Restructure the hover dropdown menu:



Departments	Programs	Advising	Research	News & Events	Resources	Donate
<ul style="list-style-type: none"><li>•Social Sciences</li><li>•Humanities</li><li>•Communications</li><li>•Media &amp; Performance</li></ul>	<ul style="list-style-type: none"><li>•Major Programs</li><li>•Minor Programs</li><li>•Certificate Programs</li><li>•Graduate Programs</li></ul>	<ul style="list-style-type: none"><li>•Appointments</li><li>•Requirements</li><li>•GPA Calculator</li><li>•Resources</li></ul>	<ul style="list-style-type: none"><li>•Undergraduate</li><li>•Graduate</li><li>•Faculty</li><li>•Search</li><li>•News &amp; Events</li><li>•Funding</li></ul>		<ul style="list-style-type: none"><li>•About Us</li><li>•Faculty</li><li>•Forms</li><li>•FAQs</li></ul>	

Reorganizing the navigation tab is not easy due to the amount of content currently hosted.

# Recommendations, cont.

## 3. Purge outdated content

Several web pages and files are outdated or unlinked, and there is a large number of PDF files.

- Archive and/or delete old content to provide a “clean slate” and allow easier categorization of content.
- Convert PDFs with current content into another content type that can be indexed by search engines more effectively.



Once the content is managed, it needs to be organized and presented effectively.

# Recommendations, cont.

## 4. Develop content strategy & increase visual appeal

A professional content strategist can work within the University's standards and requirements to create a website that is

- engaging
- on-trend
- up-to-date
- user-friendly, and
- a great **recruitment** and **donor** tool.

Even the best website content strategy can fail to get through to its audience if a consistent and user-friendly design is not implemented in conjunction with the other new changes.

- A content strategist and graphic designer can work together to create **visually appealing** pages which **convey information** in an **intuitive** way.



These improvements bring us to our ultimate goal: quality research content.

# Recommendations, cont.

## 6. Create a RESEARCH tab

Adding a centralized RESEARCH tab can't effectively be implemented without first tackling the other recommendations.

Once the:

- ✓ coding is improved
- ✓ navigation is simplified
- ✓ old web pages and documents are purged
- ✓ content strategy and design is initiated

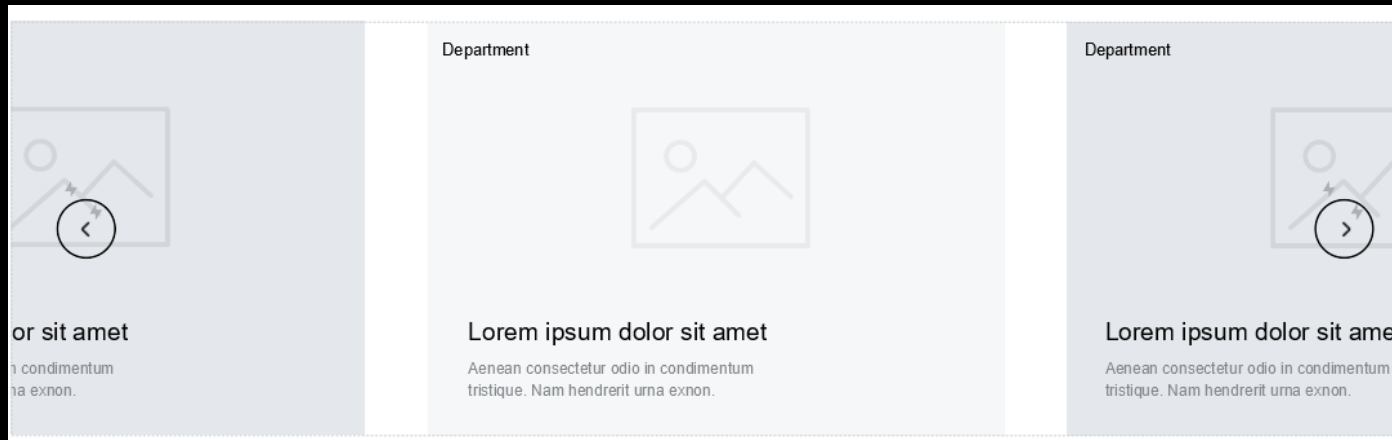
launching an optimized research tab will allow CLASS to realize some of its goals laid out in the [Research Road Map](#)



# Sample Content Models

## Content model #1: Research News Carousel

One type of content you should consider for your new Research home page is a **News carousel** that can be easily updated to highlight new and exciting research projects.

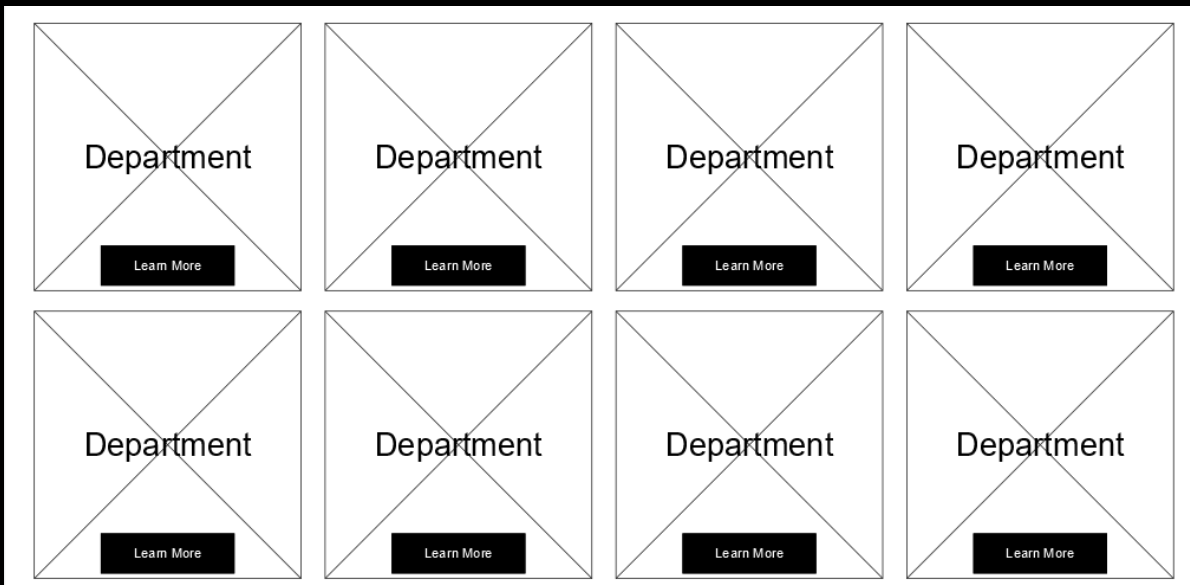


# Sample Content Models, *cont.*

## Content model #2: *Departments Home Page*

Updating the design of each menu item's **home page** is one way to incorporate content strategy and graphic design to present a current, attractive, and informative site for your users.

Using a **tile format** will also allow users to easily view content on many devices.



# Sample Editorial Calendar

Calendar	Event
<p><b>Daily</b></p> <ul style="list-style-type: none"> <li>• Check submission email account for new content</li> <li>• Create, edit, and publish time-sensitive news &amp; event content</li> <li>• Create, edit, and revise this week's tasks from editorial calendar</li> </ul>	<p><b>Semester</b></p> <ul style="list-style-type: none"> <li>• Prior to Semester               <ul style="list-style-type: none"> <li>• Create &amp; publish "new semester is starting" content</li> <li>• Create "first week of semester" content</li> <li>• Create "mid-semester break" content</li> <li>• Create "finals week" content</li> </ul> </li> <li>• During Semester               <ul style="list-style-type: none"> <li>• Publish "first week of semester" content</li> <li>• Publish "mid-semester break" content</li> <li>• Publish "finals week" content</li> </ul> </li> </ul>
<p><b>Weekly</b></p> <ul style="list-style-type: none"> <li>• Monday: Review and revise editorial calendar</li> <li>• Tuesday: Schedule news &amp; event content through next Tuesday</li> <li>• Friday: Inventory next week's new content</li> </ul>	
<p><b>Monthly</b></p> <ul style="list-style-type: none"> <li>• Check analytics, audience activity, or other data sources</li> <li>• Check content inventory for expired content and remove</li> <li>• Send out email to faculty &amp; staff soliciting content</li> </ul>	<p><b>Registration</b></p> <ul style="list-style-type: none"> <li>• Prior to Registration               <ul style="list-style-type: none"> <li>• Create "general registration" content</li> <li>• Create "specific registration" content</li> </ul> </li> <li>• During Registration               <ul style="list-style-type: none"> <li>• Publish "general registration" content</li> <li>• Publish "specific registration" content</li> </ul> </li> </ul>
<p><b>Annually</b></p> <ul style="list-style-type: none"> <li>• Professional development</li> <li>• Full content audit</li> <li>• Review and revise content goals</li> <li>• Create or revise audience personas</li> <li>• Create or revise content models</li> </ul>	<p><b>CLASS Graduation</b></p> <ul style="list-style-type: none"> <li>• Prior to Graduation               <ul style="list-style-type: none"> <li>• Create &amp; publish "general graduation" content</li> <li>• Create &amp; publish "graduation information" content</li> <li>• Create "day of graduation" content</li> </ul> </li> <li>• Day of Graduation               <ul style="list-style-type: none"> <li>• Publish "day of graduation" content</li> </ul> </li> </ul>



Thank you.

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