# Information Architecture and Content Audit Guidelines
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STEP ONE: Who comes to your website and why?

a. Identify your audience: who are your main user groups? Prioritize into primary / secondary audiences
b. For each group, provide a short list of attributes / characteristics and assumptions / expectations
c. For each type of user, itemize all the things they come to the site to DO (goals / actions / questions)
d. Rephrase each goal as a content area (e.g. "How do I get to your office?" might become 'Directions;' "Is your department sponsoring any upcoming events?" might become 'Calendar.")

Some questions to keep in mind:

- What are the 5-10 most frequently asked questions (or requested pieces of information) by those who contact you?
- What are the top 10-20 most frequently visited pages on your existing website?
- Are there frustrations that are commonly expressed by your users? Information that is unclear or they cannot find?

STEP TWO: Does your current website content need to be updated?

a. Create an inventory of all pages on your website (use site map as a start)
b. Review all content and for every page, identify:
    - Who needs this content?
    - What question does this content answer?
    - What plain language keywords describe this content?
    - Is this content better suited for a PDF (or other download)?
c. Create list of standardized tags for content (based on identified keywords)
d. Categorize all pages as: keep, keep with edits, remove, consolidate
e. Assign tags to all pages of content to be kept

STEP THREE: How should your website content be organized?

a. Identify, for each page, what action or question does the content answer
b. Match each page of content to your list of actions (content areas) from Step One
c. Match each page of content to one (or more) of the user groups identified in Step One
d. If any questions do not have a page with a corresponding answer, create (or modify) content
e. Organize and group content
    - Look for patterns, natural 'buckets' of related content
    - Can any content be consolidated?
    - Identify common content to be linked to from several areas
f. Rank content
    - Prioritize content for primary audience and top 1 and 2 actions for each user group
g. Create site map from content groupings and prioritization of content
h. Identify needs for secondary navigation (short cuts to content)
    - Are the same pages needed by different types of users?
    - Do some users come to the site frequently to perform routine tasks?