Kennesaw State University

Web Editor Governance Checklist

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Responsible Office	Office of Strategic Communications & Marketing
Contact Information	Director, SEO and Website Strategy

1. **Before You Create or Update a Page**
   a. Confirm that the page belongs to the correct platform (WWW site vs. Campus site vs. another system).
   b. Identify and document:
      i. Page owner
      ii. Primary audience
      iii. Purpose
      iv. Review cycle
   c. Verify that the content is not intended as a document repository or historical archive.

2. **Brand and Voice**
   a. Follow KSU brand guidelines for:
      i. Tone and messaging
      ii. Approved logos/visual identities
      iii. Photography and design standards
   b. Ensure the content reflects a professional university voice.
   c. Remove placeholders like:
      i. "Coming soon"
      ii. "Under construction"

3. **Accessibility / ADA Compliance**
   a. For all new and updated content:

   i. Use headings in proper order (no skipping levels).
    1. Use only one H1 header and it should be unique
    2. Try to keep H1 to 60 characters or less
    3. Front load main keywords
    4. Try not to use questions
   ii. Ensure link text is descriptive (no "click here").
   iii. Provide meaningful ALT text for informational images.
   iv. Avoid text embedded in images when possible.
   v. Check color contrast where relevant.
   vi. Use lists and tables correctly (no layout tables).
    1. Use real header cells (not bold text)
    2. Tables are for data only
    3. Don't leave header cells blank
    4. Avoid merged cells

b. For Media:
  i. Videos include accurate captions.
  ii. Provide transcripts/audio descriptions when appropriate.

c. For documents (PDFs/Word)
  i. Avoid scanned/image-only PDFs.
  ii. Ensure that documents are accessible before uploading.
  iii. If you cannot remediate quickly, provide an accessible alternative or request support.

4. **SEO & Findability**
 a. Use clear, user-focused page titles.
 b. Write for scan-ability:
  i. Short paragraphs
  ii. Good headings
  iii. Use bulleted lists when helpful
 c. Ensure content supports intended search intent and university goals.
 d. Add metadata where required/available.

5. **Content Accuracy and Ownership**
 a. Confirm facts, dates, fees, requirements, and contact information are current.
 b. Confirm that the content owner has reviewed or approved critical updates.
 c. Add update notes to the CMS when making updates/changes.

6. **Duplicate Content**

     a. Do **not** recreate content that is officially maintained elsewhere:
          i. Course catalog
          ii. Academic calendar
          iii. Tuition/fees
          iv. Other authoritative systems
     b. Link to the source instead of copying it.
     c. If an exception is needed, submit a ticket for review.

7. **Privacy and Sensitive Content**
     a. Do not publish personal, sensitive, or confidential data.
     b. If content is sensitive/internal:
          i. Store/share via approved internal systems (e.g., SharePoint) instead of the public site.

8. **CMS Hygiene**
     a. Use expiration dates for time-bound content:
          i. Events
          ii. Announcements
          iii. Short-term notices
     b. Confirm the page fits within your role permissions.
     c. Submit tickets for:
          i. New site/section requests
          ii. Major structural changes
          iii. Complex accessibility remediation
          iv. Short URL requests (go.kennesaw.edu/your-name/)

9. **Content Review**
     a. Review your unit's assigned pages for:
          i. Accuracy
          ii. Relevance
          iii. Accessibility compliance
          iv. Broken links/forms/media
     b. Respond to StratComm review requests within the expected timeframe.
     c. Submit updates via the ticketing system when needed.
     d. Remove any hard-coded course information and link directly to the KSU Course Catalog (single source of truth).

10. **Archiving / Cleanup Check**

    a. Confirm whether the content should be:
        i. Updated
        ii. Consolidated
        iii. Relocated to another platform
        iv. Archived/removed
    b. Evaluate:
        i. Low-traffic pages
        ii. Outdated news/events
        iii. Inactive research project pages
    c. Ensure that old documents are not being used as a public archive.

11. Stay in "Good Standing"
    a. Log into the CMS at least once a year.
    b. Complete any required training and/or refresher training.
    c. Attending Web Community of Practice meetings when possible.
    d. Maintain pages and respond to governance outreach.