UWA BUSINESS SCHOOL WEBSITE MANAGEMENT PROCEDURE

There are many stakeholders across the Business School currently contributing to our 500+ website pages. To help effectively manage our workflow please refer to this website management procedure.

Part1: Stakeholders and Their Roles

1. Primary Stakeholders

The UWA Business School web team manages the School website by working with the University web office and other stakeholders in the School. The web team members include:

- **Web Owner: Karen Della Torre**
  The Web Owner is responsible for the structure, content, integrity and quality of the website. Any major enhancements to the website need to be reviewed by the web owner. In addition, the web owner takes responsibility for the website performance and optimisation. **Please note the website structure, content, and visual identity, is ultimately managed by The University of Western Australia website office and reports into Public Affairs.**

- **Web Manager: Shane Standley**
  The Web Manager is responsible for managing website processes, routine quality checking such as the quality of webpage content, documents and weblinks, and implementation of web enhancements. Responsible for implementing the website work flow, including but not limited to web page documents uploading, new page creation, and web performance analysis.

2. Secondary Stakeholders

- **Content Owner:** Each section of the website has been assigned a content owner who is responsible for the quality of the page content, e.g. Research, Teaching and Learning.

- **Content Auditor:** responsible for ensuring the quality of the content provided, and that the pages are up-to-date and accurate on ongoing basis.

  For a full list of content owners and auditors please see attached document.

Part2: Website Procedures

1. Website Maintenance Procedures

1) Any requests for web updates should be sent to the website contact email address: web@biz.uwa.edu.au. The website team will assume that all content received has been through a quality check and approval process from their work unit or team.

2) The turnaround time for the website team to update information provided is 48 hours from the time content is received. For any large quantities of work, this time may increase to one week.

3) The content owner and auditor will take responsibility for the accuracy of the information, and ensuring deadlines are met.

4) The content owner or auditor is to inform the web team to remove or archive any outdated information.

5) For any new page creation, an additional approval from the web owner is required.
2. Website Review Procedures

1) The web team will conduct an overall website review every 6 months. From this, the web team will direct any follow-ups to the content owners.
2) The web manager will conduct web analysis and report to web and content owners and auditors.

Website Maintenance Workflow

Website Review Workflow

*Units and teams should follow their internal process in approving changes or content (e.g. approved by Sub-Deans, Discipline Heads, Team Leaders, or related authorised persons.)
Web Team

Create overview document for each page detailing possible edits and statistics on page use.

Content Owner/Auditor

Continually review and assess pages you are responsible for to ensure relevance and accuracy. Submit any updates to web team

Review overview document, agree on edits or carry out own updates based on information supplied. Submit any updates to web team

Maintenance workflow
Part 3: Website Maintenance Check List

When requesting work to be carried out on the site please try to include as much information and direction as possible, some common tasks are listed below and cover some of the information you should consider supplying.

Update existing webpage

1. Text you wish to replace
2. Text you wish insert

Creating new webpage

1. Page title
2. Preferred completion date
3. Preferred location within site
4. Content of page
5. Links to any other webpages/documents/email address from page
6. Any images or documents to uploaded to page
7. Deletion date

Creating an online questionnaire/form

1. Page title
2. Preferred completion date
3. Any introductory text before form
4. Questions (also answers if multiple choice question and not just a text field)
5. Thank you message on submission
6. Deletion date