

WordPress Maintainer Clean-Up Checklist

This checklist is designed to keep our Carleton WordPress websites clean and up-to-date. The following items should be completed and/or reviewed annually, typically after the fiscal year ends and before Fall Term begins. (June 30–September)

- ☐ **Review the list of users/editors.** Remove any users who are no longer part of your office/department and do not need editing privileges. This includes student workers who are not renewed for another work term or employees who have left the department/office/organization.
 - ☐ Have you added any new site editors over the last year that have not received any WordPress training? Reach out to Sarah Scofield (sscofield) to set up a training session!
- ☐ **Review and export any form entries/data.** If there are year-specific forms, you may want to [export their data](#) in preparation for another academic year, or duplicate the form and rename it to reflect the next submission year/period (be sure to visit the page that houses the form and replace it with the newly duplicated one!)
 - ☐ Are there any PDF forms that could be converted to [Gravity Forms — or OnBase, Workday, or Google Forms](#)? The only PDF forms on a website should be those that require printing.
- ☐ **Review Faculty/Staff listing** — check for any changes in names, titles, employment, etc.
 - ☐ Any typos or errors in names, titles, or departments/offices? Contact HR for staff listings and the Provost's Office for faculty directory errors.
 - ☐ Does your office/department include annual positions (SDAs, student employees, etc.)? Check for changes in employment here too!
 - ☐ Does your office/department have custom bios specific to the office/department website? Encourage these individuals to review their [additional bio information](#).
 - ☐ Make sure those in your office/department also review their [Directory Bio](#) and make updates as needed.

- ☐ **SEO** — is your content SEO (search engine optimization) friendly?
 - ☐ Review [Carleton's SEO basics](#) and check your site for:
 - ☐ Broken links
 - ☐ Overly wordy content —sentences 8-15 words, paragraphs 3-5 sentences.
 - ☐ Not enough content — Each page should have more than 600 words or it gets flagged as “thin”
 - ☐ Any stale or out-of-date content
- ☐ **Clean up your Media Library**
 - ☐ Remove duplicate photos, old and non-used PDFs, etc.
 - ☐ Use the College's [web file retention policy](#) to help decide what stays and what goes
 - ☐ Private Documents? Be thoughtful where you upload private documents! The WordPress media library should NOT be used to store private documents as anything in the library could be publicly viewable. These docs should instead be uploaded and linked via Google Drive.
- ☐ **Accessibility** – Review your content for common accessibility errors:
 - ☐ Do all images have appropriate [alt text](#)?
 - ☐ Are links displayed using [descriptive text](#) (no “click here” links!)?
 - ☐ Are there any [QR codes](#) displayed on your website (hint: there shouldn't be!)
 - ☐ Has **Bold text** been used as an alternative to Headings (H2, H3, H4, etc.)?
 - ☐ Is there any underlined text that is NOT a link? (hint: there shouldn't be!)
- ☐ **Dubbot reports**
 - ☐ Are you set up in [DubBot](#) to receive email reports regarding accessibility issues on your website? If not, [submit a ticket](#) to gain access.
 - ☐ Once in DubBot, review your site dashboard for website errors and make any necessary changes using our [How-To guide](#).

- ☐ **Ensure your top-level navigation** falls within the [academic website structure guidelines](#). If it doesn't and you'd like to discuss, [submit a ticket](#).
- ☐ **Ensure your content** falls within [Brand and Content Standards](#) (editorial style guide, accessibility, etc.)
- ☐ Make sure you or anyone in your office/department who makes significant website edits is part of the **WordPress SuperUsers Google Group**. Not sure? Email Sarah Scofield (sscofield) to ask!
- ☐ Bookmark [WordPress 101](#), our website training website, for quick reference!
- ☐ Did this checklist make you feel like you'd benefit from a WordPress refresh? Submit a ticket or contact Sarah Scofield (sscofield) for training!

BONUS CHECKS!

If you ran through the list and checked all the items, try your hand at these extra ones:

- ☐ Using the [Hemingway App](#), perform a reading level check on your site content and make sure it falls below a **Grade 9 reading level (adult average)**. Why? Because we want all readers to readily understand the information we share on our sites, and complex text can be a major barrier for many readers with cognitive or reading impairments, or those where English is not their first language.
- ☐ Check the number of navigational items (typically the yellow menu on the left side of the page): If it's more than 5-7 items, [submit a ticket](#) to get help with content strategy assistance.
- ☐ Do you also manage the office/department social media? Check out the [Social Media guidelines](#) to help build your social strategy.
- ☐ [Share Accessibility and Multimedia tips](#) with your office/department to ensure accessible emails, PDFs, videos and more.