Content Audit - Content Worksheet

| | | | | Spring Lake Elementary School | | | |

Global Nav Link	Sub Category/Titled Section	Quick Description	Original Content Reference	Potential Use/Placement	Keywords	Potential Assets/Treatment	Notes
Home							
Home	"Quick Facts"	Bulleted list of stats & facts	From the About Page	A bulleted list somewhere in the global footer for quick readers	Facts, information, statistics	Better formating of bullets, shrink width and float to remove from center of page	This should be styled big and easy to get the attention of skimmers
Home	"Hours and Address"	Contact and location information	from the about page and the location page	in a gloabal footer where it will always be found	Hours, office hours, address, location, direction, contact, phone number,	<address> tag to be used for better semantics	Also make sure to use the phone: link for smartphone dialing
Home	Newsletter Signup	A simple mailchimp newsletter signup form to keep parents updated	-New Content	in a gloabal footer where it will always be found	Signup, Newsletter Signup, Newsletter, Subscribe, information, updates	simple, sleek, 2 fields at most... name and email	start building an email database for building a strong support network
Home	Photo Rotator	A rotating photo slider for visual conformation	-New Content	under the global nav, Centered above the fold for immediate visual confirmation	Photos, community, our school, our staff	Simple jQuery slider (probably responsive flex slider)	Use photos of teachers interacting with kids and friendly faces to entice people to click through the site
Home	"About Us" Excerpt	A small excerpt under the Photo Rotator that leads to the full section under it's respective area	"School Background" from the about our school	1 of 3 evenly spaced boxes under the photo rotator	about us, history, background, education, learning, students, teachers, faculty	floated image to the left, text wrapped to the right, read more link underneath	
Home	"Technology Excerpt"	A small excerpt under the Photo Rotator that leads to the full section under it's respective area	"Technology" from the about our school	1 of 3 evenly spaced boxes under the photo rotator	technology, computer, technology integration, software, digital	floated image to the left, text wrapped to the right, read more link underneath	
Home	"What's New" Excerpt	A small excerpt under the Photo Rotator that leads to the full section under it's respective area	Post from the "Whats new" section	1 of 3 evenly spaced boxes under the photo rotator	What's new, blog, news, events, activities	floated image to the left, text wrapped to the right, read more link underneath	
About Our School							
About Our School	School Background/Our Technology	A brief explanation of the history of Spring Lake and what new Technology the school is using.	from the "About our school" page	Main content area with a side nav for the other supporting about page links	About us, History, School Background, Technology, Information	use the golden ratio to balance side nav and main content...maybe add in a 3rd column and add banner ads for other related parts of the site	This section would eventually encompass many of the other existing pages within the side nav. EX - administartion, staff, guidence, technology, awards etc...
About our School	About Our School	Photo of the facility. Either inside or outside shots.	from the "About our school" page	centered above paragraphs	facility, our school, building, classroom, recreation area	CSS border and box shadow, coded responsive	image could use some color correction
About our School	Side Nav	A side navigation with all other child pages of about EX - administration, staff, guidence, technology, awards etc...	all applicable pages	left side nav	About us, History, School Background, Technology, Information	with treated links	this is not part of the 6 pages required but rather forward thinking of the extra pages and content
Registration							
Registration	Registering your child for the upcoming school year	all registration requirements and appropriate links to useful information on the topic, and information on transfers.	registration information	re-styling current content	registration, enrollment, requirments, Seminole County Public Schools Registration, new student	requirements in better visual heirarchy of information (proper use of headers) blockquote for the "Questions about registration"	This is just a re work of the current content, nothing tricky... possibly an interactive registration form later down the road
Staff Directory							
Staff Directory	The stellar staff at Spring Lake Elementary School	A listing of all members of the staff	Staff Directory pages and all child pages	remove information from internal category pages and place all on one page with dividing headers inbetween catagories	staff, staff members, 1st grade, 2nd grade, 3rd grade, 4th grade, 5th grade, 6th grade, teachers, custodians, administration, guidence, principal, faculty	use group photos and tables to create a sectioned grid of the staff	I wish they had individual head shots... (Maybe just cut from group photos)
What's New							
What's New	What's new at our school	Blog Postings of events, press releases, and news	pulled from individual posts on the "What's New" page	proper blog setup with archives and tags	blog, news, events, press, achievements, coverage	show title of post followed by date and excerpt	no photos, not enough content for that
Contact							
Contact	Contact Spring Lake Elementary School	User input form to contact and maintain correspondence with school	from the contact page with the envelope.gif	a blurb about contacting the school with user friendly instructions	contact, correspondence, hello, form, questions	Simple HTML form with ability to choose department, different from the possible registration form	Requires backend logic

Spring Lake Elementary School

	Keywords and Meta Information
Site Main Objective	The Spring Lake Elementery School's Purpose is to be a culturally diverse school that explores methods of revitalizing classroom instruction utilizing emerging technology and research.
Home	Spring Lake Elementary School - Home of the Manatees!
About Our School	Spring Lake Elementary School - Quick facts, Hours of Operation, History
Registration Information	Spring Lake Elementary School - Enrollment, Requirments, Resources
Staff Directory	Spring Lake Elementary School - Department Contact Information
What's New	Spring Lake Elementary School - News, Events and Blog
Contact	Spring Lake Elementary School - Contact us

Industry Information	
Industry Terms	Spring Lake Elementary School, 2012 School Calendar, Altamonte Spring Schools, elementary school, 1st grade, 2nd grade, 3rd grade, 4th grade, 5th grade, kindergarden, pre-k, pre-kindergarden, Technology, Teaching, Degree, education,
Services/Information Offered	About Our School, our administration, Registration, School Policies, Uniforms, Guidence, Calendar, Principal, Assistant Principal, Faculty, Staff Directory, newsletters, new information, parent connection, PTA, Technology, awards and recognition, community involvment, usefull links, contact us, directions, kids zone, a general overview of the school

User Information	
Sample searches	Elementary Schools, Grammar schools, schools, education, Elementary School District, Grade Schools
Theme & Content	Community, Schools, Learning environment, education, technology integration, enhanced learning, classroom instruction, student education
Sub-Pages searches	School uniforms, School Supplies, Guidance, Parent Letter, Spring Lake PTA, School Advisory Council, Our Technology, Our Business Partners, Useful Links for Students, Parents & Teachers, School Lunch Menu, Tolerance Policies
Key Phrases	Spring Lake Elementary School, altamonte springs elementary school, Learning Environment, Technology Learning, Florida Schools, Classroom, Learning