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, 3nd grade, 4th grade, 5nd 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

Spring Lake Elementary

1.

2.

3.

3a.

Why Spring Lake?

* Great Learning Programs

* Wonderful Staff

* Most Technological Elementary school in the district

* Easy to access website with all your informational needs.

3b.

4.
About Spring Lake Elementary

Spring Lake Elementary was established in 1966, and has continued serving with and outstanding education since. The school is located in Alamonte Springs, Florida, which is about 15 miles outside of Orlando, Florida. Spring Lake has been a Five Star School for the past 5 years. Our principal Mr. Alex Agosto and Assistant Principal, Ms. Kimberly Lochrane are commited to setting a standard of excellence. The current focus for Spring Lake Elementary is the revitilization of classroom instruction utilizing current technology and research to promote positive collaboration, enhance learning and create a respectful climate that will encourage students to meet their full potential.

5.
Want our Newsletter?
Just sign up!

5a.
Name: [   ]

5b.
Email: [   ]

5c.
Sign Up!

6.

© Spring Lake Elementary

Callouts

1. Banner w/ spring lake title and possible gradient, Escape hatch.
(Banner is 780 x 75 px)

2. Global navigation attached to banner
(Each button is 100 x 50 px)

3. CTA of "Why Spring Lake"

(width 760px)

3a. Picture showcasing the school/ Possible Jquery Slider.
(width 460px)

3b. Informational panel stating why you should choose spring lake.
(Width 300px)

4. Small about section
(487 x 300 px)

5. Newsletter signups
(250 x 300 px)

5a. Name Input field

5b. Email Input Field
(Input Fields: 150 x 25 px)

5c. Sign up/submit button
(175 x 50 px)

6. Global Footer with copyright and an included sub-navigation

Spring Lake Elementary

1.

3.

Teacher of the Month

3a.

3b.

Teacher Name

"This teacher has been a great asset to Spring Lake elementary, they have an amazing work ethic and strive to give their students the best learning experience possible."

4.

What's New Around Spring Lake

4a.

* Summer Break May 28th - August 10th

* Parent-Teacher conferences July 2nd

* Baseball game July 22nd

* Summer Program July 25rd - August 8th

*School starts back August 10th

Want more information? Click here

5.

Callouts

1. Banner w/ spring lake title and possible gradient, Links back to home page always.
(Banner is 780 x 75 px)

2. Global navigation attached to banner
(Each button is 100 x 50 px)

3. Teacher of the Month Area

(width: 250 px)

3a. Teacher Picture

(150 x 150 px)
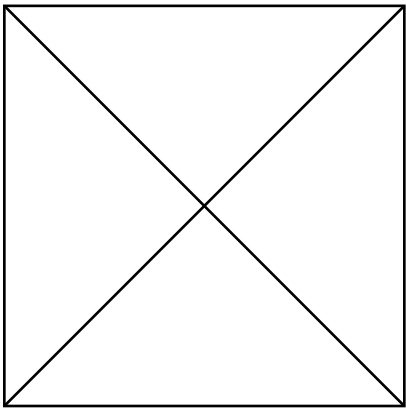
3b. Teacher Name and small description

4. What's new area

(width: 495 px)

4a. Bulleted list with news from around the school and a link leading to more detailed articles.

5. Global Footer with copyright and an included sub-navigation

Spring Lake Elementary

2.

| Home | About us | Registration | The Staff | What's New | Contact Us |

3.

Contact Us!

Questions or comments for Spring Lake? Fill out this form.

3a.

Name:

Email:

Address:

City:

State:

Zip:

Phone:

Comments:

Submit

4.

© Spring Lake Elementary

1. Banner w/ spring lake title and possible gradient, Links back to home page always.
(Banner is 780 x 75 px)

2. Global navigation attached to banner
(Each button is 100 x 50 px)

3. Contact Form Area

(width 760px)

3a. Form with input labels, fields, and submit button

(Fields 400 x 25 px excluding Comment field
Comment Field: 400 x 121 px
Submit Button: 125 x 40 px)

4. Global Footer with copyright and an included sub-navigation

Timestamp	What are your first impressions of the site?	What specific person do you think would view this website regularly?	In your eyes, what is the purpose of this site?	How do you feel about the overall design of the website?	Do you like the color scheme?	Are fonts readable and effective?	Is the navigation effective?	How easy is it to find the information below?	What would you change about the website if you could?
7/18/2012 14:38:10	It felt very clean, simple, and un-cluttered.	Judging from the content, I would assume parents of children attending the school, as well as some of the children.	I see the purpose of the site as a method of delivering news, information, and resources to people associated with the school.	The site is able to satsify its intent and target audience.	Yes	Yes	Yes	Very Easy	Nothing; simply continue to develop the site. A very good job.
7/18/2012 17:59:34	The color scheme feels incomplete; everything looks very flat. Some text and form elements seem misaligned and poorly spaced. It is easy on the eyes, though.	I would have to say the parents of the attending children would be the most common visitors.	The site looks like a resource for parents to get information about the school, from staff, to policies, to contact information, and a way to stay updated and send questions with a contact form.	There are some parts of the website that I feel are visually lacking or incomplete.	No	Yes	Yes	Easy	I'd give the color scheme more variety in value so that it doesn't look so flat. The navigation and content elements are all the same color as the background.
7/18/2012 21:21:08	Looked as if the website was made in tables :O	Parents of students attending the school.	To provide parents information on the school their children are attending.	A mixture of one and two.	Yes	Yes	Somewhat Effective	Very Easy	Remove borders from all the elements so that it doesn't appear to be made with tables.

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Email:

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Spring Lake Elementary

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Teacher Name

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Spring Lake Elementary

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Questions or comments for Spring Lake? Fill out this form.

Name:

Email:

Address:

City:

State:

Zip:

Phone:

Comments:

Submit