

Problems

Outdated websites create a negative impression on website visitors.

Each piece of content added to the Web needs maintenance. In the past, the maintenance cost was not considered.

While content grew, staff to maintain the content shrank, and the content fell further out of date.



The sites were hard to edit.

The editing software was not intuitive.

To make simple textual changes, the editors had to take training classes.

Our remaining web editors were frustrated and demoralized.

We needed to find a simple solution, and a way to increase our pool of available web editors.

Read the right panel to learn about our solutions...

Easy Website Maintenance with WordPress

Are you drowning in outdated web content?

Is your pool of web editors shrinking?

Increase the editing pool and update the content with WordPress.

Predicament:

- aging websites with outdated content
- tough-to-learn webpage editing software
- shrinking pool of editors

Solution:

- install intuitive webpage editing software
- standardize on a few design templates
- build a learning community to educate users and let them share knowledge

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Solutions

Installed an easy-to-use webpage editing software – WordPress.

Standardized on a few design templates to make support easier.

Moved existing sites over to WordPress, teaching lab employees (grad students) to maintain the sites.

Focused on training users to maintain the content – not design/redesign the site.

Created a WordPress training library – a tutorial, handouts and tips available 24/7.

Built a learning community – the Russell Labs WordPress User Group – so users can meet and share their WordPress triumphs and challenges.

Outcomes:

- 24 legacy websites converted to WordPress – all content was reviewed and updated
- 14 new websites built – new clients were referred by satisfied existing clients
- Site owners and grad students take pride in the sites and in maintaining the content