

# WEBSITE AND WEB CONTENT MANAGEMENT POLICY



## CONTENTS

1	PURPOSE.....	1
2	SCOPE.....	1
3	POLICY STATEMENT .....	1
	Centralised web presence .....	2
	Search engine rankings and optimisation .....	2
	Structure and information architecture .....	2
	User experience .....	2
	Content management, governance and workflow .....	3
	Content requests.....	3
	Content compliance .....	3
	Integration of systems .....	3
4	RESPONSIBILITIES .....	4
	Compliance, monitoring and review .....	4
	Reporting.....	4
	Records management.....	4
5	DEFINITIONS .....	4
	Terms and definitions.....	4
6	RELATED LEGISLATION AND DOCUMENTS .....	5
7	FEEDBACK.....	5
8	APPROVAL AND REVIEW DETAILS.....	5
9	APPENDIX 1: WEB CONTENT MANAGEMENT MODEL .....	6

## 1 PURPOSE

- 1.1 This policy establishes a coordinated, consistent and controlled framework for managing CQUniversity's external-facing web presence and content.

## 2 SCOPE

- 2.1 This policy applies to:
- CQUniversity employees
  - employees of CQUniversity controlled entities and offshore hubs contracted to undertake recruitment duties on behalf of the University, and
  - external companies and individuals, who have been granted authority to manage CQUniversity's or its controlled entities' internet websites, website content, sub-domains and external-facing online presence to achieve the University's business objectives.

## 3 POLICY STATEMENT

- 3.1 The University's website, external-facing sub-domains and mobile applications act as the main platforms for users to search and browse information and content online. Together they create one global digital presence for the University. The website is an external facing site designed for prospective and current students and employees, and the public.
- 3.2 The University's online presence is used to build brand awareness, market its products and services, engage online audiences and capture customer details for lead nurturing and other business activities.

- 3.3 The University must provide a consistent, compliant and unified web presence that provides accurate and timely information in a comprehensively branded experience. The provision of this information and the management and use of the University's web presence, including external-facing sub-domains and smart device applications, must be executed through a coordinated and managed process.
- 3.4 The primary objectives of the University's web presence are to:
- disseminate accurate, relevant and timely information
  - build awareness of the University's brand and identity
  - act as a key channel for services to customers and stakeholders
  - promote the University and its products and services, and
  - facilitate the pre-student journey.

### **Centralised web presence**

- 3.5 The University will maintain a centralised web presence to ensure a consistent look, feel and user experience. This will ensure:
- websites and mobile apps use approved University branding and relate to the learning, research and business objectives of the University. The hosting of personal or other websites unrelated to the strategic goals of the University are not permitted
  - websites are accessible and compliant with the [Web Content Accessibility Guidelines \(WCAG\) 2](#) and the [Disability Discrimination Act 1992](#) (Cwlth), and
  - website vanity URLs will use the format: [CQU domain]/xxxx. i.e. www.cqu.edu.au/xxxx for the corporate Australian website; and cqu.co.id/xxxx for the Indonesian website. Use of vanity URLs and redirects to sections within the University's website will be at the discretion of the Web Management Group and must be registered in the Vanity URLs Register maintained by the Global Brand and Marketing Directorate.

### **Search engine rankings and optimisation**

- 3.6 To manage the success of University sites in global search rankings, architecture of the site and the placement of content will be managed by the Web Management Group. This will ensure no dead links, confusing pathways or hidden pages. Ongoing automated management will be undertaken to enhance the University's web presence. The Web Management Group will be responsible for the development, management and evolution of the overarching structure, information architecture and strategic direction of the site.

### **Structure and information architecture**

- 3.7 The template structure and information architecture (IA) design of the website will be managed by the Web Management Group. This will ensure the IA is compliant with best practice standards, and that content is organised into a consistent and predictable manner enabling users to navigate intuitively and reduce information duplication.
- 3.8 Requests for changes to the website structure and IA must align with search engine optimisation guidelines and metadata standards.

### **User experience**

- 3.9 The website will focus on enhancing the user browsing and search experience through the look, feel and usability, externally facing sub-domains and mobile applications through application of:
- data analysis results and technical knowledge to web management decisions required to meet business objectives
  - definition of audience segments and customised content targeted to audience segmentations appropriately

- content structure, architecture of the information and accuracy of content to provide users with a positive, reinforcing experience, focused on meeting their needs
- design application of brand aesthetics and multimedia design elements, and
- technical delivery to provide clear navigation, positive search and browsing experiences that resonate with the desired audience segments.

## **Content management, governance and workflow**

- 3.10 Content ownership, editorial access, approval access and workflow will be managed by the Web Management Group.
- 3.11 Content experts are employees who are employed to know and work in their core field of expertise. The key information from content experts made available on the website must be user-friendly for non-expert users, be highly relevant to support search engine ranking objectives and be accurate and reliable.
- 3.12 Content editors are localised members who are responsible for working with content experts to gain the insight and information required for the website. They are responsible for applying web friendly writing skills to the content to support both the usability and findability of the University's information.
- 3.13 Content approvers are responsible for ensuring that content suggestions by content editors are on-brand with tone-of-voice, optimised for search performance and are contextually accurate on behalf of the content experts.
- 3.14 The Web Management Group are ultimately responsible for the performance of the website and ensuring that the content published supports the website objectives.

## **Content requests**

- 3.15 Level 1: Request basic in-page content changes including text and image changes to existing assets.
- 3.16 Level 2: Request in-page changes including text and image changes to existing assets. Requests for larger changes must come from this group and be progressed to Level 3 for new assets, utilisation of shared content, or integration of content systems.
- 3.17 Level 3: Request structural changes to IA and navigation, design, application of brand including visual elements such as video integration and banners, technical integration of systems, development of new sites and domains, applications for mobile devices. The management of web tracking and analytics coding and overarching account management.

## **Content compliance**

- 3.18 Content must be:
- accessible with the WCAG. Tools will be provided to editors for this; however, the Web Management Group retains overall responsibility and may amend content if necessary
  - suitable for responsive design, meaning that all content can be fully utilised on all mobile and tablet devices. The Web Management Group retains overall responsibility and will amend content if appropriate, and
  - brand and style compliant via a consistent look, feel, navigation, writing and searching style, imagery, tone of voice, writing style and terminology and message, in accordance with the [CQUniversity Brand Guideline](#) and [Writing Style Guideline](#).

## **Integration of systems**

- 3.19 Systems that integrate with the external facing website, sub-domains or applications must adhere to this policy. Content from integrated systems must be on-brand with tone of voice and terminology, and raw content must be branded appropriately if it is to be integrated into the external facing site. While systems may be designed separately from the Web Management Group, their design must align with this policy should these systems be potentially integrated with raw content in the future.

## 4 RESPONSIBILITIES

### Compliance, monitoring and review

- 4.1 The Deputy Vice-President (Digital Services) and Director Global Brand and Marketing are responsible for implementing, monitoring, reviewing and ensuring compliance with this policy.

### Reporting

- 4.2 No additional reporting is required.

### Records management

- 4.3 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 4.4 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#). Before disposing of any records, approval must be sought from the Records and Privacy Team (email [records@cqu.edu.au](mailto:records@cqu.edu.au)).

## 5 DEFINITIONS

- 5.1 Terms not defined in this document may be in the University [glossary](#).

### Terms and definitions

**Brand:** “The set of physical attributes of a product or service, together with the beliefs and expectations surrounding it – a unique combination which the name or logo of the product or service should evoke in the mind of the audience.” The Chartered Institute of Marketing

**Content approver:** employees who are responsible for reviewing the accuracy of content uploaded by content editors within their department, or whereby content approvers have been deemed the appropriate source to confirm information online on behalf of the content experts.

**Content editor:** employees within the University who are deemed appropriate to have access and have been appropriately trained to the Web Content Management System to edit online content on behalf of content experts.

**Content expert:** employees within the University employed in their core field of employment, whereby they have information that is necessary or beneficial for prospective or new students and/or employees, industry members or the public.

**Employee:** any person employed by CQUniversity or its controlled entities on a permanent, fixed-term, casual basis.

**External website and online presence:** non-password protected site available to all internet users.

**Private website and online presence:** password protected site.

**Public:** industry engagement, partnerships, predefined non-current students and other groups.

**URL – universal resource locator:** the character string that constitutes a reference to an internet resource (website or web page).

**Web content management system:** a software system designed to manage and publish content.

**Web management group:** Digital Experience and Digital Services Directorate web team members who are responsible for managing the strategy and day-to-day operation of the website, sub-domains and mobile applications.

**Web-based content:** content published or services provided on external University web systems.

## 6 RELATED LEGISLATION AND DOCUMENTS

[CQUniversity Brand Guidelines](#)

[Disability Discrimination Act 1992](#) (Cwlth)

[Domain Names Policy](#) (Queensland Government Enterprise Architecture)

[Information Privacy Policy and Procedure](#)

[Web Content Accessibility Guidelines \(WCAG\) 2](#)

[Websites Policy \(IS26\)](#) (Queensland Government Enterprise Architecture)

[Writing Style Guide](#)

## 7 FEEDBACK

7.1 Feedback about this document can be emailed to [policy@cqu.edu.au](mailto:policy@cqu.edu.au).

## 8 APPROVAL AND REVIEW DETAILS

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Notes	This document was formerly known as the Internet Website and Web Content Management Model Policy (last approved 04/07/2018).

## 9 APPENDIX 1: WEB CONTENT MANAGEMENT MODEL







**CONTENT EXPERTS:** employees who are employed to know and work in their core field of expertise. The information from these content experts must find its way onto the University's website in a way that makes sense not only to audiences, but also for search engines ranking the site in terms of relevancy, performance and reliability.

**CONTENT EDITORS:** localised members who are responsible for working with content experts to gain the insight and information required for the website. They are responsible for applying web friendly writing skills to this content to ensure usability.

**CONTENT APPROVERS:** responsible for ensuring that content suggestions by content editors are on-brand with tone-of-voice, optimised for search performance and are contextually accurate on behalf of the content experts.

**WEB MANAGEMENT GROUP:** ultimately responsible for the performance of the website including the development, management and evolution of the overarching structure and information architecture of the site.

### **RESPONSIBILITIES:**

LEVEL OF WCMS ACCESS	Workflow management through WCMS Easy Editor			
<b>NO WCMS ACCESS</b>	 <b>Content Experts</b> Core field of expertise. Responsible for working with content editors to confirm accuracy of content for site.			
<b>LEVEL 1 WCMS ACCESS</b>		<b>Content Editors</b> Responsible for editing content on an existing page.		
<b>LEVEL 2 WCMS ACCESS</b>			<b>Content Approvers</b> Responsible for approving content on an existing page. Can request new pages within existing structure to Web Management Group.	
<b>LEVEL 3 WCMS ACCESS</b>				<b>Web Management Group</b> Responsible for development of new structures, campaign pages, metadata fields and backend listings, analytics and tracking.
 Also indicates workflow management through WCMS Easy Editor 