

INTERNET WEBSITE AND WEBSITE CONTENT MANAGEMENT MODEL POLICY



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1 PURPOSE

- 1.1 This policy outlines the management of CQUniversity's external-facing digital and web presence.
- 1.2 In order to achieve this successfully, a coordinated, consistent and controlled framework for the management of web-based content and services available from the CQUniversity internet platforms is required.

2 SCOPE

- 2.1 This policy relates to all CQUniversity staff, students and external parties utilising CQUniversity internet websites, sub-domains and external-facing online presence to achieve the University's business objectives.

3 POLICY STATEMENT

- 3.1 CQUniversity'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 new undergraduate, vocational education and training (VET), postgraduate and research students, prospective staff, and the public.
- 3.2 CQUniversity's online presence is used to market its products and services, build brand awareness, and act as a gateway for existing staff and students to private, password protected platforms.

Policy objectives

- 3.3 The University must provide a consistent, compliant and unified web presence that provides accurate and timely information to prospective students, prospective staff and the public in a comprehensively branded experience. The provision of this information and the management and use of CQUniversity 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 CQUniversity'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 our customers and stakeholders
 - promote the University and its products and services, and
 - facilitate the 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 entail the following:
- all websites must 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.
 - all websites must be accessible and compliant with the [Web Content Accessibility Guidelines \(WCAG\) 2.0](#) and the [Disability Discrimination Act 1992](#) (Cwlth).
 - all website vanity URLs will utilise the format www.cqu.edu.au/xxxx. Use of vanity URLs and redirects to sections within CQUniversity website will be at the discretion of the Web Management Group and must be registered in the vanity URLs register maintained by the Marketing Directorate.

Search engine rankings and optimisation

- 3.6 To manage the success of CQUniversity sites in global search rankings, the architecture of the site and the placement of contents will be managed by the Web Management Group to enable external search engine compliance. 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 to ensure that the IA is compliant with best practice information architecture standards and 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 will need to align with search engine optimisation guidelines and metadata standards to ensure that the University's web presence meets the required standards and guidelines.

User experience

- 3.9 The website will focus on enhancing the user browsing and search experience through the look, feel and usability of the Internet website, 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 staff 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 to come from this group to 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 information architecture 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 needs to 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.
- 3.19 Content needs to be 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.
- 3.20 Content must be 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

- 3.21 Systems that integrate with the external facing website, sub-domains or applications must adhere to this policy to ensure a consistent user experience. Content from integrated systems must be on-brand with tone of voice and terminology, and raw content needs to 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, they must consider this policy should they expect future integration of that raw content in the future.

4 RESPONSIBILITIES

Compliance, monitoring and review

- 4.1 The Director, Marketing and the Chief Information and Digital Officer are responsible for monitoring, reviewing and ensuring compliance with this policy.

Reporting

- 4.2 No additional reporting is required.

Records management

- 4.3 Staff must maintain all records relevant to administering this policy in a recognised University recordkeeping system.

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

Content editor: Staff members 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 approver: Staff members 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.

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

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

Web content management system (WCMS): a software system designed to manage and publish content.

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

Private website and online presence: Password protected site.

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

Web Management Group: Digital Marketing and Information Technology Web Team members who are responsible for managing the strategy and day-to-day operation of the website, sub-domains and mobile applications.

6 RELATED LEGISLATION AND DOCUMENTS

[CQUniversity Brand Guidelines](#) (available to staff only)

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

[Privacy Act 1988](#) (Cwth)

[Public Records Act 2002](#) (Qld)

[Queensland Government Domain Names policy \(IS39\)](#)

[Queensland Government Information Standard 18: Information Security](#)

[Queensland Government Records Governance Policy](#)

[Queensland Government Use of Copyright Materials Guideline](#)

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

[Writing Style Guide](#) (available to staff only)

[Web Content Accessibility Guidelines \(WCAG\) 2.0](#)

7 FEEDBACK

7.1 University staff and students may provide feedback about this document by emailing policy@cqu.edu.au.

8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President (or delegate)
Advisory Committee to Approval Authority	Vice-Chancellor's Advisory Committee
Administrator	Chief Information and Digital Officer
Next Review Date	4/07/2021

Approval and Amendment History	Details
Original Approval Authority and Date	Vice-Chancellor and President 19/11/2007
Amendment Authority and Date	Minor amendments 22/07/2009; Vice-Chancellor and President 13/03/2012; Vice-Chancellor and President 18/03/2015; Vice-Chancellor and President 4/07/2018.
Notes	

9 APPENDIX

Appendix 1: CQUniversity web content management model






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


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 this content to ensure usability.

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.

WEB MANAGEMENT GROUP are 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 SQUIZ ACCESS	Workflow management through SQUIZ CMS Easy Editor			
NO SQUIZ ACCESS	 Content Experts Core field of expertise. Responsible for working with content editors to confirm accuracy of content for site.			
LEVEL 1 SQUIZ ACCESS		Content Editors Responsible for editing content on an existing page.		
LEVEL 2 SQUIZ ACCESS			Content Approvers Responsible for approving content on an existing page. Can request new pages within existing structure to Web Management Group.	
LEVEL 3 SQUIZ ACCESS				Web Management Group Responsible for development of new structures, campaign pages, metadata fields and backend listings, analytics and tracking.


 Also indicates workflow management through SQUIZ CMS Easy Editor
 