ROT Content Analysis Workshop

ECAS Office of Communications
• What is a ROT analysis?
• Examples of ROT content
• Why conduct a ROT Analysis?
• Steps in conducting an analysis
• Writing for the web
• Questions
What is a ROT analysis?

• A process that identifies content that is:
  
  • **Redundant**
  
  • **Outdated**
  
  • **Trivial**
What is Redundant content?

- Unnecessary duplication of information
Redundant content, cont’d

…. Sometime it’s copied and pasted exactly and some time it duplication of the same ideas and words.
What is Out-of-Date content?

• Faculty and staff updates
• Contact information
• A change in an affiliated programs and partners
• Broken links
• Pictures and documents no longer in use
• Past events not archived or still on homepage
What is Trivial content?

- Harder to define than redundant or outdated
- May include pages that receive very few views in analytics report
- May include information that doesn’t meet department or program objectives.
- May include information that is not part of top user tasks.
Why conduct a ROT Analysis

“A great method for finding content problems is identifying ROT content. Like food in your fridge, most content has a shelf life or is spoiled by new content that overlaps or contradicts it. Other content is simply not useful. Reviewing your website for ROT content is an excellent early step toward sustaining fresh, quality content that doesn’t disappoint users and leave a bad taste in their mouth.”

-Rick Allen, Meet Content
Conducting an analysis: Step 1

✓ Define “trivial” for your department.

• Film Studies:
  • Top user tasks: Emory Cinematheque, academic information, faculty profiles.
    • Can determine by analytics and experience
  • Business objectives are to promote faculty as experts, relevance to community, relevancy of education after college
Conducting an analysis: Step 2

✓ Order a Google Analytics report (or create one yourself) that shows the number of pageviews for each page within your site for the last year.

Top Pageviews

<table>
<thead>
<tr>
<th>Rank</th>
<th>URL</th>
<th>Pageviews</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>/home/</td>
<td>22,798</td>
<td>14.30%</td>
</tr>
<tr>
<td>2</td>
<td>/home/people/index.html</td>
<td>13,297</td>
<td>8.34%</td>
</tr>
<tr>
<td>3</td>
<td>/home/events/film-series/emory-cinematheque.html</td>
<td>8,480</td>
<td>5.32%</td>
</tr>
<tr>
<td>4</td>
<td>/home/academics/index.html</td>
<td>6,189</td>
<td>3.88%</td>
</tr>
<tr>
<td>5</td>
<td>/home/people/faculty/bernstein-matthew.html</td>
<td>4,857</td>
<td>3.05%</td>
</tr>
</tbody>
</table>

Bottom Pageviews

<table>
<thead>
<tr>
<th>Rank</th>
<th>URL</th>
<th>Pageviews</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>96</td>
<td>/home/graduate/course-schedules/2015fall.html</td>
<td>32</td>
<td>0.02%</td>
</tr>
<tr>
<td>97</td>
<td>/48492612-1.compliance-alexa.xyz</td>
<td>30</td>
<td>0.02%</td>
</tr>
<tr>
<td>98</td>
<td>/home/academics/graduate/course-schedules/2015fall.html</td>
<td>30</td>
<td>0.02%</td>
</tr>
<tr>
<td>99</td>
<td>/home/graduate/course-schedules/</td>
<td>30</td>
<td>0.02%</td>
</tr>
<tr>
<td>100</td>
<td>/home/graduate/course-schedules/2015spring.html</td>
<td>28</td>
<td>0.02%</td>
</tr>
<tr>
<td>101</td>
<td>/home/people/staff/</td>
<td>26</td>
<td>0.02%</td>
</tr>
<tr>
<td>102</td>
<td>/48492612-1.compliance-george.xyz</td>
<td>25</td>
<td>0.02%</td>
</tr>
<tr>
<td>103</td>
<td>/home/academics/graduate/current-students/burton-rachal.html</td>
<td>24</td>
<td>0.02%</td>
</tr>
<tr>
<td>104</td>
<td>/home/academics/undergraduate/production/index-4.html</td>
<td>24</td>
<td>0.02%</td>
</tr>
</tbody>
</table>
Conducting an analysis: Step 3

✔ Request a ROT content analysis file tool for Cascade that will index all your site’s files
Conducting an analysis: Step 4

Review live pages and note any ROT on the index, as well identifying pages, documents and images that are no longer in use using the index.
Conducting an analysis: Step 5

- Run an online, free broken link checker on your site
Conducting an analysis: Step 6

✓ Remove or update any ROT content.
✓ Refresh your content using best practices for “Writing for the Web.”
Writing for the Web

• Highlight actions you want the user to make or important information
• Use short paragraphs – 4 sentences max, but 2 is better!
• Use short sentences – 12 words on average
• Use subheads
• Skip unnecessary words
• Avoid jargon

• Avoid the passive voice
• Avoid needless repetition
• Use bulleted lists when appropriate
• Keep list items short
• Use meaningful words for links in body copy (“You may purchase tickets online” vs. “to purchase tickets, click here”)
This concentration is collaboration between the Department of Film and Media Studies in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and students who are film studies majors.

The purpose of the concentration is to provide students with knowledge, competencies and experiences directed towards pursuing film or media as a post-graduate or professional option. BBA students who complete this concentration will acquire grounding that will enable them to understand film and media in its historical and contemporary context as an evolving narrative form. Film Studies students who complete this concentration will acquire grounding that will enable them to understand the infrastructure and market mechanisms that support the creation and distribution of media content. All students will have the opportunity to pursue industry-related electives drawn from business and film disciplines. Finally, students will participate in a capstone course that will give them the opportunity to synthesize and validate their evolving perspectives in both an academic and an applied environment.

Students apply for the Film and Media Management Concentration the spring of their sophomore year. Admission is at the discretion of the concentration's directors.

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Requirements for Concentration

Core: Junior Year

• FILM 270 Introduction to Film Every semester

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Questions?