



CMS4Schools™

WEBSITE & APP SPRING CLEANING



Tips & Tricks Webinar



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WEBSITE AGENDA



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Website Spring Cleaning



01 Set-Up & General Maintenance

- ❑ **Accessibility Toolbar:** To help with web accessibility compliance throughout your website, you can enable the visitor toolbar (and include font resize).
- ❑ **Google Analytics:** CMS4Schools integrations with Google Analytics so that you can get anywhere from surface details on how many visitors are coming to your site to very detailed information on the dates and times of days visitors are coming to the site among many other things.
 - ❑ Check out the [Google Analytics Academy](#) to learn more about utilizing the features within Google Analytics.
- ❑ **Google Custom Search:** Adding a Site Search to your website allows visitors to quickly locate information by searching for results within your site.
 - ❑ Within the [Google Search Console](#), you can view reports, traffic, and performance related to your search results.
- ❑ **Check for Broken Links:** Broken links on your site can lead to a poor user experience. We recommend checking for broken links at least quarterly.
- ❑ **Social Media Feeds:** If you display Facebook Feeds on your site, you will need to periodically re-authorize the Facebook page in your [Social Media Module](#) to continue to have the feed display on your site.



02

Home Page & Global Content

Identify and prioritize content based on your audiences (ex. current families, new families, prospective families, students, community, staff, etc.) and what's currently happening at your district/organization.

Plan to have content in all content areas. For the best user experience share the most important content on your home (and school landing pages) and avoid having empty content areas.

If you aren't sure how to update an area on your home page (or school landing pages) [contact support](#) for guidance.



Global Content (Header/Footer)

- ❑ **Utility Area/Icons:** Verify that these are the items that your audience will need quick and regular access to.
Note that these items shouldn't change often.
- ❑ **Social Icons:** Verify the available social icons & links are accurate.
- ❑ **Footer Contact Information:** Verify that your district and each school has accurate contact information.
 - ❑ Note if you have a "Contact Us" page, make sure that the information doesn't conflict with your footer contact information.
- ❑ **Copyright Links:** Verify that you have the necessary copyright links and that the information is up-to-date and accurate. (Ex. privacy policy, [website accessibility](#), etc.)



Home Page Content

Plan you what content you want to share for these areas in advance. Also, plan for photography to go with the content you want to share (as needed).

- ❑ **Entrance Area:** The entrance area on your site is going to be the first item people see and can really help share who you are, what's happening, and/or what you have accomplished.
- ❑ **Announcements, Stories, Social Feeds:** This type of content area can be used to share additional information about who you are, what's happening, and/or what you have accomplished.
- ❑ **Upcoming Events:** Review the selected date range and categories displaying on your home page.
 - ❑ Is the area blank? Update the date range to show events further in the future.
 - ❑ Are there too many events? Use the select categories option to show your core (i.e. district) events.

If your current website design isn't responsive and/or doesn't meet the needs of your audience, [contact us](#) to learn more about updating your website design or utilizing the content areas on your home page.



03 Navigation

Keep your navigation simple and consistent so visitors are able to find the information they are looking for.



Navigation

- ❑ Review that your navigation categories match the information you are sharing and your target audience(s).
Note that navigation should not change often.
- ❑ Review the organization of your Schools/Services categories. Organize each school/service into the same content groups (ex. About, Academics, Activities, Families) so that as visitors switch between schools/services they know what information is available and where to find the information.
- ❑ Review that content is grouped under the appropriate category and not spread across multiple categories. (Ex. some Athletics information in a Students category and some in the High School category)
- ❑ Review the use of your navigation on mobile devices. Avoid having too many links in the navigation.
- ❑ Use the [Google Analytics](#) Pages Report to identify most & least visited pages.
 - ❑ For your least visited pages, identify if the pages may not be visited because of their location in the navigation or if it's because the content is not accurate/relevant.
 - ❑ Prioritize your most visited pages for content review 1st as you now know this is where visitors are going on your site.



04

Content

Review your site's content for accuracy and accessibility.

- ❑ Identify and Update Old Content
- ❑ [Create Accessible and Responsive Content](#)
 - ❑ Headings, Image Alt Text, Tables, Links, Lists
- ❑ [Search Engine Optimization \(SEO\)](#)
- ❑ [Managing Duplicate Content](#)
- ❑ [Check for Broken Links](#)

**Creating Accessible & Responsive Content
Webinar Registration**



File Review

- ❑ [Disk Usage](#)
 - ❑ Review the "cms_files/resources" folder to identify outdated content in Resource/News tools on the site.
- ❑ [File Library](#): Review for outdated content.
 - ❑ [Check for broken links](#) after deleting files.
- ❑ [Banner Library](#): Remove outdated photos. This includes photos of students who are graduated and staff who are no longer at your organization.

Banners Webinar Recording



Photography

[Website Image Guidelines and Recommendations](#)

- ❑ Remove outdated photos from across your site
- ❑ Review available photos (ex yearbook) that can be added to your site and used throughout the summer.
- ❑ Plan for photos for next year.



Announcements

Announcements are added in categories in the [Announcements Module](#) and displayed throughout your site using the [Announcements tool](#).

- ❑ In the Announcements Module, review the categories.
- ❑ [Review which announcement categories are syncing to your app.](#)

Announcements are sorted so that most recent announcements will always display first.

- ❑ Create announcements in advance
- ❑ General announcement ideas can be used to ensure you don't have empty spots on your home page
 - ❑ Here are some examples of announcements that you may have appearing for a longer date range: School Breaks/Holidays, Parent/Teacher Conferences, Summer School, Graduation, Open Enrollment, Office Hours, Welcome back, Picture Day, and Supply Lists

Announcements Webinar Recording



Events

- ❑ In the [Calendar Module](#),
 - ❑ Review the [categories](#).
 - ❑ Review the [locations](#) and [facilities](#).
 - ❑ If you have [rSchoolToday calendar integration](#), review that the integration is syncing the desired events/activities.
 - ❑ Add next year's board approved events to Calendar Module
- ❑ Review the calendar tools on your site.
 - ❑ Review the categories that are displaying.
 - ❑ Have 1 main calendar category (ex District) that displays organization-wide events.
 - ❑ For upcoming events tools, review the date range.
- ❑ [Review which event categories are syncing to your app.](#)

Calendar Webinar Recording



05

Staff Management

- ❑ Add new staff members.
- ❑ Delete or inactivate departing staff.
- ❑ Work with current faculty to ensure that they are updating their faculty website.
- ❑ Review Staff Directory displays.

Staff Directories Webinar Recording





App Spring Cleaning



01 Set-Up & General Maintenance

- ❑ Apple Developer Account: Your Apple Developer Account membership will need to be renewed every year.
Note: If you are an accredited institution, government entity, or non-profit organization, you may be eligible for an application fee waiver.
 - ❑ Pending Agreements: Occasionally, to allow us to continue to service and update your app, you will need to log into your Apple Developer Account and accept the pending agreements. Our team will notify you any time you have a pending agreement that needs to be accepted.
- ❑ Check for Broken Links
 - ❑ Quick Links
 - ❑ Menu
 - ❑ Toolbar
- ❑ Reports: You can generate reports for information such as app installs, app usage, and new category opt-ins.



02 Home & Global Content

- ❑ [Slideshow](#): The slideshow in your app is going to be the first item people see when visiting your app similar to the entrance area on your website.
- ❑ [Website Sync](#): Review that the correct items are syncing from your website to your app.
 - ❑ Calendar Categories
 - ❑ Announcement Categories
 - ❑ Faculty Groups
- ❑ [Secured Access](#): If you have secured access (privacy feature), review the visibility of each area as you are doing your spring cleaning.



03 Navigation

Review both your [Menu](#) and [Toolbar](#)

- ❑ Review that the items in your menu match the information you are sharing and your target audience(s).
Note that if you have a multi-site app, you'll likely want to have the same sections for each site.
- ❑ Review that content is grouped under the appropriate section.



04 Newsfeed

- ❑ Announcements/News
 - ❑ Review the [News Categories](#)
- ❑ Social Media
- ❑ [Event Alerts](#)
- ❑ [Teacher Notifications](#)



05 Content

- ❑ [Usage By Feature Report](#): Review which features are being used within your app
- ❑ [Events](#): Selected calendar categories sync from the website. Review the folder organization and any icons being used.
 - ❑ Review iCal feeds for any Food Menus.
- ❑ Identify and update any old content within your Features
 - ❑ [Info Page](#), [Quick Links](#), [Apps](#), [Forms](#), [Documents](#), [Pictures](#), [Locations](#), [Tip Line](#), [Daily Messages](#), [Supply Lists](#)



06 Staff Management

Your faculty sync to your app based on selected categories so any updates to staff information should be completed in the Users Database.

- ❑ Review the icon displaying for each group. For example, if you have a group for each school, you may want to display the school icon for the group.
- ❑ [Create accounts](#) for any users that will be administering the app or utilizing teacher notifications.

Secured Access

- ❑ Review and [create accounts](#) for any users that that should be able to log into the app and view restricted content.
- ❑ Review your [Target Lists](#)



**THANK
YOU!**
QUESTIONS?

CMS4Schools Help Center

4Schools Help Center

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Webinars

