

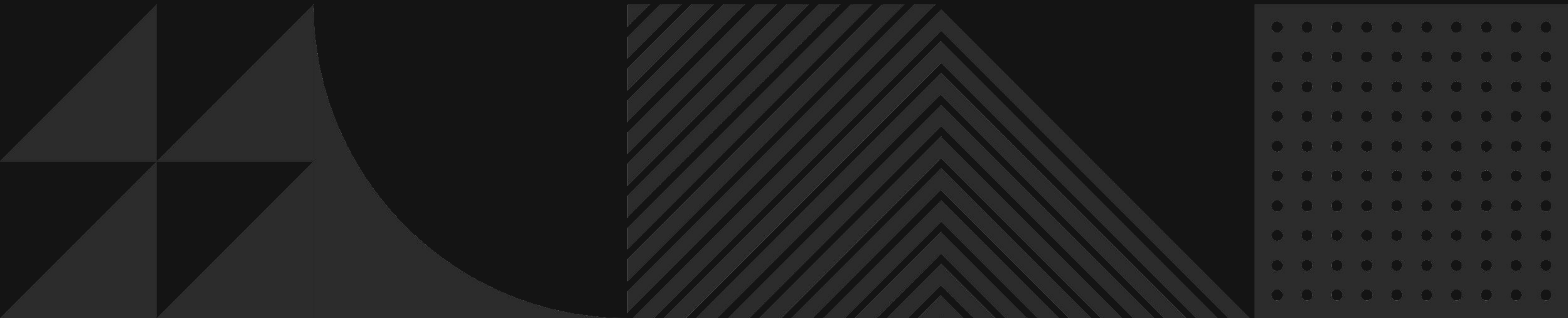
FoodIntegrity.org

Website Refresh

Pick, Prune & Polish Playbook

The Center for
Food Integrity

—
5/30/2023



Contents

→ [Process](#)

→ [Assessment Tools](#)

→ [Execution](#)

→ [Optimization](#)

Pick, Prune, Polish Process

- Definition
- Phases and activities

Content migration from one website to another requires an exercise we call...

Pick

Lift and shift - move content as is from current platform to new platform. Minimal changes may be needed, like adding metadata.

Prune

Sunset - retire or archive content that is outdated (older than two years), redundant, inaccurate or no longer serves its intended purpose.

Polish

Revise - keep the content but refresh, perhaps by adding new headlines, condensing copy, or merging multiple pages into one.

PPP Process Overview



- ✔ Identify which content can be used to fuel the new FoodIntegrity.org.
- ✔ Determine what kind of modifications are needed on content to migrate.

- ✔ Create a matrix to house the inventory, track audit findings and assign PPP designation.

- ✔ Create criteria for evaluating content.
- ★ Review content for relevance, accuracy, quality and timeliness.

- ★ Prioritize most important content and assign who does what.
- ★ Update content according to plan.

✔	Completed
★	To do



Content Assessment Tools

- Content matrix
- Audit criteria and scorecard

Content Matrix

URL	METADATA						AUDIT							EXECUTION				
	Title (at least 60) <small>Relevance: shorter than 60</small>	Title Length	Meta Description (~160-165) <small>What Google shows in the search engine results pages (SERPs)</small>	Meta Desc Length <small>Relevance: shorter than 160 Readability: longer than 160</small>	Meta Keywords	H1-1	H1-1 Length	Quality	Relevance	Brand Alignment	Readability	Digestibility	Duplication	Technical Issues	Score	PPP	TEMPLATE	
https://foodintegrity.org/	Events - The Center for Food Integrity	38	Helping Today's Food System Build Trust As consumers become more interested in how their food is grown, processed and brought to market, the food system must ensure it is doing the right things in a way that builds trust.	221		CFI News	The Center for Food Integrity								0			
https://foodintegrity.org/3squares-dishing-on-the-food-industry/	3Squares Live! - The Center for Food Integrity	46	Ayo means 'joy' and Pertee Spencer shares how she and her husband started AYO Foods to share the joy of the culture, the people, and the food that inspires them during the latest webcast of 3Squares. https://youtu.be/VFqixLX7M 3Squares Live! features Charlie Amot, CEO of The Center for Food Integrity and president of Look East, Susan Schwab, CEO of the Center for Food Integrity and president of Look East, Susan Schwab.	350		Speakers Bureau	3Squares Live!								0			
https://foodintegrity.org/about/	About Us - The Center for Food Integrity	40	Consumers have questions about food – where it comes from, who's producing it and how. Their healthy curiosity and skepticism is why we exist. It's not about supporting a certain outcome. We don't lobby or advocate on behalf of any brand or company or food production method. We simply want to make sure that –	310		Trust Practices Optimizing Sustainability Workshop	About Us								0			
https://foodintegrity.org/about/contact-us/	Contact Us - The Center for Food Integrity	42	We'd love to hear from you! Please contact the center for food integrity.	73			Contact Us								0			
https://foodintegrity.org/about/contact-us/become-a-member/	Membership Info - The Center for Food Integrity	47	Your privacy is important to us. We will not share your contact information with anyone.	88			Memberships Info								0			
https://foodintegrity.org/about/contact-us/cfi-newsletter/	CFI Newsletters - The Center for Food Integrity	47	The CFI newsletter provides insights on CFI consumer trust research and food industry issues, and keeps readers up to date on the latest CFI happenings. Simply fill out the form and you'll start receiving our electronic newsletter. Your privacy is important to us. We will not share your contact information with anyone.	329		Consumer Panels	CFI Newsletters								0			
https://foodintegrity.org/about/contact-us/contact-us-2/	Comments or Questions? - The Center for Food Integrity	54		0		FAQ	Comments or Questions?								0			
https://foodintegrity.org/about/contact-us/media-kit/	Media Kit - The Center for Food Integrity	41	Our experts and information are available to you. Here you'll find a number of resources – from our news releases and the latest blog posts. If you're interested in arranging interviews, please contact: Jana McGuire jana.mcguire@foodintegrity.org (816) 556-3167 To stay up to date on CFI news and events, we invite you to follow us on:	335		Comments or Questions?	Media Kit								0			
https://foodintegrity.org/about/foundation-for-food-integrity/	Foundation for Food Integrity - The Center for Food Integrity	61	The Foundation for Food Integrity (FFI) is a 501(c)(3) public charity formed to fund food research and develop activities around consumer education and outreach about the production, processing and consumption of healthy, affordable food. By working with the entire food system, FFI aims to build consumer confidence and trust in today's food system by sharing	360		Programs	Foundation for Food Integrity								0			
https://foodintegrity.org/about/foundation-for-food-integrity/contributions/	Contribute - The Center for Food Integrity	42	Help support the Foundation for Food Integrity (FFI) in our efforts to assist public understanding that today's food is consistent with their values and worthy of their trust. Partner with FFI in the development and distribution of information, resources and tools that help today's consumer understand and converse on the issues that are most critical	352			Contribute								0			

Audit Tools

Your source of truth for conducting your content assessment, capturing findings, and documenting next steps.

Scoring Model

Scale			Score
	3	2	1
Quality	The content is well-written, informative, and engaging.	The content is somewhat well-written, informative, and engaging.	The content is not well-written, informative, or engaging.
Relevance	The content is up-to-date and aligned to business goals.	The content is somewhat up-to-date and aligned to business goals..	The content is not up-to-date and aligned to business goals..
Brand Alignment	The content is consistent with your brand messaging and voice.	The content is somewhat consistent with your brand messaging and voice.	The content is not consistent with your brand messaging and voice.
Readability	The content is written with jargon-free language that's simple and easy to understand.	The content is somewhat written with jargon-free language that's simple and easy to understand.	The content is not written with jargon-free language that's simple and easy to understand.
Digestibility	The content is visually appealing and easy to scan quickly.	The content is somewhat visually appealing and easy to scan quickly.	The content is not visually appealing and difficult to scan quickly.
Duplication	The content is unique and does not duplicate any other content on the website.	The content is somewhat unique, but there is some duplication of content on the website.	The content is not unique and duplicates a lot of content on the website.

24 or 25
Pick: Migrate as-is

21 or 22
Polish: Modify before migrating

18 or lower
Prune: Archive

Model for reviewing and analyzing content to determine the work needed prior to migration.



Audit Criteria

This is the lens used to assess content and determine how it will be migrated to the new website.

- ❑ **Quality:** Is the content well-written, informative, and engaging?
- ❑ **Relevance:** Is the content current and does it still align with your business goals and target audience?
- ❑ **Brand Alignment:** Is the content consistent with your brand messaging and voice?
- ❑ **Readability:** Is the content written with jargon-free language that is simple and easy to understand?
- ❑ **Digestibility:** Is the content visually appealing and easy to scan quickly? Are there large blocks of text?
- ❑ **Duplication:** Is the content redundant?

Audit Scoring Model

Model for reviewing and analyzing content to determine the work needed prior to migration.

SCALE

	3	2	1
Quality	The content is well-written, informative, and engaging.	The content is somewhat well-written, informative, and engaging.	The content is not well-written, informative, or engaging.
Relevance	The content is up-to-date and aligned to business goals.	The content is somewhat up-to-date and aligned to business goals..	The content is not up-to-date and aligned to business goals..
Brand Alignment	The content is consistent with your brand messaging and voice.	The content is somewhat consistent with your brand messaging and voice.	The content is not consistent with your brand messaging and voice.
Readability	The content is written with jargon-free language that's simple and easy to understand.	The content is somewhat written with jargon-free language that's simple and easy to understand.	The content is not written with jargon-free language that's simple and easy to understand.
Digestibility	The content is visually appealing and easy to scan quickly.	The content is somewhat visually appealing and easy to scan quickly.	The content is not visually appealing and difficult to scan quickly.
Duplication	The content is unique and does not duplicate any other content on the website.	The content is somewhat unique, but there is some duplication of content on the website.	The content is not unique and duplicates a lot of content on the website.

SCORE

- 15-18**
Pick: Migrate as-is
- 12-14**
Polish: Modify before migrating
- 11 or lower**
Prune: Archive or completely overhaul



PPP Execution Checklist

High level steps for completing PPP

- ❑ **Review each page and rank on PPP criteria**
 - ❑ Document in Content Matrix
- ❑ **Identify and assign template**
 - ❑ Choose based on page purpose and content
- ❑ **Prioritize**
 - ❑ By past performance: Start with your top 25 urls (Columns Q & R)
 - ❑ Then by level of effort: Assumption is “Pick” will have lowest LOE
- ❑ **Assign work to team members**
- ❑ **Determine keywords**
 - ❑ Add to matrix (Column W)
- ❑ **Reconcile “Picked” content**
 - ❑ Will it be married with another page? Which page?
 - ❑ Will it be sunsetted?
- ❑ **Create an outline**
 - ❑ Follow the page template being used
- ❑ **Create new content**
- ❑ **Refine or create metadata**
 - ❑ Add to matrix (Columns S-V)
 - ❑ Ensure they are relevant and close to recommended length

Optimizing Your Content for Migration and Beyond

- AI for Content
- Metadata
- Keyword research
- Tagging

Using AI for Content

Leveraging AI for Content

While AI is still a brand-new frontier and the reach of its capabilities are far from known, there are free tools that CFI can use to try out various content activities.

ChatGPT

ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Send a message.

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)

Bard by Google

Bard Experiment

- Reset chat
- Bard Activity
- FAQ
- Updates
- Help

Bard is still in its experimental phase. Chatting with it and rating its responses will help improve the experience.

Enter a prompt here

Bard may display inaccurate or offensive information that doesn't represent Google's views.

How to Experiment with AI for Website Content

- **Suggesting metadata and keywords:** AI can be used to suggest metadata and keywords that you can use to optimize your content for search engines. This can help you to improve your website's ranking in search results. (See [slide 21](#) for more.)
- **Improving grammar and spelling:** AI can be used to improve the grammar and spelling of your content. This can help to make your content more readable and engaging.
- **Checking for plagiarism:** AI can be used to check for plagiarism in your content. This can help you to ensure that your content is original and unique.
- **Identifying underperforming content:** AI can be used to identify content that is not performing well in terms of traffic, engagement, or conversions. This information can be used to prioritize content updates and improvements.
- **Finding outdated content:** AI can be used to identify content that is outdated or no longer relevant to your target audience. This information can be used to remove or update outdated content.
- **Content summarization:** Use Chat GPT or Bard to generate concise summaries of website content, such as articles, blog posts, or product descriptions, which can be useful creating meta descriptions or providing an overview of the content (TLDR).
- **Topic ideation and brainstorming:** Generate ideas for new content topics or article headlines. By submitting a prompt with a general topic or a few keywords, it can generate creative suggestions and inspirations for your website's content strategy.

NOTE: While AI can help kickstart your creativity and productivity, there are many unknowns about it. Any content that is generated should be reviewed for accuracy, plagiarism, recency, and other critical elements.



Metadata

What is Metadata?

Metadata is information about your content, such as its creator, creation date, format and purpose.

It's used to:

- Organize data
- Search data
- Manage data

Benefits of good and consistent metadata:

- Search engine results pages (SERPs)
- Engaging when shared on social media

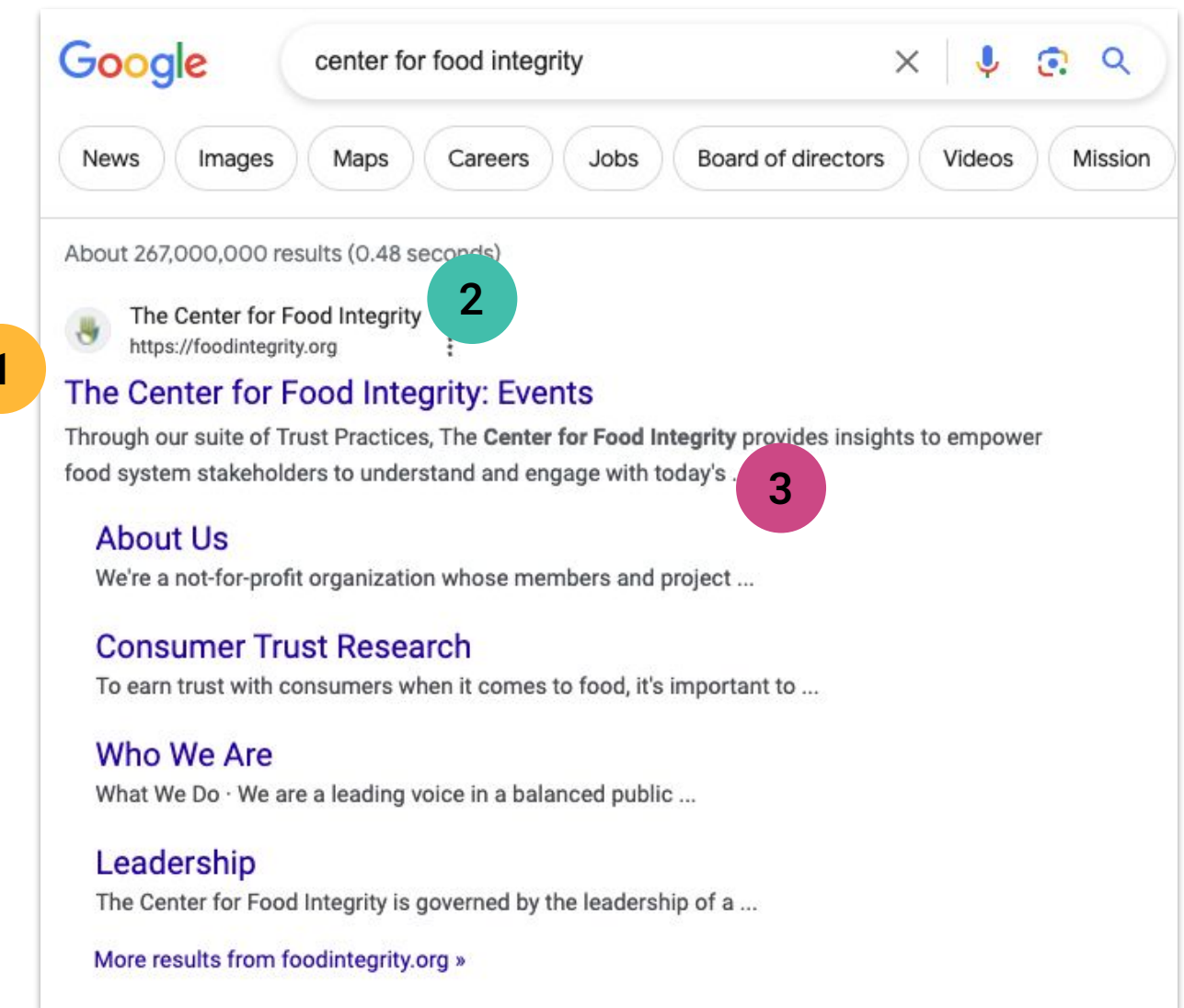
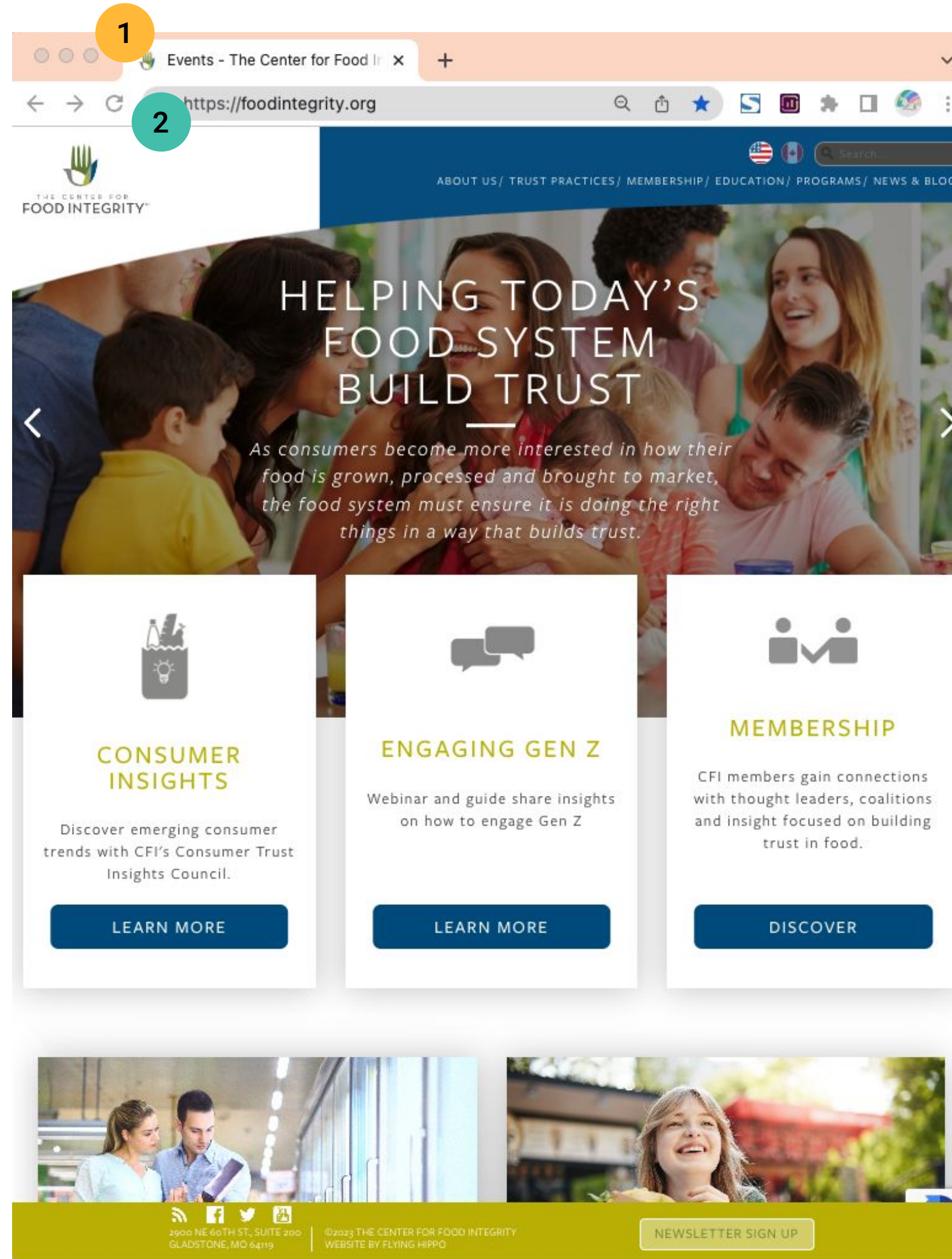
Metadata Elements

- 1 Page title:**
The page title is the main title of the web page. It appears in the browser's title bar and in search engine results pages (SERPs).
- 2 URL:**
Your web page's unique address
- 3 Meta description:**
A brief summary of the web page. It appears in SERPs below the page title.
- 4 Open graph tags:**
Used to control how a web page appears when it is shared on social media.

Not pictured:

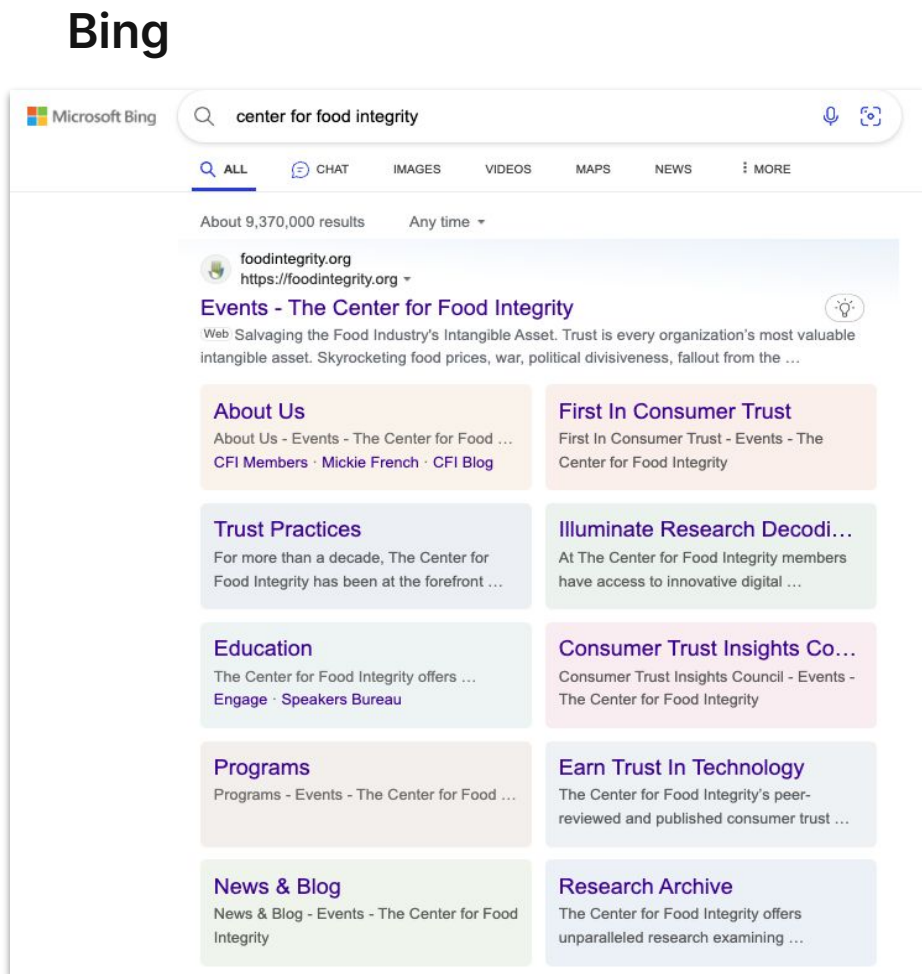
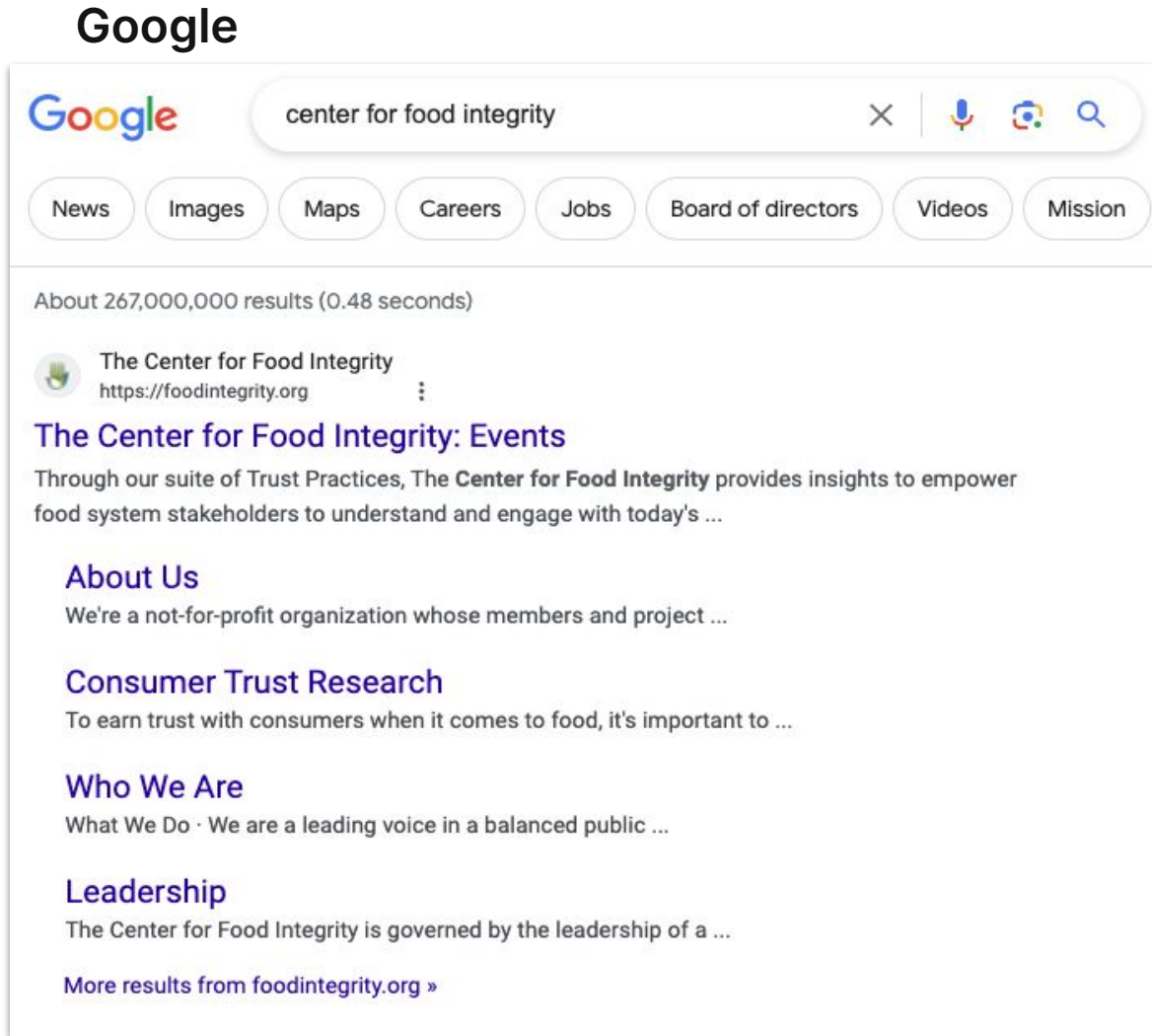
Alt tags:
Text that is displayed when an image cannot be displayed.

Keywords:
Words or phrases that describe the content of the web page.



Metadata Drives How CFI Shows Up in Search and Social

IN SEARCH



IN SOCIAL

LinkedIn



Facebook



Twitter



Tips for Creating Metadata for FoodIntegrity.com

- PAGE TITLE:**
- Start by brainstorming a few possible titles for your web page.
 - Choose a title that is clear, concise, and descriptive of the content of your web page.
 - Make sure your title is no more than 60 characters long. Otherwise it could get cut off in SERPs.
 - Use a consistent naming convention and use CFI spelled out in title. (Ex. About Us | The Center for Food Integrity)
- KEYWORDS:**
- Research relevant keywords that are related to the content of your web page.
 - Use relevant keywords in the page title, meta description, and throughout the web page content.
 - Use keywords in a natural way and avoid keyword stuffing.
- META DESCRIPTIONS:**
- Start by writing a brief summary of the content of your web page.
 - Make sure your meta description is clear, concise, and persuasive.
 - Encourage users to click on your page title by including a call to action in your meta description.
 - Keep it to around 160 characters long or ensure your page's purpose or intent is in the first 160 characters.
- OPEN GRAPH TAGS:**
- Find the open graph tags for the social media platforms you want to support.
 - Add the open graph tags to the head section of your web page.
 - Make sure the open graph tags are filled out with the correct information.
- ALT TAGS:**
- For each image on your web page, add an alt tag that describes the image.
 - Make sure your alt tags are descriptive and informative.
 - Avoid using alt tags that are simply the file name of the image.
- GENERAL:**
- To view the metadata of a webpage, you can right-click on the webpage and select "View Page Source" or "Inspect" (depending on the browser you're using).
 - Look for the <head> section of the HTML code, where you'll typically find the <title>, <meta name="description">, and <meta property="og:..."> tags that contain the metadata information.
 - Always double check metadata in the search and social platforms.

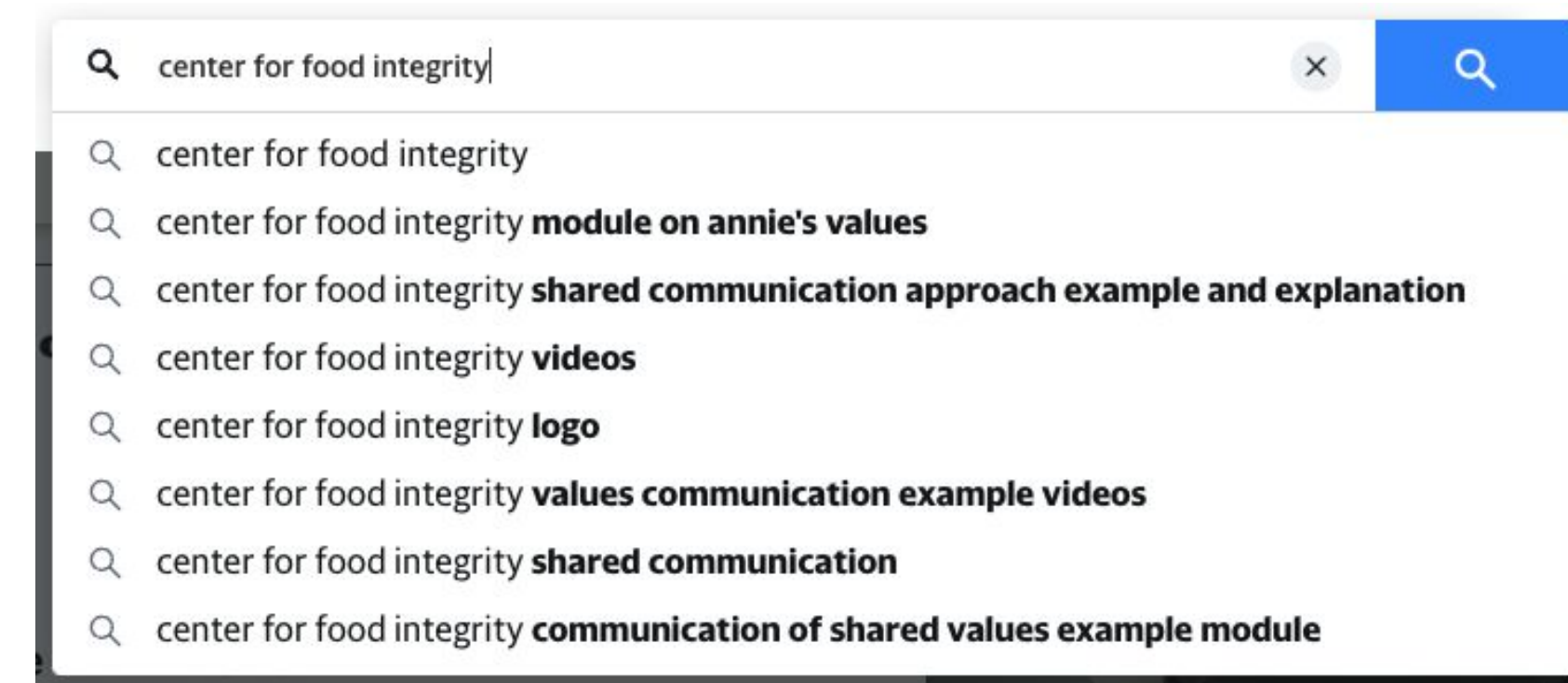
Keyword Research

Keyword Research How To's

1. Search Engine Autocomplete

- Start by typing a keyword into the search bar of a major search engine, such as Google or Bing.
- As you type, you will see a list of suggested keywords appear below the search bar.
- These suggested keywords are a great way to find new and relevant keywords that people are actually searching for.

For example, if you type in the keyword "keyword research," you will see a list of suggested keywords such as "keyword research tools," "how to do keyword research," and "keyword research tips."



Keyword Research How To's

2. Ask ChatGPT or Bard

- Ask ChatGPT to generate a list of keywords related to a particular topic.
- ChatGPT is a large language model that can be used to generate text, translate languages, write different kinds of creative content, and answer your questions in an informative way.
- ChatGPT can be a great way to find new and creative keywords that people might not be searching for yet.

For example, if you ask ChatGPT to generate a list of keywords related to "keyword research," it might generate keywords such as "keyword research for beginners," "keyword research for small businesses," and "keyword research for e-commerce."

The infographic is titled "ChatGPT" and is organized into three columns: "Examples", "Capabilities", and "Limitations".

- Examples:** Three boxes containing prompts: "Explain quantum computing in simple terms" →, "Got any creative ideas for a 10 year old's birthday?" →, and "How do I make an HTTP request in Javascript?" →.
- Capabilities:** Three boxes listing features: "Remembers what user said earlier in the conversation", "Allows user to provide follow-up corrections", and "Trained to decline inappropriate requests".
- Limitations:** Three boxes listing drawbacks: "May occasionally generate incorrect information", "May occasionally produce harmful instructions or biased content", and "Limited knowledge of world and events after 2021".

At the bottom, there is a text input field with the prompt "Give me specific keywords related to building consumer trust in the food system" and a green play button icon. Below the input field, a small disclaimer reads: "Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)".

Keyword Research How To's

3. Google Analytics

- Connect your Google Search Console account to Google Analytics.
- Go to the Acquisition > Search Console > Queries report. This report will show you a list of all of the keywords that have brought people to your website from Google Search.
- Filter the report by Organic traffic. This will show you only the keywords that have brought people to your website from organic search results.
- Sort the report by Clicks or Impressions. This will help you identify the keywords that are driving the most traffic to your website.
- Look at the Average position column. This will give you an idea of how difficult it is to rank for a particular keyword.
- Identify the keywords that have the highest Click-through rate (CTR). These are the keywords that people are most likely to click on when they see them in search results. To do this, go to Google Analytics and click on the "Traffic Sources" tab. Then, click on the "Keywords" subtab. This will show you a list of all the keywords that have driven traffic to your website.

Tagging

Tags serve a distinct purpose for your content

- They are used to **categorize and organize** content on your website.
- They help users find **relevant content** quickly and improve overall site **navigation**.
- Tags also assist search engines in **indexing and ranking** your content.

Tips for Tagging Your Content

- **Develop a tagging strategy:** Define a set of consistent and meaningful tags that align with your content and user needs. Identify broad categories or themes that cover your content topics. (Ex. CFI's Trust Practices and Issues) Organize tags, creating subcategories and subtopics.
- **Use descriptive tags:** Tags should be descriptive, concise, and reflect the content's main topics or keywords. Avoid vague or generic tags that do not add value or clarify the content. (Ex. "Food" or "Trust")
- **Limit the number of tags:** Avoid excessive use of tags per content piece. Too many tags can confuse users and dilute the content's focus. Aim for a moderate number of relevant tags that accurately describe the content.
- **Implement governance:** Create a centralized list of approved tags, ensuring that variations and synonyms are standardized. Regularly review and update your tags based on evolving content needs and business goals.
- **Leverage tags for navigation and Discovery:** Incorporate tags within the metadata or backend of your CMS for each content piece. Tag-based filtering allow users to refine their search and explore related content. Highlight popular or trending tags to showcase popular content and drive user engagement.

Thank You.

Kate Lorenz
Content Director
klorenz@officeofexperience.com
773.218.9192

The Office of Experience
125 South Wacker Drive
Suite 3000
Chicago, Illinois 60606