WATER INFRASTRUCTURE
FINANCE AUTHORITY OF ARIZONA

How to: Content Audit

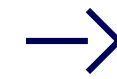**CIFA Marketing Workshop**

December 1, 2020

Garrett Corral

Communications Director

About me

Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution.
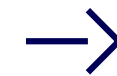
→ ## Background

Communication's Director/PIO

BS Graphic Information Technology

Minor in marketing

→ ## Contact

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Content audit

What is it?

Essentially, a content audit is the inventory of all website content (or collateral) and assessing its application.

A content audit is more a qualitative assessment and evaluation. You must have a defined set of metrics to be successful

→ ## First impressions matter

First impressions are decided in about .05 seconds

38% of people will stop engaging if the content or layout is unattractive.

94% of first impressions are design related

→ ## Design for all

about 46% of web traffic is mobile.

57% of users will lose interest if it's not mobile

70% of websites are not ADA or WCAG-compliant

→ ## Changing Dynamics

42% of the US labor force is working from home due to the ongoing covid-19 pandemic

92% of businesses have identified a need to adapt their digital presence.

About our project

Content audit, refresh, and strategy
- New visual identity
- Inventory of all website content/downloads
- Immediately retired old/redundant content
- Updated all technical pieces
- Visitor "persona's" and brand voice
- Content refresh with consistent standards

Website needs
- Clean user experience front and back
- Mobile first and responsive
- SEO optimized
- Role-based permissions
- Security/spam tools and role-based accounts
- Easy to use!

How to:
Content audit and strategy

01

Define approach.

What are the goals of your content audit or phase? This is a very time-consuming process, you'll want to be realistic. Remember, you can always do more later

02

Inventory.

Understand where things are, sitemaps and IA. Work with your developers/IT people, they'll help you!
Catalog everything that is important. You do not want to miss something that you'll need.
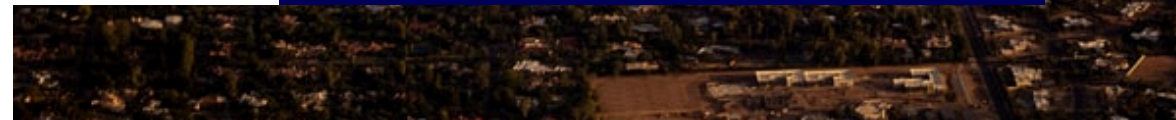
03

What does your data say?

This is where you get to put your inventory to work.
What pages or items can be retired or consolidated?
What isn't getting the visibility that you want and how can you highlight it?

Content inventory
example and what yours might look like

	URL	Words	Date	Author	BJ stage	Type	Format	Title	Description	H1	Backlinks	Shares	Sessions	
		Basic info			**Category**			**Metadata**			**Metrics**			**Status**
	URL	Words	Date	Author	BJ stage	Type	Format	Title	Description	H1	Backlinks	Shares	Sessions	
3	https://url/blogp	560	Jun 28, 2019	Robert Rose	Awareness	Blog post	Video present	Meta Title	Meta Description	Header	345	456	3456	Keep
4	https://url/blogp	1265	Aug 09, 2019	In-house writer	Consideration	Blog post	Images present	Meta Title	Meta Description	Header	25	136	1707	Keep
5	https://url/succe	723	Aug 30, 2019	In-house writer	Decision	Success story	Video present	Meta Title	Meta Description	Header	2	9	515	Update
6	https://url/blogp	1578	Oct 05, 2019	Brian Dean	Awareness	Blog post	Images present	Meta Title	Meta Description	Header	267	876	2567	Keep
7	https://url/manu	2567	Oct 25, 2019	In-house writer	Consideration	Manual	Video present	Meta Title	Meta Description	Header	0	0	153	Delete
8	https://url/blogp	1765	Nov 02, 2019	Andy Crestodina	Awareness	Blog post	Images present	Meta Title	Meta Description	Header	319	914	3009	Keep
9	https://url/produ	897	Nov 16, 2019	In-house writer	Consideration	Product des	With CTA	Meta Title	Meta Description	Header	1	5	324	Update
10	https://url/manu	720	Dec 05, 2019	In-house writer	Consideration	Manual	Images present	Meta Title	Meta Description	Header	7	43	678	Update
11	https://url/blogp	3012	Dec 09, 2019	Andy Crestodina	Awareness	Blog post	With CTA	Meta Title	Meta Description	Header	102	207	1134	Update
12	https://url/blogp	2114	Dec 20, 2019	Robert Rose	Awareness	Blog post	Video present	Meta Title	Meta Description	Header	198	754	2887	Keep
13	https://url/produ	665	Dec 27, 2019	In-house writer	Consideration	Product des	With CTA	Meta Title	Meta Description	Header	2	3	97	Delete
14	https://url/succe	1221	Jan 02, 2020	In-house writer	Decision	Use case	Video present	Meta Title	Meta Description	Header	32	149	1442	Keep
15	https://url/manu	1492	Jan 11, 2020	In-house writer	Consideration	Manual	Images present	Meta Title	Meta Description	Header	5	27	723	Keep
16	https://url/blogp	1988	Jan 19, 2020	Brian Dean	Awareness	Blog post	Images present	Meta Title	Meta Description	Header	53	122	834	Keep

How to:
Content audit and strategy

04

Create and execute a plan.

Use the goals you set to prioritize and build your approach.
Example: getting rid of a few old updates may not be as beneficial as refreshing your CW/DW srf overview pages.

05

Put it to work.

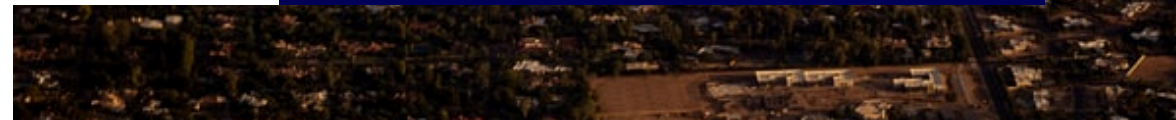Understand where things are, sitemaps and IA. Work with your developers/IT people, they'll help you!
Catalog everything that is important. You do not want to miss something that you'll need.

06

Do it again – seriously.

Create a schedule for when you'll regularly review your inventory list.

Who will do it and how often? Keep using the data from step 3 to refine things.

Effective content strategy

- Know your audience, really know what they are. This applies for all communication and collateral.

- Develop personas for each category of person, however detailed you choose to make them. This will help craft all kinds of communication.

- Tweak everything for the applied context. Do not try to use a "one size fits all" communication strategy. it wont work and people will notice.

- Marketing plans, marketing design/briefs. Focus on quality, not quantity, remember that you're competing for attention.

Before

Text heavy.

Trying to communicate so many things that it communicates nothing.

Nothing captivating. This page does not showcase relevant information to the visitor.

Obsolete.

It's visually offensive and committing multiple crimes against good design.

Navigation is confusing and unclear, everything looks like a link.

Not responsive or accessible

After the redesign. What the homepage looks like

After the redesign. What the homepage looks like

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WIFA by the numbers
Over two billion dollars invested in Arizona's water infrastructure

3 +	280 +	40 +	80 $
Billion dollars reinvested in Arizona	Active SRF loans	Projects currently in construction	Million of Forgivable Principal Awarded

Latest News

CATEX: City of Coolidge DW 014-2021
🗀 Public Notices (WIFA)
🗓 Published On: 12 Nov, 2020

For the City of Coolidge Wastewater Treatment Plant Solar Upgrades Public Noticed on November 3...

Read More

WIFA Closes $3.2 Million Loan with the City of Safford
🗀 Announcements
🗓 Published On: 16 Oct, 2020

The Water Infrastructure Finance Authority of Arizona (WIFA) announced today that it had closed a $3...

Read More

CATEX: City of Winslow 910177-19
🗀 Public Notices (WIFA)
🗓 Published On: 30 Sep, 2020

Notice of Categorical Exclusion For the City of Winslow Winslow Wastewater Treatment Upgrades FY19...

Read More

CATEX: Buckskin Sanitary District CW-003-2021
🗀 Public Notices (WIFA)
🗓 Published On: 30 Sep, 2020

Notice of Categorical Exclusion For the Buckskin Sanitary District Sandpiper WWTP Tertiary Sand Fi...

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Eligible Borrowers

- Public jurisdictions (cities, towns, special districts, county improvement districts, sanitary districts and Indian Tribes)

Note: Federally-owned systems are not eligible. State-owned and county-owned systems are typically not eligible.

Eligible Projects/Expenditures

- **Construction, expansion, upgrade of wastewater treatment plants**
- **Interceptors, collectors and lift stations**
- **Upgrade or replacement of failing decentralized wastewater systems**
- **Septic to sewer**
- **Recharge facilities; water reclamation and reuse**
- **Stormwater management** - both pipes and green stormwater infrastructure, for permitted MS4s and unregulated MS4s.
- **Nonpoint source** - a water quality improvement project as described in section 319 of the Clean Water Act. Nonpoint source pollution is polluted runoff that is not regulated by an AZPDES permit and comes from sources such as agriculture, forestry, grazing, septic systems, recreational boating, urban runoff, construction, physical changes to stream channels and habitat degradation.
- **Land acquisition** - land must be integral to the treatment process, such as infiltration basins or right of ways for stormwater BMPs.

Ineligible Projects/Expenditures

- Land for structures
- Laboratory fees for monitoring
- Operation and maintenance costs
- Privately-owned wastewater treatment systems

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How to Apply for CWRF Funding

Apply to Project Priority List

Eligible borrowers can submit an application to WIFA for inclusion on the Project Priority List (PPL) at any time. Applications are added to the PPL at the next WIFA Board of Directors meeting. Please use the Applicant Login link on the left side of this screen to complete and submit an application. Once submitted, a project manager and loan officer will be assigned to help guide you through the rest of the application and financing process.

Contact Information

Environmental Program Supervisor
_@azwifa.gov
(602) 364-1319

Clean Water State Revolving Fund

The Clean Water State Revolving Fund (CWSRF) program is a federal-state partnership. WIFA is the administrator for Arizona's CWSRF program, providing communities a permanent, independent source of low-cost financing for a wide range of water quality infrastructure projects.

Under the CWSRF, WIFA provides various types of assistance, including loans, refinancing, purchasing, or guaranteeing local debt and purchasing bond insurance. Our loan terms vary and may include an interest rate discount and repayment periods of up to 30 years*. WIFA tailors all loan terms to the borrower's situation and needs.

*repayment period cannot exceed the useful life of infrastructure financed. For example, if a project has a maximum useful life of 15 years, the loan term cannot exceed 15 years.

Eligibility criteria
Who can apply and what can it fund

Eligible borrowers	＋

Eligible projects and expenses	＋

Unsure of your eligibility?	—

We have staff available during normal business hours to answer these questions. If you'd like to speak with someone, please contact us at (602) 364-1310 and we'll be happy to help. Staff are available Monday - Friday, 8:00 AM - 5:00 PM. As a state agency we are closed for observed holidays.

Summary of benefits

Cleaner content means less frustration
- All content is written in plain language standards. We've received fewer complaints about our content being hard to understand.
- Less confusing navigation gets people quickly to where they want to go.
- Clean program offering pages drive contact.

Maintainability
- We're a small team and now the project managers can manage their own announcements.
- Analytics give actual insight to content effectiveness
- Updated captcha and human verification has drastically reduced spam contact.
- Easy to update pages and save layouts for future use.

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Thank you!

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