Create or overhaul a website

A clearly defined process is critical to any web project. The Academic Health Center (AHC) web communications team provides AHC units—at no cost—these core steps of a web process, a web theme/design, and an online tool for you to update your site. Additional services can be contracted through the Creative Agency: z.umn.edu/creativeagencyweb.

INFO SESSION  Request a website information session/consultation (1 hr).
FORM  Complete the website project request and background information form: z.umn.edu/webform. The form requires that you select a point person who will be the contact with the web team. You can always reach the web team at ahcweb@umn.edu.

KICKOFF  Attend a kick-off worksession to create a draft sitemap (1.5 hrs).
SITEMAP  Have key stakeholders review the sitemap and provide approval via email to the web team. Once approved, we will send info for preparing content.
PREPARE CONTENT  Write and revise content for the site and enter it into the content submission forms including metadata, images, and other assets.
LAYOUT  Select layouts for all pages of the site using library of layout choices: z.umn.edu/layouts. If needed, request assistance for first tier pages or ones that have complex content—we can provide one worksession to finalize layout selection (1.5 hrs).

TRAIN  Email the web team to schedule a UMContent training (2 hrs).
ENTER CONTENT  Build pages in UMContent.
URL UPDATE  Provide web team a list of URLs that should be redirected.
DRAFT  When draft site is ready, email the web team to request a review.
MAKE CHANGES  Implement the required changes at a minimum and recommended changes preferred.
GO LIVE  Request website deployment.

HANDOFF  Attend handoff worksession to make a website management plan for content maintenance, evaluation/analytics, promotion, and other ongoing needs (1 hr).
MAINTAIN  Manage your website by continually updating website content and removing outdated content.
FOLLOW-UP  After six months of the new site going live, attend a follow-up discussion on what’s working and what could be improved (1 hr).