

CONTENT AGING PROCESS FAQs

The information below will help better explain the content aging process. If you have additional questions not answered below feel free to reach out to any member of the web services team.

What is the content aging process?

Content aging process is an important part of content governance and quality control on the web site. One of the biggest content-related goals we have for henryford.com is to ensure our site provides our users with the most accurate and up-to-date content possible. In past versions of henryford.com, we have encountered issues with content being put on the site and never reviewed again. This new process will allow us to ensure that all of our pages are proofed at least a couple of times a year, and allow us to flag and make any necessary changes.

We appreciate the time and commitment devoted to reviewing the web site and helping us ensure that users of henryford.com have access to fresh, high-quality content that meets their needs.

How does the content aging process work?

Each page on the site has been assigned to a content reviewer. If a page has not had any changes made to it in six months, an automated process will trigger an email alert to be sent to the assigned content reviewer. (If the page has had an edit or update in that time frame, no email will be sent.) After receiving this email, the content reviewer will proofread the page and initiate the process for updating the page, if needed.

What is my role as a reviewer?

When you receive the email(s), please review your assigned pages at your earliest convenience (within 2-4 weeks is ideal). We suggest you do the following:

- Read the copy from top to bottom and proof for any errors.
- Take note of any information on the page which may mention a date (an award given, an event, etc.) that is no longer relevant.
- Click on all links on the page and ensure that they lead to where they say will and that no “broken” link errors occur.
- Read/review all calls to action on the page and if they have links verify those links are working. If a specific phone number (other than the main 1-800-HENRYFORD) is listed, call the number and make sure someone answers it and that it’s the appropriate line for taking the action.
- Review any videos or imagery on the page to ensure it is still appropriate. For example, does it feature a photo of a doctor who has left the system (if you happen to have this knowledge)? Is the photo obviously outdated?

Once you have reviewed the page there are two options for your next step:

1. If you notice that copy needs to be updated, links are broken, call to actions are incorrect or any other items that need to be changed you will submit a web request (www.henryford.com/webrequest) and ask that the updates be made.
2. If the page looks fine and has no needed updates, you don’t need to take any action.

If you are unsure of whether or not the content is correct, please feel free to reach out to a clinical contact or a subject matter expert with questions or to ask them to review the page as well. If an update is needed, we ask that you help facilitate that edit as best you can. If a major content re-write or extensive changes are needed, please contact the web team and we will work on assigning the writing to an appropriate staff person or external writer.

When will I receive alerts that it's time to review a page?

This is a new process so during the first year, the first round of email alerts will result in a lot of emails being sent out at once (since the vast majority of pages went up at the same time, they are “aging” at the same rate). We have created a phased approach to space the alerts out. Even still, your inbox will likely be flooded with a batch of these requests. However, as we begin to update pages more regularly, we hope that the email alerts will become less frequent and timing will depend on the last update for that particular page, not a universal start date. We hope that the alerts will become more spread out over the course of the year, and will not come to you in one large batch.