Web Content Outline and Evergreening Grid

									EVERGREENING (relevant,accurate,current)			PAST SITE
Title	**Objectives traced to**	**Expected target format** (e.g., HTML, PDF, both)	**Number of print pages of content / number of Web pages** approx.	**Number of images or other objects** approx.	**Who will write or collect**	**When does the area go online** (e.g., date or "launch +90")	**When does the area come offline** (e.g., "launch +180" or "never")	**When will final content be ready?**	**Who will evergreen** (confirm content is still objective-relevant, accurate, current)	**Dynamism:** **How often they will evergreen** (first date, frequency thereafter)	**Confirm evergreen schedule** added to person's job description	**Consider each area on current site:** S = must stay ? = maybe D = delete M = move to "museum" area N = new
Information												
Utilities												

LEGEND:
Information: main areas of content (just list them: don't worry about order, priority, linkages...)
Utilities: tools that help people locate or support content, use and talk about the Web site (e.g., Search, photo credits, site map, feedback, contact us, FAQ, language selection, reviewed date...)

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