



Marketing Geek information sheet No2 Mistakes people make in content management

In today's web environment most businesses begin the task of web content management with little knowledge of the problems

Copy and paste from word

Issue: You end up with weird formatting and word wrapping

Solution: Paste copy without formatting, remove lines or type directly into interface.

Use paste from Word dialogue box in Wordpress tools.

Links & Email Links

Issue: email address link doesn't work

Solution: type "mailto: email@address.com"

Photographs

Issue: Not right sizing, quality poor, wrong specification, low resolution but low quality

Solution: Get specifications correct e.g. image should be at most jpegs of no more than 1000 pixels across.

Formatting while putting into content management system

Issue: Formatting normal text that overrides design format of design and in a nutshell usually looks bad e.g. making text really big

Solution: Get style set by designer. Upload plain text. Use sub headings and have sub headings consistent throughout site.

Paste using dialog for Word docs Use paste as plain text option and remove line breaks.

Grammar & spelling

Issue: Spelling mistakes, or grammatical errors. Not all content management systems have a built in spell check facility.

Solution: Get a proof reader. Create in Word and then transfer into plain text.

Not so intelligent hyperlinks

Issue: Not using rich text linking e.g. See the pictures of the puppies [click here]

Solution: Rich text linking e.g. See the pictures of the [puppies](#).

Not putting in alt tags for images

Issue: This can make the site more accessible, for visually impaired, it also misses out on the opportunity for additional info for google and other search engines.

Solution: Give your photo a name that is relevant and descriptive.

Time References

Issue: Outdate copy particularly if the copy is not updated frequently e.g. referring to something in 2004.

Solution: If you are going to refer to items by date make the commitment to regularly update your site's content. If not going to update content regularly avoid dates or date specific content where possible.

4 points

Plain text	1
Grammar and spelling	2
SEO friendly links and tags	3
Time stamps	4

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