



# The Tip Jar

Best web practices to help you improve your online content

Issue 1

October 10, 2018

## Issue 1: Fresh content

### Keep content fresh

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Review your content regularly, and update links to keep them fresh. You could lose credibility if your content is out of date or looks stale.

Google and other search engines rank fresh pages higher than stale ones.

### Content freshness guide

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- Update within one business day of change, and review every six months:
  - Forms and documents that affect care  
(If you add new documents, remember to use the same file name, or ask webhelp to delete the old versions, instead of just changing the link on your page. Search will turn up those old documents and may confuse readers.)
  - Patient processes for accessing care
  - Contact information
- Change frequently, and review weekly:
  - News
  - Alerts
  - Time-sensitive announcements
- Change as required, and review monthly:
  - Links

## "Page last updated" and "Content to come" text

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- Don't say "Page last updated on xx" on individual web pages. Readers assume that all our content is up to date. Adding this simply makes the page look out of date.
- Publish new pages only when there is enough content to make them valuable to your audience.
- Don't say things like "page under construction" or "content to come". It's better not to say anything.
- Announcing a future publication date (even "shortly") creates a "hostage to fortune" in that you will now have a publicized deadline to meet. If you miss the deadline and don't update the web text your page will look out of date. If you miss the deadline and do update the web text you will look disorganized (for missing the deadline).

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