



Website Content:

- Read *Content Strategy For the Web* by Kristina Halverson and Melissa Rach
- Construct an asset inventory of all current web content
- Conduct focus groups and user interviews for stakeholder feedback
- Send out surveys to gather input on current website(s)
- From the activities outlined above, determine which content you would like to migrate to Pacific. Take this step as an opportunity to “clean out the closet” and remove all outdated and/or unused content
- Organize documents, media, and other content into folders for bulk uploading into Pacific. We have found it is efficient to move selected content into Google Docs for the migration

Website Structure:

- Determine what website/s you want to create in Pacific. This migration is an opportunity to merge current sites, split current sites, or create new sites
- Create a site map using Slickplan, a third party software provided by Colorado Interactive (CI)

Project Resources:

- Ensure you have a dedicated Entity Project Manager (EPM) who will serve as the main point of contact and lead for the entity/agency through the migration to Pacific
- Confirm you have executive level support to proceed with the migration to Pacific
- Establish a migration team to perform content creation in Pacific (estimated page creation is 1-3 pages per hour, per resource)

Technical Readiness:

- Have proper web browsers installed for the Pacific platform - for a list of supported browsers, visit <http://www.colorado.gov/policies/supported-browsers.html>

Other recommendations:

- Engage CI Content Management Specialists to ask questions and gather best practices for migration
- Visit the Going Pacific website at www.colorado.gov/goingpacific for project information, best practices, FAQs, etc.
- Have web team review Pacific trainings at [hps://www.colorado.gov/goingpacific/pacific-training](https://www.colorado.gov/goingpacific/pacific-training)