

(insert product name)

#	Category	Item	Notes
1	Access	<b>Content is search-ready. Can be indexed by external search engines.</b>	Metadata.
2	Access	<b>Natural-language, reasonable length URLs</b>	Heller: important to preserve existing URLs
3	Access	<b>Integration with WebCT</b>	
4	Administration	<b>Distributed publishing: WTS and other units' intervention not required to post new content</b>	
5	Administration	<b>Site admins can control privileges of others who work on that site (content editing privileges and template/stylesheets access/editing). System allows roles or profiles. Access control features are robust and clear.</b>	Heller rates this a 5
6	Administration	<b>Pages and sub-sites can be restricted to a specific audience</b>	E.g., for staff pages. Heller rates this a 5.
7	Administration	<b>Import of existing sites and pages</b>	
8	Administration	<b>single sign-on access to all content a person is responsible for</b>	
9	Administration	<b>Templates can be assigned to end users by site admins</b>	
10	Administration	<b>Logging, reporting, and auditing features</b>	Reports can be sent to a site admin. (examine what kind of items are reported, how they look)
11	Content editing	<b>Minor edits and fixes are quick and easy</b>	
12	Content editing	<b>WYSIWYG content editing interface</b>	
13	Content editing	<b>Preview includes CSS styling and looks as it would on the web</b>	
14	Content editing	<b>Two modes: one for novice users and one for more advanced users</b>	HTML source editing for advanced publishers
15	Content editing	<b>Adding new pages is easy</b>	
16	Content editing	<b>Templates are easy to use and revise</b>	
17	Content editing	<b>Content organized into elements such as title, date, body, keywords.</b>	
18	Content editing	<b>Spell-check</b>	
19	Content editing	<b>Create forms</b>	
20	Content editing	<b>Image management: easy to work with graphics/images; easy method to add captions to images</b>	
21	Content editing	<b>Content from multiple contributors can be published</b>	
22	Content editing	<b>Accessibility checks / enforcement</b>	For example, through requiring use of image alt tags
23	Content editing	<b>Easy import from Word</b>	Comment: Avoid people doing PDFs just because it is 'easy'. PDFs look poor when done in place of a real web page.
24	Content editing	<b>Ability to search for and include external data sources</b>	
25	Content editing	<b>Tools for cleaning up HTML code</b>	
26	Content mgmt	<b>Support for dynamic content from internal and external systems of record (examples: faculty guide, office directory, news, calendar)</b>	
27	Content mgmt	<b>Content can be easily repurposed from one web page to another. Previous versions of content are available.</b>	
28	Content mgmt	<b>When pulling data from systems of record, be able to modify how the data appears (granularity), what segments come in for each display, etc.</b>	
29	Content mgmt	<b>Search and replace tool</b>	
30	Content mgmt	<b>Content is separated from design/style</b>	
31	Content mgmt	<b>Easy import and formatting of tables</b>	
32	Content mgmt	<b>Indicate "last updated by [user] on [date]"</b>	

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33	Content mgmt	<b>Support publication of multiple types of documents, such as news, press releases, or announcements of internal events.</b>	
34	Content mgmt	<b>Automatic creation / update of site navigation, including: provide link to parent page.</b>	
35	Content mgmt	<b>Link management: automatic validation and updating of links; tools to maintain links within the site</b>	
36	Content mgmt	<b>Image management</b>	image banks -- both site specific, and perhaps across all of Brandeis
37	Content mgmt	<b>Provide a content map of site</b>	
38	Content mgmt	<b>Estimate page load time for editors</b>	
39	Publ. workflow	<b>Ability to preview before publishing. Whole site can be previewed; not just a page.</b>	
40	Publ. workflow	<b>Workflow features are flexible -- can accommodate different workflows across the university</b>	for sites that have multiple audiences (distance learning, corporate, students, faculty), have a workflow model that can support complex access needs
41	Publ. workflow	<b>Check-in and check-out of content</b>	
42	Publ. workflow	<b>Content release and expiration can be scheduled</b>	
43	Publ. workflow	<b>Supports approval of content before publishing</b>	Two types of approval available: one for approving content; the other for approving/verifying site quality (e.g., links work, navigation is correct)
44	Publ. workflow	<b>Feature(s) for submitting suggestions or requests to site editor</b>	
45	System-wide	<b>Easy access from on campus and off</b>	
46	System-wide	<b>Intuitive user interfaces (UI)</b>	
47	User support	<b>Materials for training of end users</b>	
48	User support	<b>End user documentation</b>	
49	User support	<b>Easy for new users to get started. Manageable learning curve.</b>	