

## Remaking the Getty Blog

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The Getty blog, *The Iris*, publishes new articles five times a week that focus on behind-the-scenes stories at the Getty. In mid-2015 a small team began the process of redesigning and rethinking the blog as part of the Getty's wider digital content strategy. An important part of this process was defining the blog's audience and setting metrics for success.

Annelisa Stephan will discuss the redesign process, including: tactics for rethinking and revising the blog's design, information architecture, and content; what the team learned from listening closely to feedback from readers and writers; what metrics the team set for success and why; and why SEO and "long-tail" content are themselves powerful techniques for the Getty to reach new audiences.

She'll also offer her view on what metrics can tell us about what kinds of content are most useful for audiences—and why high numbers of visits to a webpage aren't necessarily the same as success. Annelisa can also share what is involved in running a blog and discuss the pros and cons of maintaining a blog for a cultural organization.