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Bloomberg Center for Public Innovation at Johns Hopkins University Website Rebuild Case Study

Role: Web Content Maintainer

Project snapshot

The Bloomberg Center for Public Innovation at Johns Hopkins needed a website that better supported its work with city leaders, public innovators, and the general public. Over a 6-month website rebuild (2025–2026), I served as Web Content Maintainer, focusing on accessibility, content structure, and the systems that would keep the new site sustainable over time.

Context & challenge

Over the years, the site had grown without a clear, centralized content strategy. Important resources for city leaders and partners were buried, page structures were inconsistent, and accessibility needed strengthening.

The team wasn't just looking for a visual refresh—they needed a content foundation that would:

- Make it easier for diverse audiences to find relevant programs, tools, and stories
- Align content with accessibility standards
- Support future growth, updates, and migrations without repeating past issues

My role was to make sure the content side of the rebuild was grounded in structure, accessibility, and long-term maintainability.

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What I did

As Web Content Maintainer, I was responsible for the day-to-day content operations behind the rebuild, with a focus on accessibility and structure:

- **Led accessibility audits** aligned with WCAG 2.x and ADA guidelines, identifying issues with heading hierarchy, color contrast, spacing, semantic structure, and missing or incorrect alt text.
- **Built a complete content and media inventory** to support the platform migration and rebuild, ensuring that every page and asset was accounted for, categorized, and documented.
- **Analyzed the existing site architecture and content structure**, then helped define standardized naming conventions and URL strategies that improved usability, supported accessibility, and strengthened SEO.
- **Researched and evaluated Divi 5 plugin integrations**, providing recommendations on which options would best support usability, performance, and future scalability for the content team.
- **Performed ongoing accessibility research and testing**, including font sizing, color contrast, ARIA roles, and assistive technology compatibility, to ensure that accessibility was treated as a core requirement—not an afterthought.
- **Served as a subject matter expert for URL mapping and slug optimization**, helping ensure accurate migration, better search visibility, and more intuitive content discoverability.

Throughout the project, I collaborated with stakeholders, designers, and developers to keep content, structure, and accessibility aligned with the broader goals of the rebuild.

Impact & results

While this work sat mostly "behind the scenes," it had a direct impact on how people experience the site and how the team can manage it going forward:

- **Clearer, more consistent content structure** made it easier for city leaders, public innovators, and the public to find the information most relevant to their needs.
- **Improved accessibility across the site** by addressing heading structure, contrast, alt text, and semantic markup in line with WCAG and ADA expectations.

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- **Stronger long-term maintainability through standardized naming**, URL strategies, and a complete content inventory, giving the team a stable foundation for future updates and migrations.

Skills demonstrated

- Accessibility auditing (WCAG 2.x, ADA)
- Content inventory and large-scale content operations
- Information architecture and URL strategy
- CMS implementation support and plugin evaluation
- Cross-functional collaboration with design, development, and stakeholder teams