



# DEFENSE LOGISTICS AGENCY

## J3 Web Content Management Team

### Keeping DLA's Digital Presence Accurate, Accessible, and Mission Ready!

#### Who We Are

The J3 Web Content Management Team is responsible for maintaining and managing J3's web presence to ensure information is accurate, current, accessible, and aligned with organizational objectives. We partner with J3 Web Content Owners to support content governance, coordinate updates, monitor compliance, and enhance the user experience across J3-managed web pages. Through collaboration and proactive engagement, we help ensure customers and stakeholders have access to reliable information and resources that support mission success.

#### What We Do

##### Website Management:

- Maintain and monitor DLA web content
- Coordinate content updates and enhancements
- Facilitate Annual Website Reviews
- Ensure content accuracy and consistency

##### Accessibility & Compliance:

- Provide Section 508 compliance guidance
- Promote accessibility best practices
- Support inclusive digital experiences

##### Content Governance:

- Assist Content Owners with web requirements
- Review and validate content updates
- Support Web Governance initiatives
- Ensure adherence to DLA standards

##### Analytics & Reporting:

- Track website performance metrics
- Provide page view and usage reports
- Identify opportunities for improvement
- Support data-driven decisions

#### Why It Matters

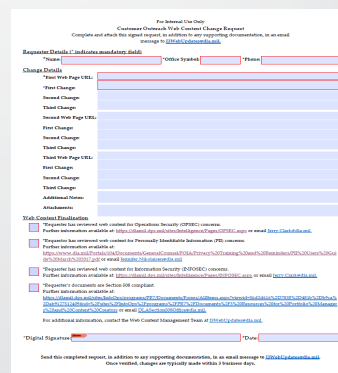
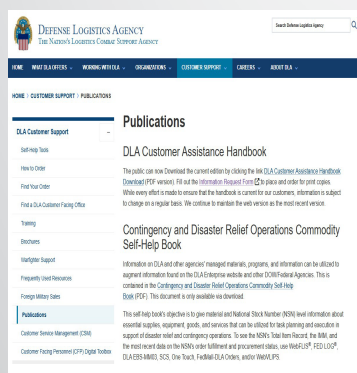
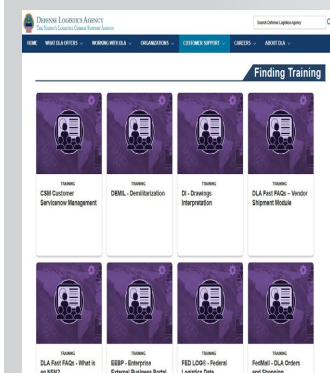
A well-managed website:

- Delivers timely and accurate information
- Enhances the customer experience
- Supports mission success
- Improves accessibility for all users
- Strengthens enterprise communication
- Promotes trust and transparency

#### Need Assistance?

Whether you're updating content, completing an Annual Website Review, improving accessibility, or looking for web guidance, we're here to help.

Contact the Web Content Management Team: [j3webupdates@dla.mil](mailto:j3webupdates@dla.mil)



Website  
Management

Accessibility  
(508)

Analytics

Content  
Reviews

Update &  
Maintenance

Governance

Content  
Owner  
Support

Compliance

# J3 WEB CONTENT MANAGEMENT

## “WHAT WE DO”