Assessing and Improving Your Website

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Overview

- History of UW–Superior website
- Importance of department/unit websites
- News and event postings
- Website training
- Active assessment
Website History

- How did we get here?
- Future plans
- Content in King

![University of Wisconsin-Superior Website History](image.png)
Why worry about your website?

- Simply can not be ignored
  - More potential students visit website than campus
  - Critical role in discovery and recruitment process
  - UW–Superior students listed website as #1 source to get information

- Data about uwsuper.edu (December 2010)
  - 66.1k unique visitors
  - 42.1k unique visitors from outside traffic
  - 3.3 page per visit
Department/Unit discussion

- Who is your audience
- Centralize discussion around end user
- Content first – then design
- Common questions you get in the office
- What makes your unit/department unique?
- Goals for website
- Assign responsibility
- Review schedule
News

- Helps your customers – students, prospective students, staff, community
- Helps you by getting information out to people to access themselves
- Part of university branding efforts – quality
- Helps University Relations gather and screen information for promotion and recruitment
- Use all resources, including the introduction box for RSS feeds
Events

- Helps your customers and you
- Helps university by building stakeholders. People in the community who come to campus for something they value become supporters – and they tell others about it.
- Part of university branding efforts – We can show them quality while they’re here
- Helps University Relations gather and screen information for promotion and recruitment
- Use all resources, including the introduction box for RSS feeds
- Accuracy – now and if changes are made
- Convenience – include everything they need to know
- Example: Feb. 1 music recital
Website Training

- Help Hours
- What will training provide?
- Available support
Assessment/Discussion

- Pull up your unit’s website
- Run through checklist
- Look at website of your peers
- Discussion
- Questions