

UNIVERSITY *of* WISCONSIN

Superior




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
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Website History

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




Why worry about your website?

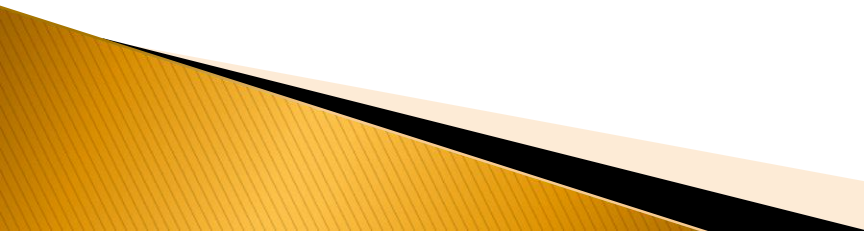
- ▶ Simply can not be ignored
 - More potential students visit website than campus
 - Critical role in discovery and recruitment process
 - UW–Superior students listed website as #1 source to get information

 - ▶ Data about uwsuper.edu (December 2010)
 - 66.1 k unique visitors
 - 42.1 k unique visitors from outside traffic
 - 3.3 page per visit
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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
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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
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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
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Assessment/Discussion

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